



Workstream 2

Monitoring online shops

Report on 25I-NBOMe, AH-7921, methoxetamine and MDVP

*Outcomes of monitoring NPS online shops in partner countries
(Czech Republic, France, Poland, The Netherlands, United Kingdom)*

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Methodology

For the purpose of the current risk assessment of 25I-NBOMe, AH-7921, methoxetamine and MDVP, the project team searched the online shops with NPS, as identified by the software in development, for the sales of the above mentioned substances. The search was performed in the days 22nd – 25th March 2014.

The online shops were identified by the software developed by CUNI (Department of Addictology, 1st Faculty of Medicine, Charles University in Prague) under the project in the period 11/2013–01/2014. In particular, the below presented outcomes come from the 1st “I-TREND snapshot” that aimed at identifying online shops selling NPS for project partner countries (CZ, NL, PL, UK, FR). The software automatically searches for all results according to specified "search phrases" via the most popular search engines, as defined by the project partners.

The software does automatic categorization of the search results based on comparing group of words defined by partners (words occurring most often on online shops, like basket, cart etc.). Webpages that cannot be identified as shops automatically are further on categorized manually. Only online shops selling NPS are subjected to further monitoring of their characteristics.

Only shops in national languages are considered as relevant for further monitoring in each country (Google translate add-on of international / EN web pages is not considered as proper translation, and in most cases, the online shop is excluded for non-English speaking partner).

Online shops characteristics:

- ONLINE SHOP IDENTIFIED BY THE COUNTRY - which country identified this online shop during 1st snapshot in its respective language
- TYPE OF SHOP - "RC" or "Commercial" online shop (for explanation see Annex 2)
- NAME OF SHOP - URL of identified online shop
- IP_CODE_SHOP - IP address country code
- GLOBAL_RANK - online page ranking characteristic from www.alexa.com (global rank) displaying a rough estimate of this site's popularity.
 - The rank is calculated using a combination of average daily visitors to this site and page views on this site over the past 3 months; the most popular online sites (Facebook, Google) rank close to 1; the top 1% of popular pages ranks < 2 000 000; the most common criticism to Alexa ranking is that it only accounts for page visits made by internet users with Alexa device installed
- 25I-NBOMe, Methoxetamine (MXE), AH-7921, MDPV: 0 - identified online shop is not selling the substance; 1 - identified online shop is selling the substance

Results

In total, 69 online shops identified for the project partner countries were selling at least one of the four NPS subjected to the risk-assessment. Out of these shops, 2 were classified as "commercial" and the remaining 67 were classified as "RC – research chemicals" shops.

40 shops were identified for the UK, 17 for Poland, 6 for the Netherlands, and 1 for the Czech Republic (see Table 1).

- MDPV was available in 33 of them, 25I-NBOMe was available in 20 of them, and AH-7921 in 6 of them (all found for the UK).
- 25I-NBOMe, MDPV and AH-7921 were available only for selected EU countries, while methoxetamine was available for all of them.
- Methoxetamine (MXE) was available in majority of these shops (total 46).

Table 1: Number of shops selling particular NPS per I-TREND project country.

SEARCH FOR COUNTRY	25I-NBOMe	Methoxetamine (MXE)	AH-7921	MDPV	TOTAL
CZ	0	1	0	0	1
FR	0	3	0	4	5
NL	2	4	0	5	6
PL	3	14	0	4	17
UK	15	24	6	20	40
TOTAL SHOPS	20	46	6	33	69

In terms of their IP addresses (Table 2), most of them were based on a U. S. domain (18), Dutch domain (12), or German domain (8).

This doesn't necessarily mean that the shops are operated from those countries. However, there were 11 EU IP addresses for the shops selling 25I-NBOMe, 29 selling methoxetamine, 3 selling AH-7921 and 16 selling MDPV (40 for all the substances).

Table 2: Number of IP addresses from which particular NPS are sold.

SHOP IP address	25I-NBOMe	Methoxetamine (MXE)	AH-7921	MDPV	TOTAL
CA	1	2	1	1	3
CN	0	0	1	0	1
CZ	4	2	0	1	4
DE	1	8	0	2	8
DE,UA	0	1	0	1	1
DK	1	1	0	0	1
FR	1	1	0	1	2
GB	1	1	1	0	3
HU	0	2	0	2	2
KR	0	1	1	0	2
n/a	0	1	0	1	1
NL	3	6	2	7	12
PL	0	6	0	2	6
SK	0	1	0	0	1
US	8	13	0	14	21
VG	0	0	0	1	1
CA	1	2	1	1	3
TOTAL	20	46	6	33	69
TOTAL EU	11	29	3	16	40

In terms of Alexa global ranking of the webpages that indicates their “popularity”, as well as the likelihood that the shop will appear in web search for the substance, this indicator was not available for the majority of online shops with NPS (32 %). A minority of the shops (6 %) was ranked very high in terms of Alexa traffic, and additional 13 % ranked high enough to be in the world top 1 % of popular pages (see Table 3).

- AH-7921 was more likely to be marketed in most “popular” shops (one third of the 6 shops offering it ranked very high in Alexa).
- 25I-NBOMe was not present in the very highly ranked shops at all
- Methoxetamine was sold in each category of shops equally to their proportion for all the substances (this is reflective of the fact it was retailed in majority of the online shops)
- MDPV was sold in relatively more shops for which ranking is not available

Table 3: Particular NPS, as sold in the online shops according to their Alexa global ranking.

	25I-NBOMe (n = 20)	Methoxetamine (MXE) (n = 46)	AH-7921 (n = 6)	MDPV (n = 33)	TOTAL (n = 69)
not available	25%	33%	17%	39%	32%
VERY LOW - more than 10 mil	15%	15%	0%	9%	13%
LOW - 5 to 10 mil	10%	7%	17%	12%	10%
MIDDLE - 2 to 5 mil	45%	22%	33%	21%	26%
HIGH - 100th to 2 mil	5%	20%	0%	15%	13%
VERY HIGH - below 100 th	0%	4%	33%	3%	6%
TOTAL	100%	100%	100%	100%	100%

Annex 1 - methodology of the 1st I-TREND snapshot

1. The software did automatic search based on selected "search phrases" (for details see Table 1) via selected search engines by all partners (for details see Table 2).
2. The software did automatic categorization of the results based on definition of key words describing a "online shop" specified by project partners.
3. Manual categorization followed, approving that a found web page is online shop selling NPS and also is relevant for the partner country (of non-English speaking partners often online shops selling NPS with only Google translate add-on on the web page and not proper translation were excluded as they were evaluated as not relevant for the partner country).
4. Further selection followed specifying what kind of online shop was identified. We used 2 basic categories Commercial and RC shops.
 - "Commercial" online shop: is a site where branded products are numerous and more indicated than in a RC shop. It is selling NPS mostly under commercial names as "Funky", "Cocolino" and the chemical compound of the substances are mostly unknown to the customer. Often a commercial online shop is a "smart shop" or "headshop". They sell a lot of stuff around marijuana including grinder, tee-shirt and so on, lot of branded product and few chemical.
 - "RC shop", where "RC" stands for "research chemicals" is selling NPS under their chemical names, often has the chemical names directly on the front page

Annex 2 – Search phrases for online shop identification per I-TREND partner

PL	NL	UK	FR	CZ
"UR-144" sklep	"4-fluoramphetamine" kopen	"Etizolam" buy	"AM-2201" acheter	"3-MMC" koupit
"AM-2201" sklep	"4-FA" kopen	"4-MEC" buy	"UR-144" acheter	"4-FA " koupit
Pentedron sklep	"4-FMP" kopen	"MPA" buy	"MDPV" acheter	"4-MEC" koupit
"3,4-DMMC" sklep	"Flava" kopen	"5 APB" buy	"4-MEC" acheter	"6-APB" koupit
Brefedron sklep	"Flux" kopen	"PMA" buy	"25-I NBOME" acheter	"AMT" koupit
MPPP sklep	"MDPV" kopen	"Pentadrone" buy	"5-MEO-DALT" acheter	"bk-MDMA" koupit
MDPBP sklep	"5-IT" kopen	"Phenazepam" buy	"6-APB" acheter	"MDPBP" koupit
PVP sklep	"5-it" kopen	"AM-2201" buy	"5-APB" acheter	"methoxetamine" koupit
"3-MMC" sklep	"mexxy" kopen	"AKB48" buy	"Ethylphenidate" acheter	"ethcathinone" koupit
Etkatynon sklep	"aMT" kopen	"Ethylphenidate" buy	"Methoxetamine" acheter	"MPPP" koupit
Mefedron sklep	"6-APB" kopen	" 6 apb" buy	"NRG3" acheter	"Funky" koupit
dopalacze sklep internetowy	"Benzo Fury" kopen	"5 meo dalt" buy	"NRG-3" acheter	"Cherry Cocolino" koupit
	"methoxetamine" kopen	"amt" buy	"NRG 3" acheter	"Ethylphenidate" koupit
	"MXE" kopen	" methalone" buy	"Happy caps" acheter	"MPA" koupit
	"alpha- methyltryptamine" kopen	"ur-144" buy	"Party pills" acheter	"Wlodziu" koupit
	"5-(2- Aminopropyl)indole" kopen	"mdai" buy	"Bong basic" acheter	"Eth Cat" koupit
	"4-MEC" kopen			"Ex" koupit
	"25-I NBOME" kopen			"El Magico" koupit
	"5-MEO-DALT" kopen			"DMX" koupit
	"5-APB" kopen			"Pentadrone" koupit

Annex 3 – Search engines for online shop identification per I-TREND partner

PL	NL	UK	FR	CZ
google.pl	google.nl	google.com	google.fr	google.cz
bing.com	yahoo.nl	bing.com	bing.fr	seznam.cz
	vinden.nl	yahoo.com	yahoo.fr	centrum.cz
	bing.nl			