



Department of Addictology



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Types of online shops selling new psychoactive substances: I-TREND results

European Commission, INTERNET AND DRUGS EXPERT
MEETING, Brussels, 7 and 8 June 2016



- **Surface web**

Monitored with a dedicated software

- **Deep web**

Small insight by ethnographic approach

- **Dark web**

- Development of a software called « Shop Finder »

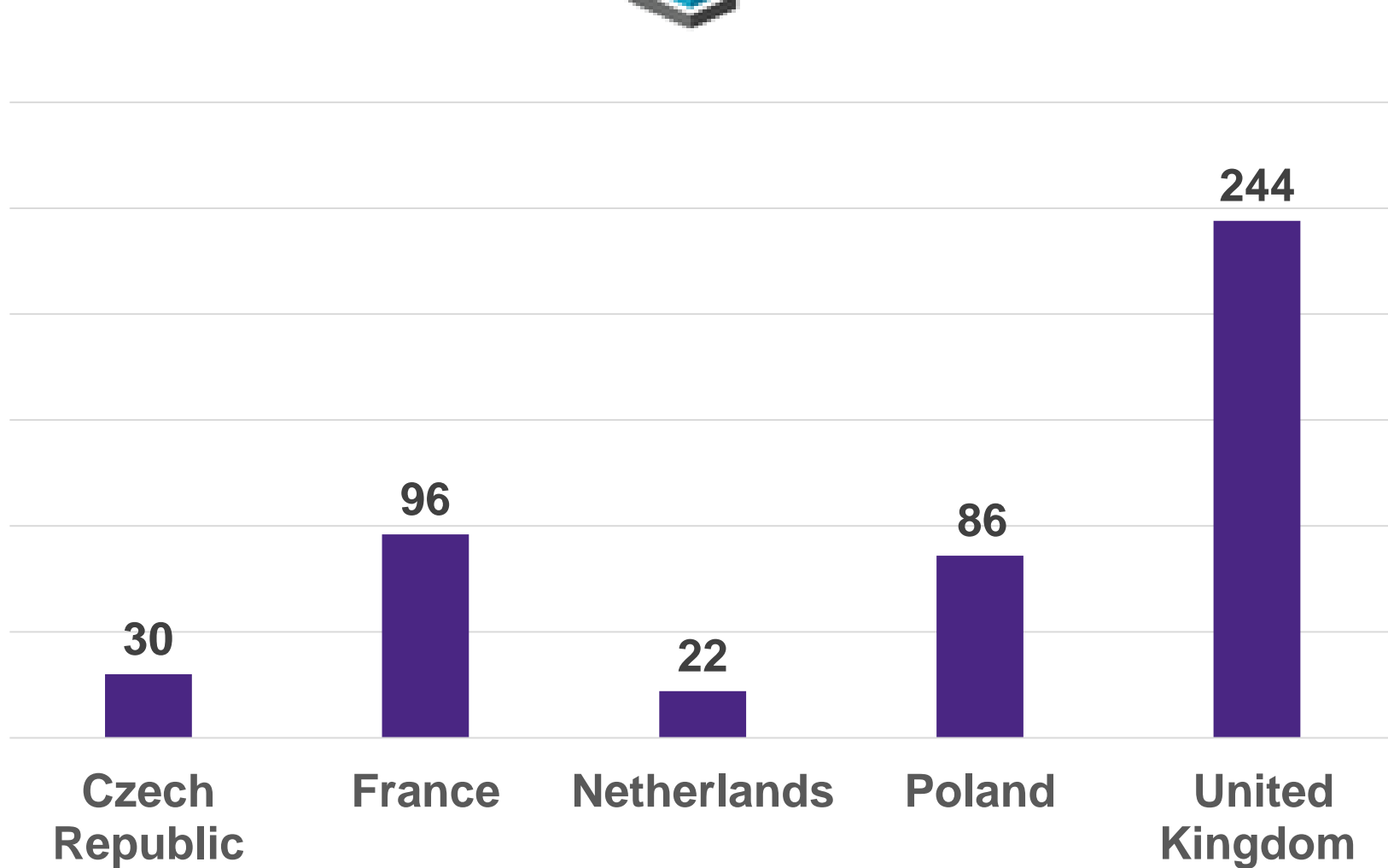


- Web crawler browsing the Internet on the base of 15 – 20 key NPS names per countries

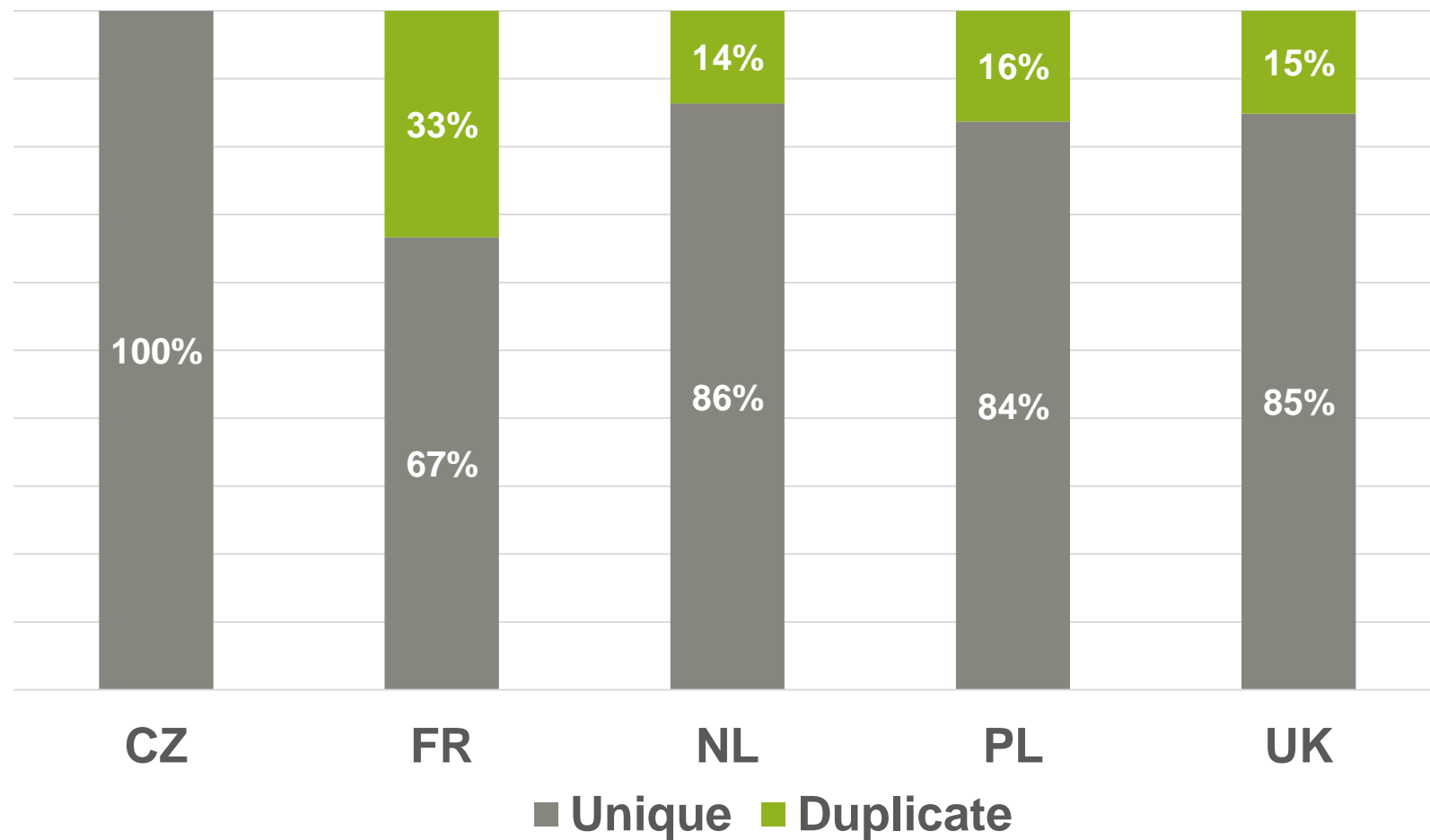
Purposes of the tool

- Monitor the web surface offers and improve the EMCDDA snapshot methodology
- Semi-automate the census to spare time: **1-2 weeks versus 1-2 days**
- Build a database including various information on the found web shops and enabling their track them over time
- To get a time-line observation of the offer on the surface web

Number of active shops in May 2014



Part of unique and duplicate webshops



Grey area / part of deep web on the surface web

- **Some shops fight for their visibility**
- **But some of them use the opposite strategy**
 - **“Deep web practices” impeding the automate census**
 - **back store with restricted access,**
 - **displaying of false but legal activities**
 - **...**

- **RC shops**

Serious-looking, display NPS by their chemical names and offer them mainly with the powder form

- **Commercial/ Branded shops/ Smart shops**

Seductive layouts and packaging, NPS sold under trade names and in familiar forms (tablets, herbs)..

- **Herbal shops / Head shops**

Primarily plant-related substances and trade products

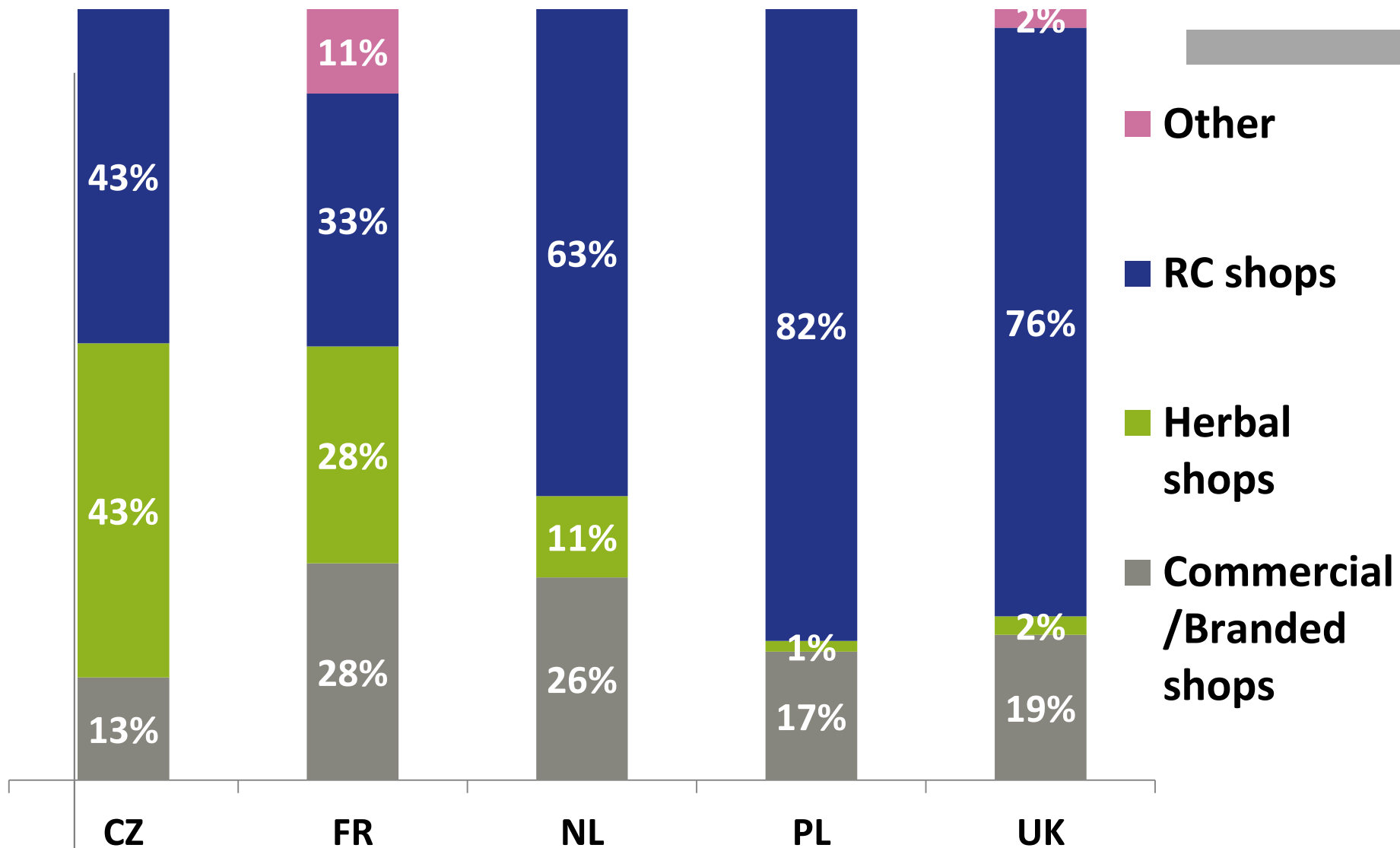


- **Others**

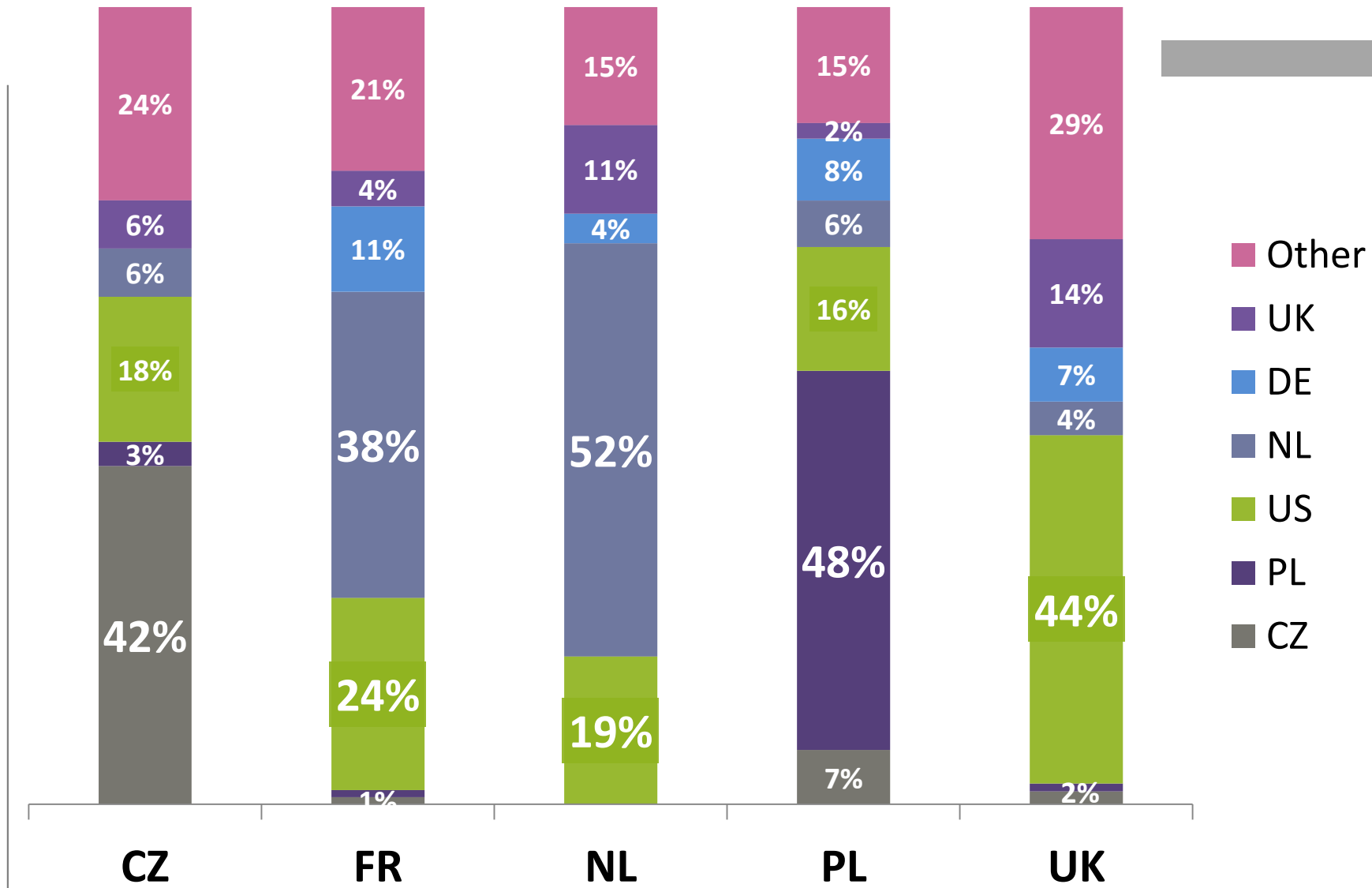
Offer general wellness, food complement, sexual enhancers... but not trying to imitate pharmacies.



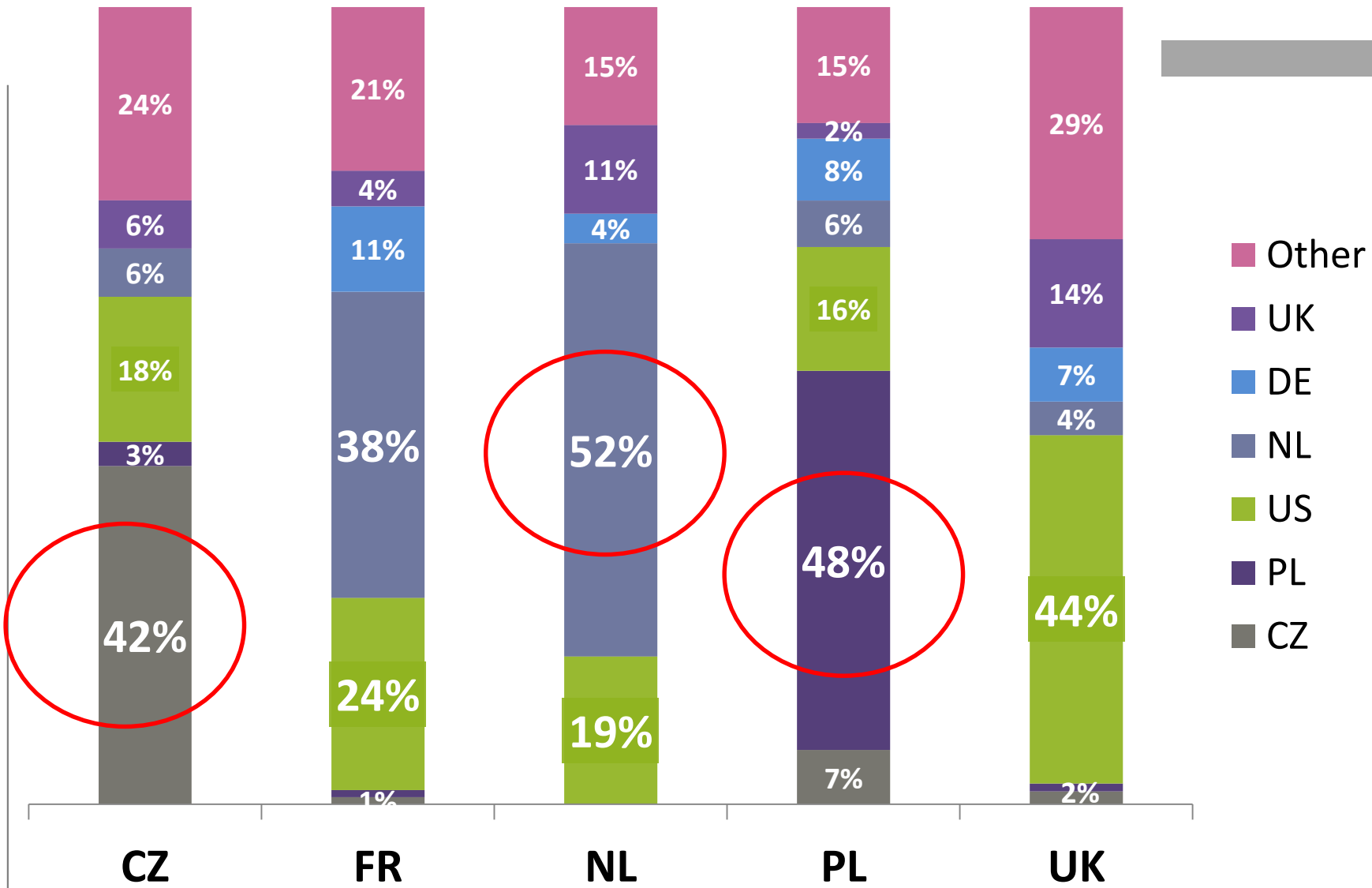
Type of online shops by country



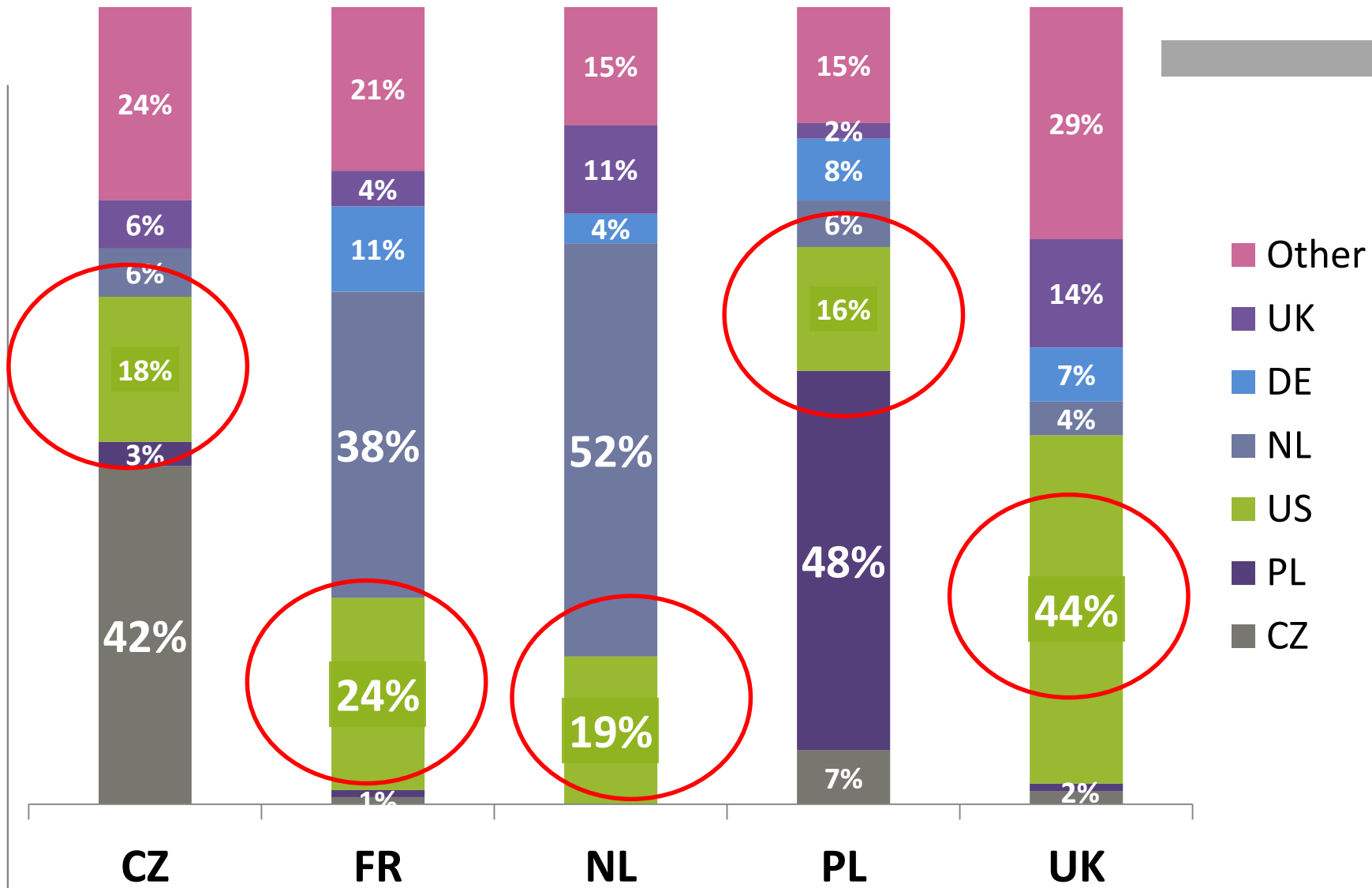
Breakdown of active online shops by IP location in May 2014



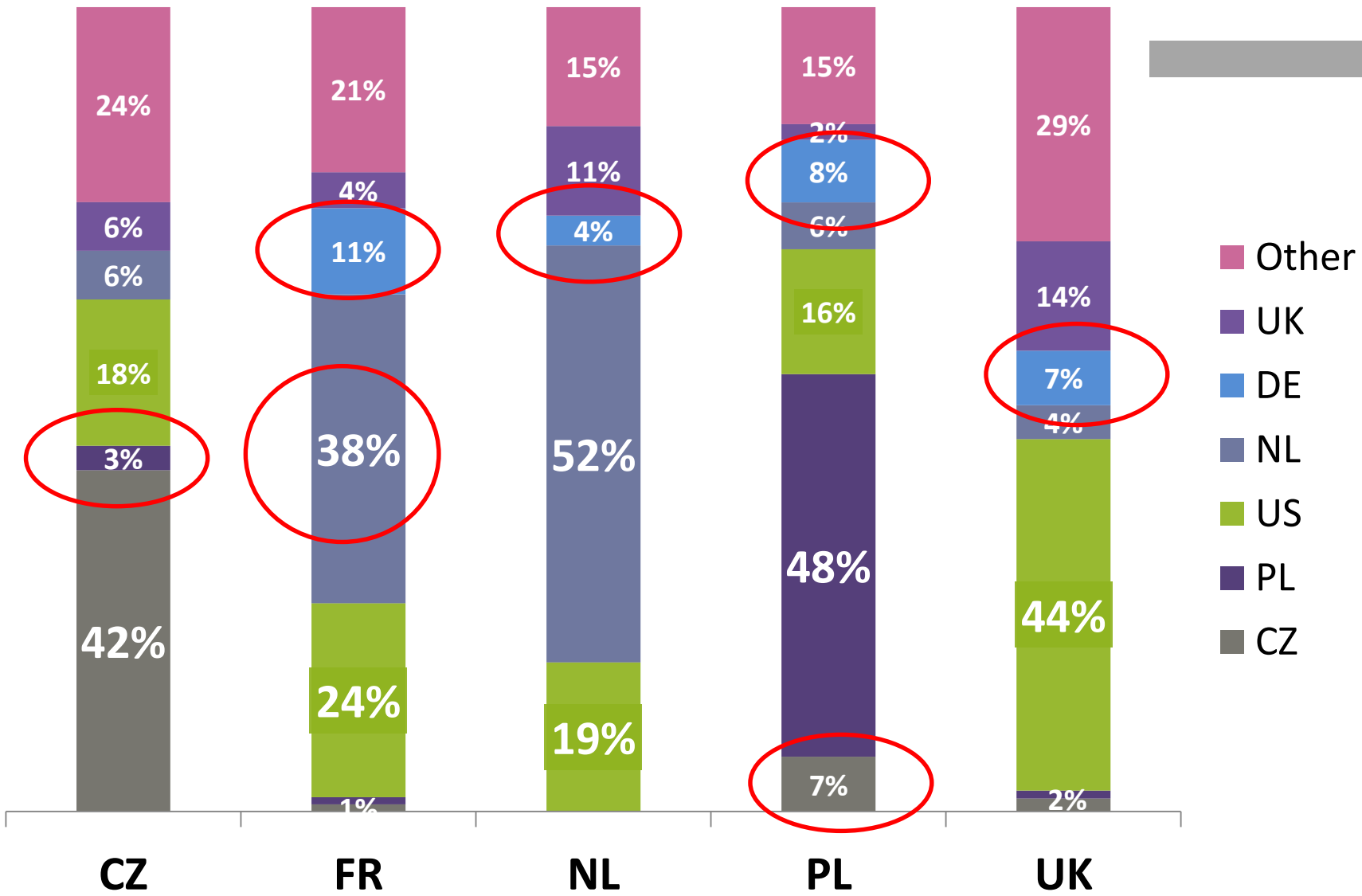
Breakdown of active online shops by IP location in May 2014



Breakdown of active online shops by IP location in May 2014



Breakdown of active online shops by IP location in May 2014



- **Different national situations in a global and interconnected market**
- **Often nationally-based and also subject to a cross-border and international implantation**

- Different type of web shops,
 - Use different strategies for being on the market
Spamdexing / deepweb practices
 - Target different kind of users
Naïve or seasoned
 - Likely to react differently to legal changes

Stakes for the future

- **Restricted study to 15-20 NPS names monitored by country**
- **Complete the meaning of collected data by partnerships with other EU projects (eg. EPS/NPS).**
- **Extend the monitoring in time and language for a better mapping**
- **Look for funds to help its implementation in others European countries and support its routine use**



I-TREND

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Thanks for your attention
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trend

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