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Traffic Volume Ranking Top 20 Sites in Japan in 2001 (* Source from Japan Access Rating VOL. 0036)

		Total					From Home					From Office/School		
1yr Change	Rank	Domain	JAR(%分)	NAR(%)	1yr Change	Rank	Domain	JAR(%分)	NAR(%)	1yr Change	Rank	Domain	JAR(%分)	NAR(%)
0	1	yahoo.co.jp	11,676.80	86.9	0	1	yahoo.co.jp	13,145.90	87.9	0	1	yahoo.co.jp	9,008.70	85.1
0	2	nifty.com	1,678.20	68.3	0	2	nifty.com	2,006.40	71.8	0	2	msn.co.jp	1,361.90	47.7
0	3	rakuten.co.jp	1,592.50	52.5	0	3	rakuten.co.jp	1,978.60	57.1	0	3	nifty.com	1,082.10	61.8
0	4	msn.co.jp	1,213.10	49.5	0	4	m-sta.com	1,341.20	20.4	7	4	goo.ne.jp	1,066.80	48
0	5	m-sta.com	1,103.80	18.3	0	5	msn.co.jp	1,131.30	50.5	-1	5	rakuten.co.jp	891.2	44.3
3	6	goo.ne.jp	989.6	52.3	0	6	biglobe.ne.jp	1,127.20	63.7	3	6	asahi.com	875.3	20.4
0	7	biglobe.ne.jp	984.9	60.5	0	7	2ch.net	953.8	18.8	1	7	impress.co.jp	746.2	37.1
-2	8	2ch.net	805.9	18.8	1	8	goo.ne.jp	947.2	54.7	5	8	biglobe.ne.jp	726.5	54.9
5	9	nttnavi.co.jp	686.6	36.2	2	9	nttnavi.co.jp	745.8	40	-2	9	google.com	716.1	36.5
-2	10	infoseek.co.jp	652.8	45.1	0	10	mpack.ne.jp	731.9	26.2	-5	10	m-sta.com	672.5	14.4
0	11	google.com	633.3	30.9	1	11	so-net.**.jp	725	41.2	1	11	microsoft.com	667.2	66.7
-2	12	mpack.ne.jp	627.2	22.6	-4	12	infoseek.co.jp	658.9	47.5	8	12	excite.co.jp	645.5	26.7
-1	13	impress.co.jp	596.2	31.1	1	13	google.com	587.8	27.7	-7	13	infoseek.co.jp	641.8	40.8
3	14	so-net.**.jp	556.2	40.3	1	14	cmsite.co.jp	555.2	27	1	14	nikkeibp.co.jp	623.5	35.3
0	15	microsoft.com	548.7	63.2	2	15	impress.co.jp	513.8	27.9	6	15	nttnavi.co.jp	578.9	29.3
-3	16	excite.co.jp	538.8	27.5	5	16	microsoft.com	483.5	61.4	0	16	isize.com	577.6	28.2
-1	17	cmsite.co.jp	509.3	25.5	-4	17	excite.co.jp	480.1	27.9	-7	17	2ch.net	537.1	18.7
1	18	isize.com	478.3	31.7	-2	18	fkfk.net	458	10.5	-4	18	lycos.co.jp	473.2	35.6
1	19	fkfk.net	450.5	8.9	1	19	isize.com	423.7	33.7	-2	19	nikkei.co.jp	464	21.8
1	20	asahi.com	410.6	16.4	5	20	macromill.com	379.6	21	7	20	zdnet.co.jp	448.4	34.8

Top 5 Search Engine in Overall 2001
*** Source from Japan Access Rating VOL. 0037**

Rank	Search Engine	JAR	NAR
1	yahoo.co.jp	11,676.80	86.9
2	msn.co.jp	1,213.10	49.5
4	goo.ne.jp	989.6	52.3
3	infoseek.co.jp	652.8	45.1
5	google.com	633.3	30.9

Top 5 Search Engine in Jun, 2001
Source from Internet Magazine Aug, 2001

Rank	Search Engine	Experience	Repeat
1	yahoo.co.jp	88.50%	87.40%
2	goo.ne.jp	65.30%	66.00%
3	google.com	64.00%	70.60%
4	lycos.co.jp	54.90%	60.50%
5	infoseek.co.jp	51.30%	48.30%

Top 5 Search Engine in Aug, 2000
Source from Macromill - Report vol. 01

Rank	Search Engine	1st Engine	2nd Engine
1	yahoo.co.jp	60.70%	25.60%
2	goo.ne.jp	13.00%	32.70%
3	infoseek.co.jp	7.60%	17.50%
4	excite.co.jp	5.00%	11.80%
5	msn.co.jp	4.60%	10.70%

* Japan Access Rating Vol. 0037
Survey for 2000 people (Japan Research Center Research Panel Member) between 11/5/2001 and 12/2/2001 (4 weeks).

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