



Major Search Engine - Power Struggle in Japan (Sep, 2001 / Revised Feb, 2002)

*Researched and Summarized by ACE, Inc.

Search Engine	Company	Capital Yen Empl# / CEO	Open	Engine Provider		Submit Listing	Ad Model (Mostly PV)	Peculiarity
				Directory	Robot			
1 www.yahoo.co.jp	Yahoo Japan Co. Softbank owns 50.5% share	399* M Inoue	Jan-96	Yahoo	goo (X) Google (4/01)	D: Yes R: No Biz Express	Suggest a site	#1portal & search site in J: Yahoo Mobile(search): Directory slash search engine: Transit(Routing):
2 www.infoseek.co.jp	Rakuten, Inc. holds 100% (¥8.5bil, Dec 2000)	2Bil.yen 61 H Mikitani	Nov-98	self	infoseek	D: No R: Yes	Search Word Banner/Text ¥12 / ¥30 PV	The sole independent search engine in J: Provides the power with Rakuten (largest EC site in J): iSeek(Mobile search): fast update: Tool Bar
3 www.goo.ne.jp	NTT-X, Inc.	11.5Bil.yen S Ikeda	Mar-97	self	Inktomi goo (renew 8/01)	D: No R: Yes	Result Banner Key Word Text (impression)	Hybrid: largest data base in J: Private goo search engine for enterprise: Dictionary: Translation: Map: Routing: Image support:
4 www.google.co.jp	Google Japan (still private)		Sep-00	Google dmoz	Google(bot)	R:Yes D:ODP	Premium Sponsorship ¥15PV	No "AdWords" Program in J yet: PageRank: ODP: Google(Mobile search): Covers 72 languages: Google J tool bar: Cache(+highlighted): Image
5 www.excite.co.jp	Itochu holds 95% (bought 65% for ¥2bil, Feb 4, 2002)	3.1Bil.yen 91 Y Yamamura	Oct-97	LookSmart	Excite (X) Google (1/02)	D: LokSmt R: Google	Category Target Word Target	Excite J tool bar: Web translation: Shifted to profitable business (charge for community site): Hybrid: Mobile Search: Dictionary:
6 MSN Search	Microsoft	0.4Bil.yen 922* S Ata		LookSmart	AltaVista (X) Inktomi (6/01)	D: LokSmt R: No	Weekly IE Search Band (impression)	Alliance w/ Infoseek J, goo, and Keywords by RealNames: choose language, location, and file type: Most Expensive for Ad (¥15-¥170PV):
8 www.lycos.co.jp	Lycos Japan 44.7% Sumisho 40.6%	4.53Bil.yen 129 K Yoshida	Apr-98	self	Lycos (X) WiseNut (12/01) Kana PF (1/02)	D: Yes R: No	Search Word Ad (impression) ¥10	Lycos Affiliate: iLycos(Mobile Search): Directory: Dictionary: Translation: Phone#: Money: The slowest engine:
www.nifty.com (@search)	nifty(←Compuserv) Fujitsu owns 100% (Mar, 1999)	1Bil.yen 480* M Tanaka	Jul-97	self FreshEye (Toshiba)	Excite (X) Infonavigator(X) Google (4/00)	D: Only Member R: Google	nifty Searchword (impression) ¥10	SE: No Cache: EarthLink (Access Point in USA): displayed same search results as Excite J:
www.biglobe.ne.jp (search attayo!)	NEC ISP / Contents Provider Division		Jul-96	LookSmart (1/01)	Netplaza (X) Google (11/00)	D: LokSmt R: Google	Result page Key Word page (impression)	First Adopted Google: No Cache: No Mobile Search: Image search: Dictionary: Map: Address
www.aol.co.jp (AOL NetFind)	DoCoMo AOL, Inc. NTT Docomo 42.3% AOL, Inc. 40.3%	T Yamakawa	May-96	goo	Excite (X) Google/Inktomi goo (1/01)	D: No R: goo		NTT Group(AOL and goo) use same search engine: Hybrid: Not big portal site like AOL of US:
www.askj.co.jp	Ask Jeeves Japan	2.5Bil.yen 35 (11/01) Y Yamanaka	Sep-00 Open Soon		Teoma (undecided in J)			Opening in the early 2002



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*Sources by Netratings J, Jupiter J, Macromill, Ascii, atmarkit, MyCom Pcweb, Bztech, Nikkei it, Cnet J, Zdnet J, and J Internet.com

*The data of Capital and number of employees are quoted from IR pages

*In order to display these J sites, download Grobal IME for J from MS site. Otherwise, if your OS is 2000 or XP, add Japanese from Control Panel > Regional Options > Language setting > Japanese >> apply. Then, add Japanese Input System from Control Panel > Regional Options > Input Locals > Change > add > Japanese >> OK >> Reboot

Analysis

1. All sites are not only Navigation sites, but also Portal, ISP, commerce, and communication sites, except Google and AskJeeves.

2. Power Flow

Google J (Robot) ⇒ Yahoo J, Excite J, nifty Search, Biglobe, AllAbout J, So-net, OCN, AOL, and Netscape J.

Inktomi J (Robot) ⇒ goo (NTT Group), AOL J (NTT Group), MSN Search, and Tocc(FreshEye).

LookSmart J (Directory) ⇒ Excite J, MSN Search, Biglobe, So-net, ISIZE, Dion, and ODN. **Fast** (Robot) ⇒all the web, Dion, and ODN.

WiseNut (Robot) ⇒ Lycos J (Directory, Robot) ⇒ Netscape J. / **Infoseek** (Directory, Robot) stands alone. / **AskJeeves J**: Teoma? Overture later?

3. There are a little search engines or portals in Japan, which adopt PPC or PFP business model that Overture does.

Most of them charge monthly fee or plus *per view* charge (or impression).

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