



Workstream 2

Monitoring online shops

Polish example

*Department of Social science,
SWPS University of social sciences and humanities in Prague*

Co-funded by
the European Union



Author:
Dorota Wiszejko-Wierzbicka (SWPS)

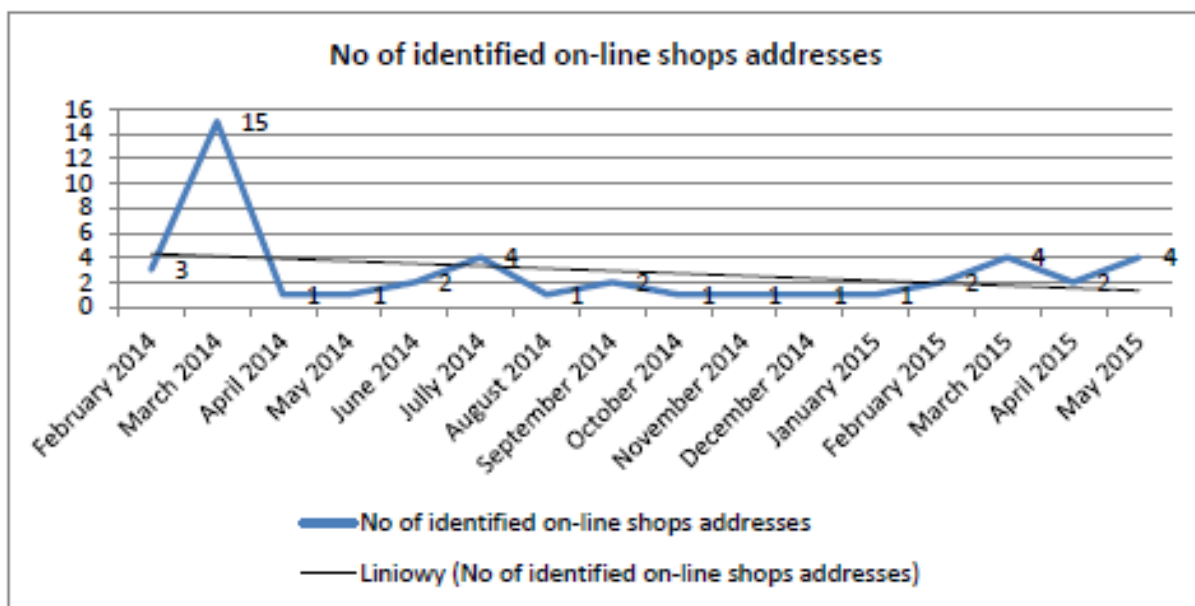
Date: June 2015

The methodology of monitoring on-line shops selling NPS was based on searching key phrases like: “dopalacze sklep internetowy”, “3,4-DMMC sklep” or “Mefedron sklep” using Google and Bing. Searching was automated by special software thanks to the Czech team.

From November 2013 to May 2015, 139 addresses of shops selling NPS had been identified. By the end of the period, 80 shops were still operating and 42 had been closed. Five shops had been redirected, 3 had expanded their assortment and 9 had been revamped with the same design and the same IP code.

In the first round which took place in November 2013, 35 on-line shop addresses had been identified applying the above-mentioned methodology of gathering data. During the whole of 2014, 32 new addresses using the same methodology had been identified, whereas from January to May 2015, 13 more new on-line shop addresses had been identified. The growth trend of new online store addresses is demonstrated in the graph below (see graph 1).

Graph 1. The growth trend of new online store addresses.



The most popular IP code was PL (almost half of analyzed IP codes), however other codes appear as well: NL, GB, US, DE, CZ, NL, FR, SK.

1. Analysis of identified addresses of on-line shops

In the whole period from November 2013 to May 2015, 129 addresses of shops selling NPS had been identified. In November 2013, 35 shops had been identified.

The most frequent searches were related to the following phrases: “3-MMC sklep” (15 addresses identified), “3,4-DMMC sklep” (13 addresses identified).

Table 1.

Phrase used during search	Frequency of identified on-line shop addresses
"3-MMC sklep"	15
"3,4-DMMC sklep"	13
"Mefedron sklep"	8
"AM-2201 sklep"	7
"Pentedron sklep"	7
"AM-2201 sklep"	7
"Dopalacze sklep internetowy"	5
"eth-cat sklep"	4
"metoksetamina sklep"	4
"UR-144 sklep"	3
Other	7
Total	80

Two the oldest domains of "Mefedron sklep" (<http://mefedron-sklep.prv.pl/>)¹ come from 21 April 1998. The most recent domain of "3,4-DMMC sklep" (<http://mychem.pl/>)² was registered in 30 January 2015. Most domains in the period 1998 to 2015 were registered in 2007.

The most popular shops in regard of number of daily viewers were:

1. Search of the phrase "Mefedron sklep": <http://sklep-mefedronbufedronmdpv.cba.pl/> (see Table 2; screenshot see attachment 1) its daily ad revenues are around \$487; the shop's address was identified in the first round in November 2013; its domain was registered on 2005-01-14;
2. Search of the phrase "3,4-DMMC sklep": <http://kolekcjoner.nl/> (see Table 2; screenshot see attachment 2) its daily ad revenues are around \$26; the shop's address was identified in the second round in March 2014; there are no available data about the date of the domain registration;
3. Search of the phrase "6-apb sklep": <http://www.officialbenzofury.com/> (see Table 2;
4. screenshot see attachment 3); its daily ad revenues are around \$9; the shop's address was identified in the second round in March 2014; its domain was registered on 2010-06-14.

¹ The shop still exists; update 4 June 2015.

² The shop still exists; update 4 June 2015.

Table 2. Top ten ranking based on the criteria of “daily page views” and “daily ad revenue”

No.	On-line shop address	IP code	Daily ad revenue	Daily page views
1	http://sklep-mefedronbufedronmdp.cba.pl/	NL	\$487.80	162,601
2	http://kolekcjoner.nl/	GB	\$26.15	8,716
3	http://www.officialbenzofury.com/	US	\$9.23	3,076
4	http://www.smartszop.pl/	PL	\$7.05	2,351
5	http://magicznemuchomory.pl/	NL	\$1.89	629
6	http://www.funboosters.com/	US	\$1.61	537
7	http://cofeshop.eu/	PL	\$2.46	488
8	http://sklep-euforia.pl/	GB	\$1.46	485
9	http://www.3mmc.org/	PL	\$1.28	428
10	http://researchchemicals.net.pl/	DE	\$1.26	420

Apart from the ranking based on the criteria of “daily page views” and “daily ad revenue”, we also have the most popular shops identified according to a global rank indicator (see Table 3). Their popularity were measured based on:

- daily page views,
- period of existence (accumulative history).

The global rank indicator shows that the most popular on-line shop also in this category is “Mefedron sklep”: <http://sklep-mefedronbufedronmdp.cba.pl/>. Second place in the ranking of popularity is also “Mefedron sklep” with the following address: <http://mefedron-sklep.prv.pl/> (see attachment 4). It has a very long history, its domain was registered in 1998; as was the on-line shop in third place, namely “DMMC sklep”: <http://kofeina.prv.pl/> (see attachment 5).

Table 3. Top ten ranking based on a “global rank” indicator.

No.	On-line shop address	IP code	Global rank indicator
1	http://sklep-mefedronbufedronmdp.cba.pl/	NL	10,966
2	http://mefedron-sklep.prv.pl/	FR	32,817
3	http://kofeina.prv.pl/	FR	42,445
4	http://kolekcjoner.nl/	GB	51,690
5	http://www.sklep4rc.otwarte24.pl/	PL	113,845
6	http://3mmc.otwarte24.pl/	PL	121,149
7	http://4laboratory2jail.otwarte24.pl/	PL	121,149
8	http://chemlab.otwarte24.pl/	PL	122,195
9	http://fun-shop.otwarte24.pl/	PL	163,049
10	http://speedrc1.otwarte24.pl/	PL	163,049

1st Round “Starting point”

In November 2013, 35 shops were identified whereas 19 shops were found to be closed. No shop redirected to another IP code. However 3 dead shops had kept the same design and the same IP code:

<http://www.rc-chemicals.pl/>

<http://www.sklep4rc.otwarte.pl/>

<http://www.caffeine.otwarte24.pl/>

Whole year monitoring

During the whole of 2014, 32 shops were identified and 23 shops were found to be closed. Four of the IPs redirected:

<http://metylon.pl/>

<http://safelab.nl/>

<http://eth-cat.pl/>

<http://dopalacze.tanio.biz/>

Six shops kept the same design and the same IP code:

<http://legalchem.cz/>

<http://kofeina.keep.pl/>

<http://www.3mmc.me/>

<http://sklep1466586.home.pl/>

<http://3mmc-mepedrone.com/>

<http://www.3mmc.sk/>

2nd Round “Half-year monitoring”

In the period January 2015 to May 2015, 13 new shop addresses selling NPS were identified and no shop closed during this time. Only one on-line shop redirected to another address:

<http://www.upalony.pl/> whilst keeping the same IP code.

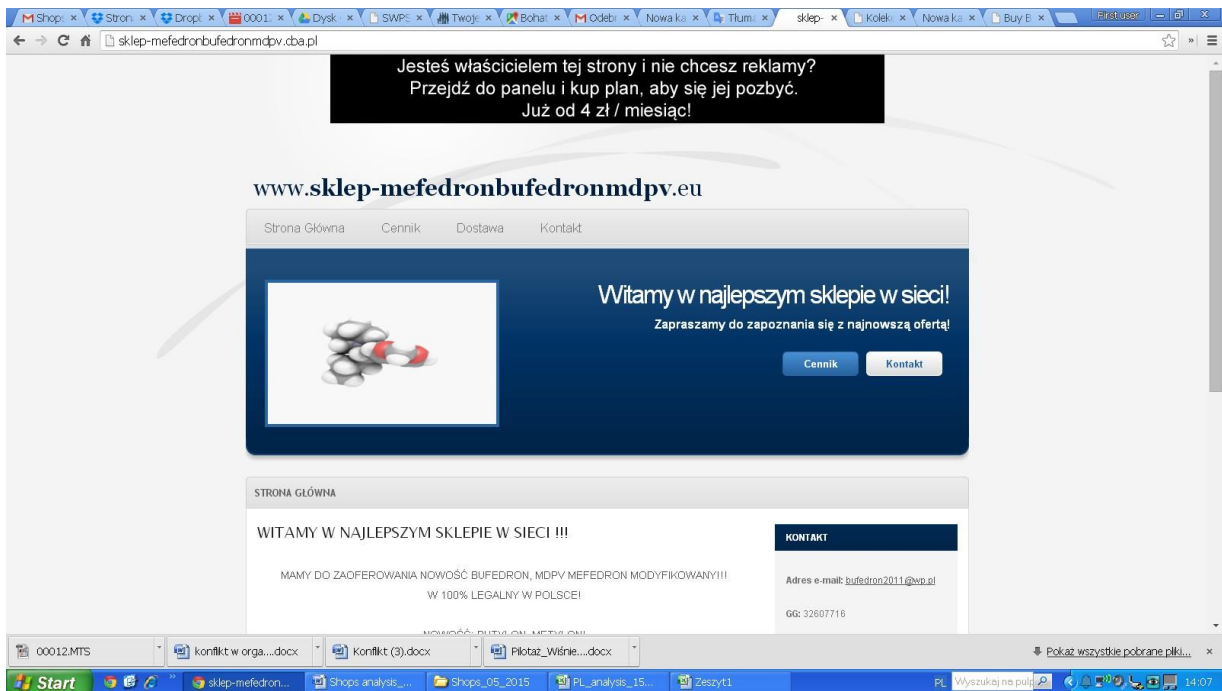
Three on-line shops gained mirror addresses under the same design:

<http://rc07.pl/>

<http://pl.buy-jwh.eu/>

<http://www.howhigh.eu/>

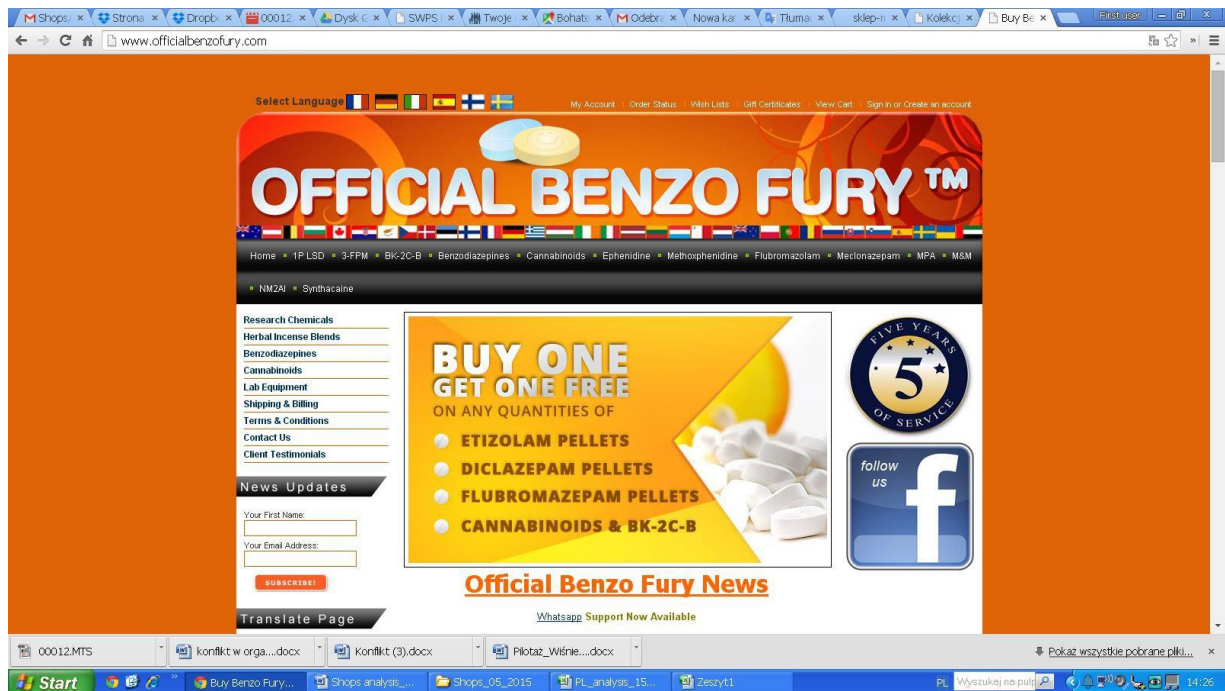
Attachment 1. Screenshot of on-line shop: <http://sklep-mefedronbufedronmdpvcba.pl/>



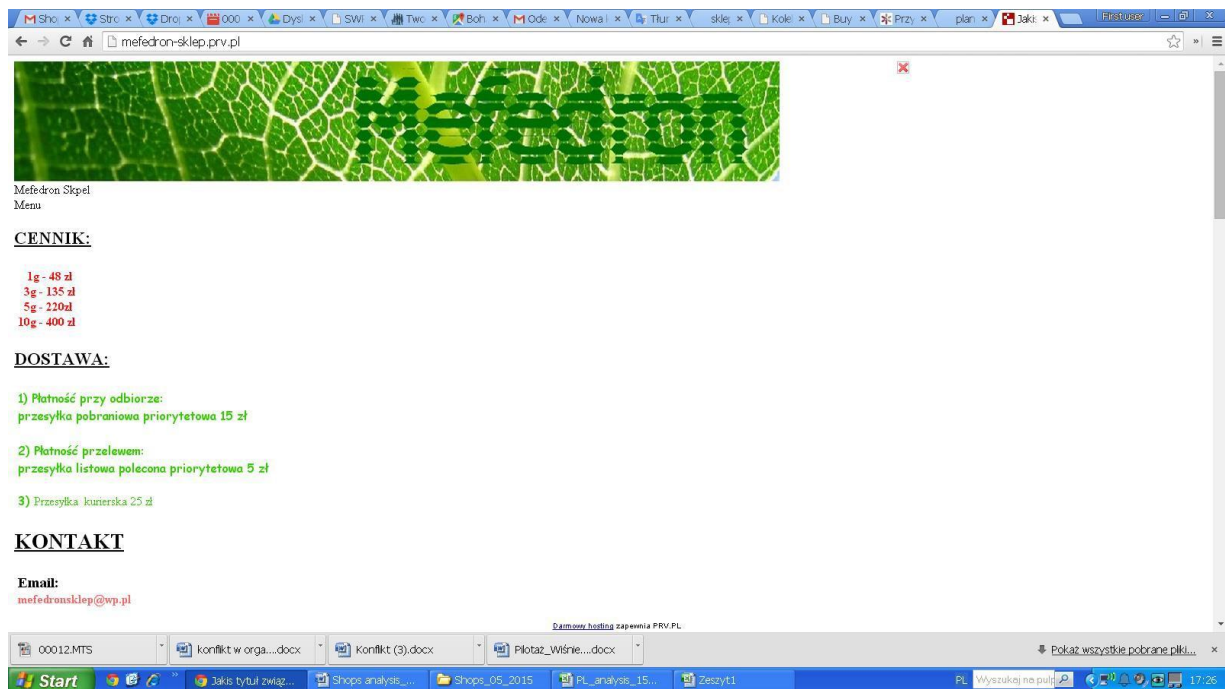
Attachment 2. Screenshot of on-line shop: <http://kolekcjoner.nl/>



Attachment 3. Screenshot of on-line shop: <http://www.officialbenzofury.com/>



Attachment 4. Screenshot of on-line shop: <http://mefedron-sklep.prv.pl/>



Attachment 5. Screenshot of on-line shop: <http://kofeina.prv.pl/>

