

E*Space 5 Conference, Cape Town, 10-15th July 1999

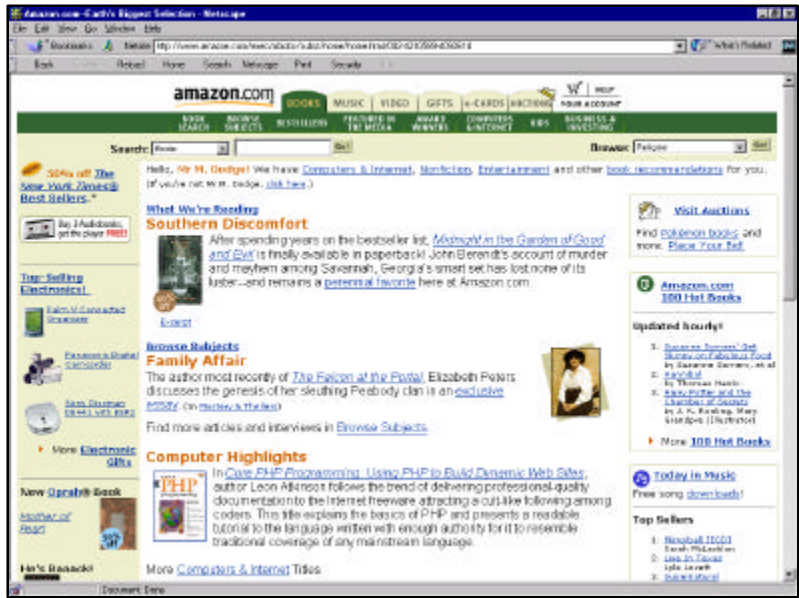
Finding the source of **amazon.com**

The Amazon logo, consisting of the word "amazon.com" in a bold, lowercase, sans-serif font, with a curved orange line underneath it.

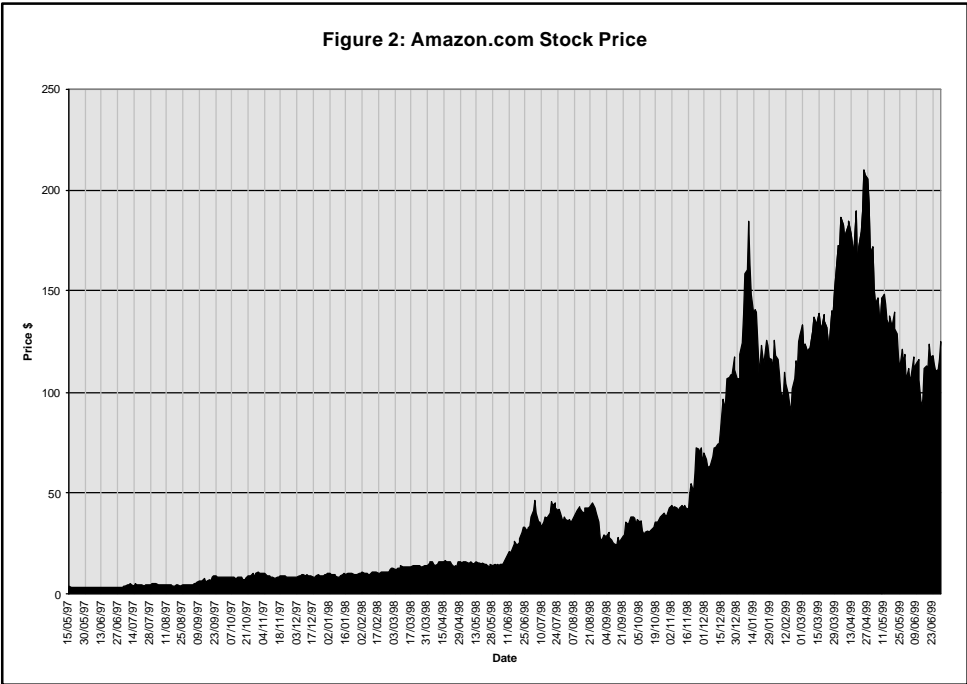
Martin Dodge

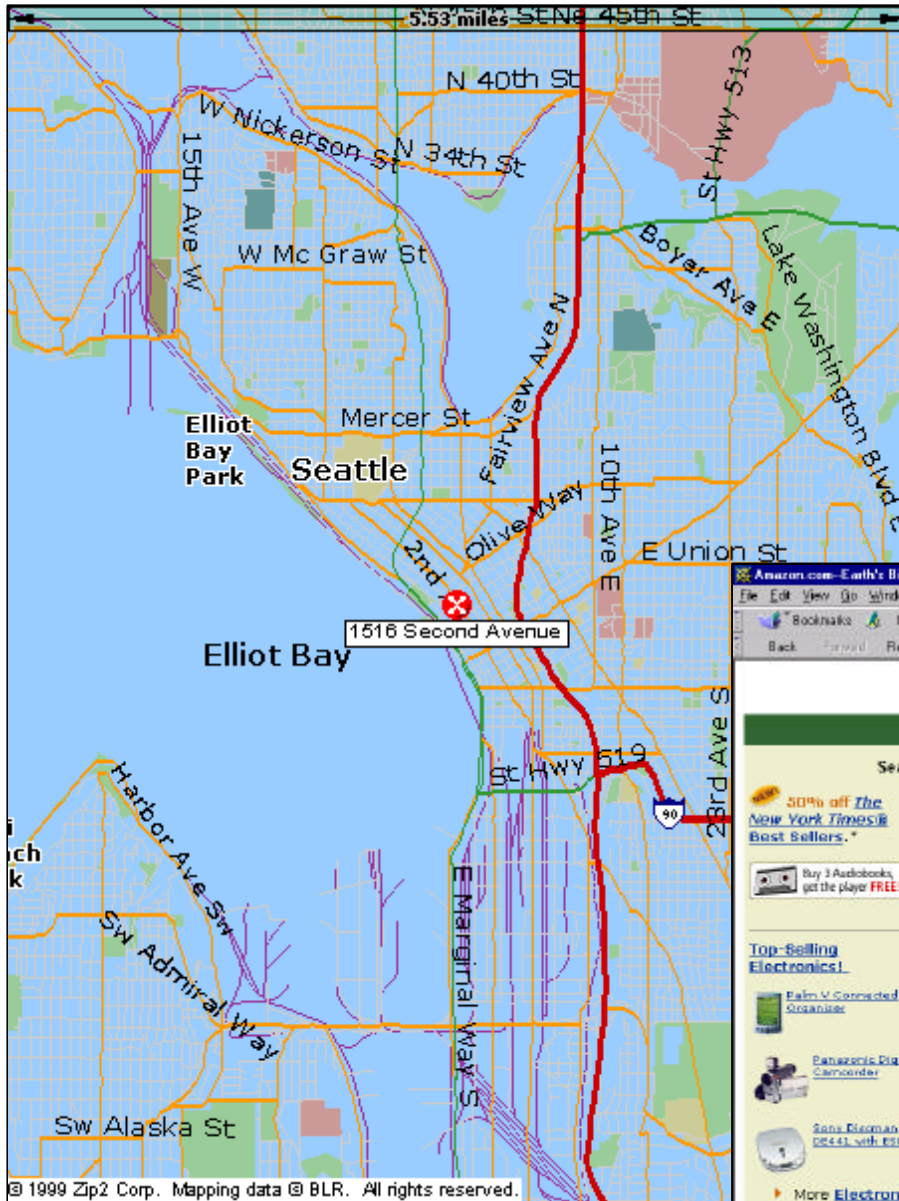
Centre for Advanced Spatial Analysis

University College London

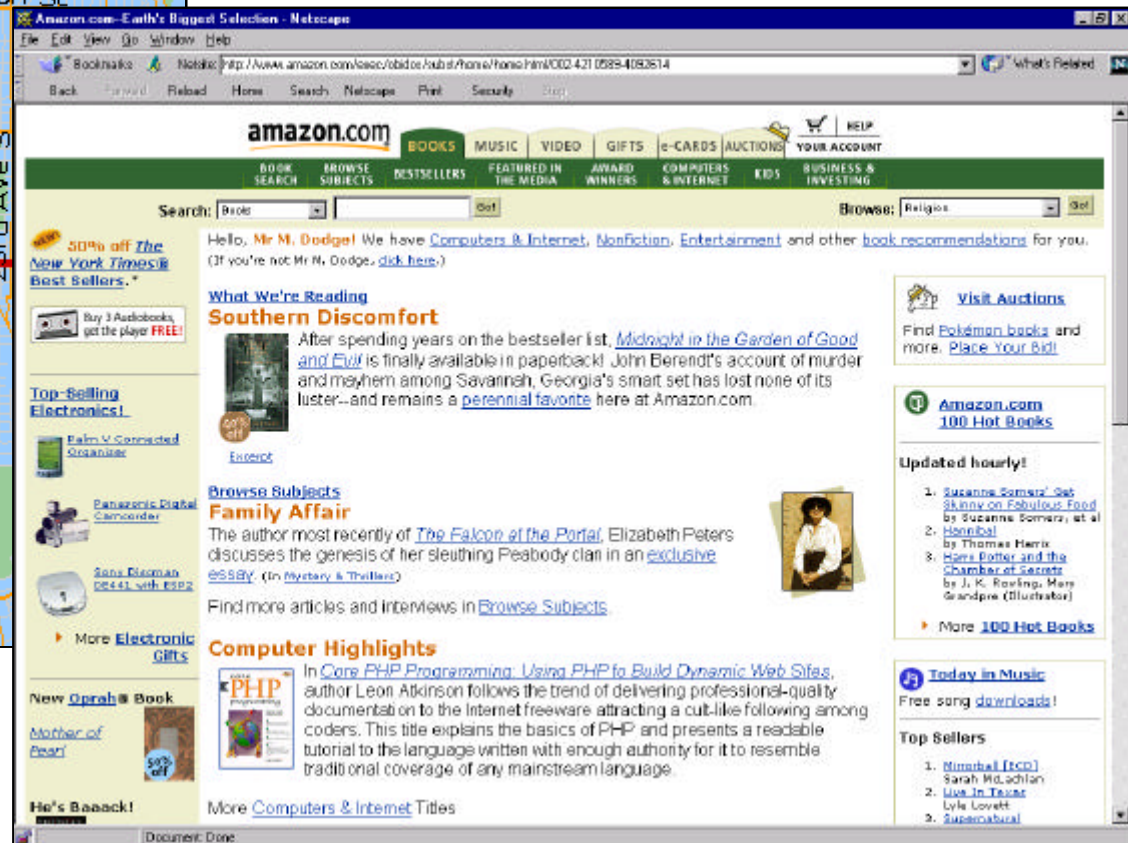


What does Amazon.com look like?





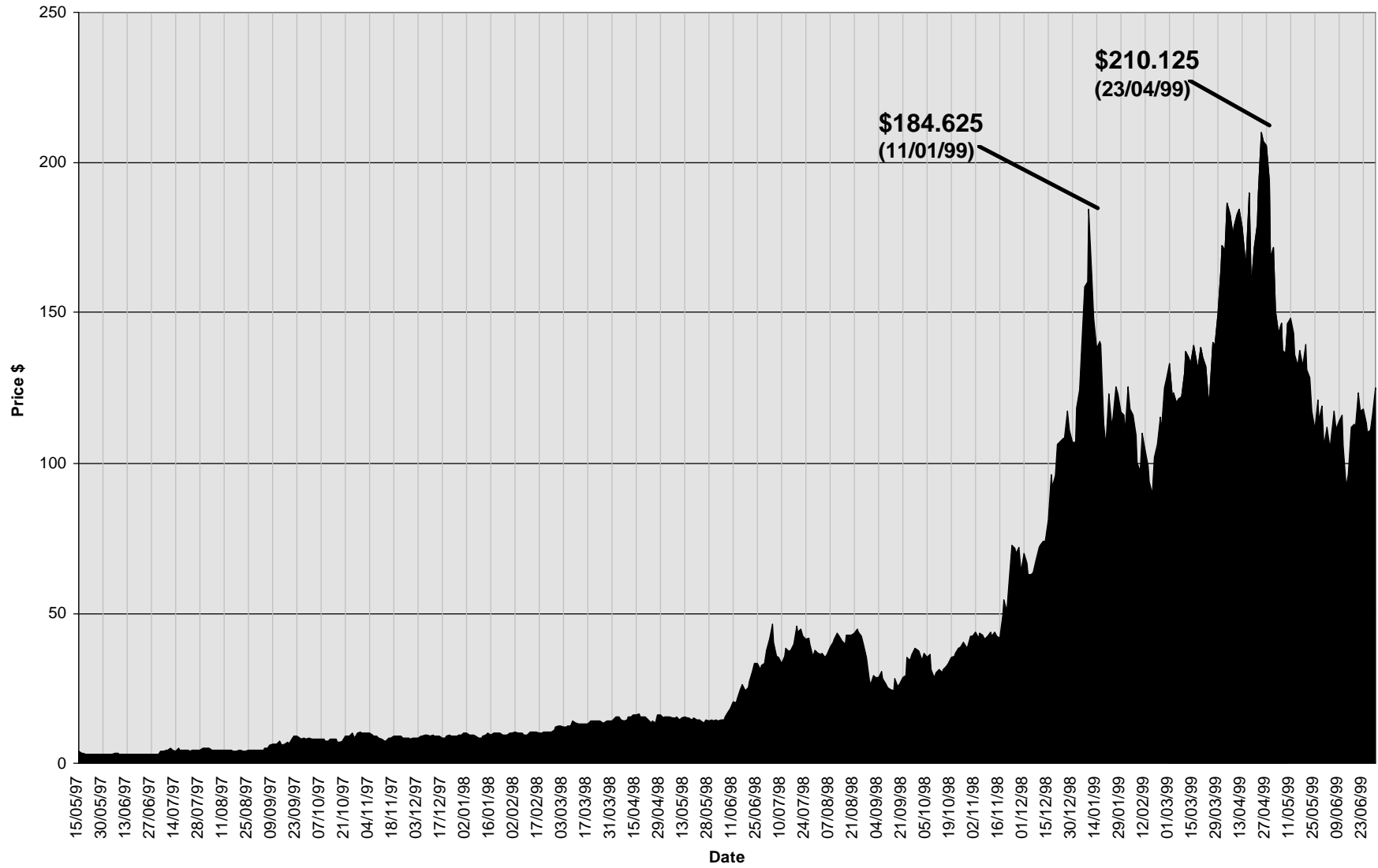
Where is Amazon.com? real & virtual

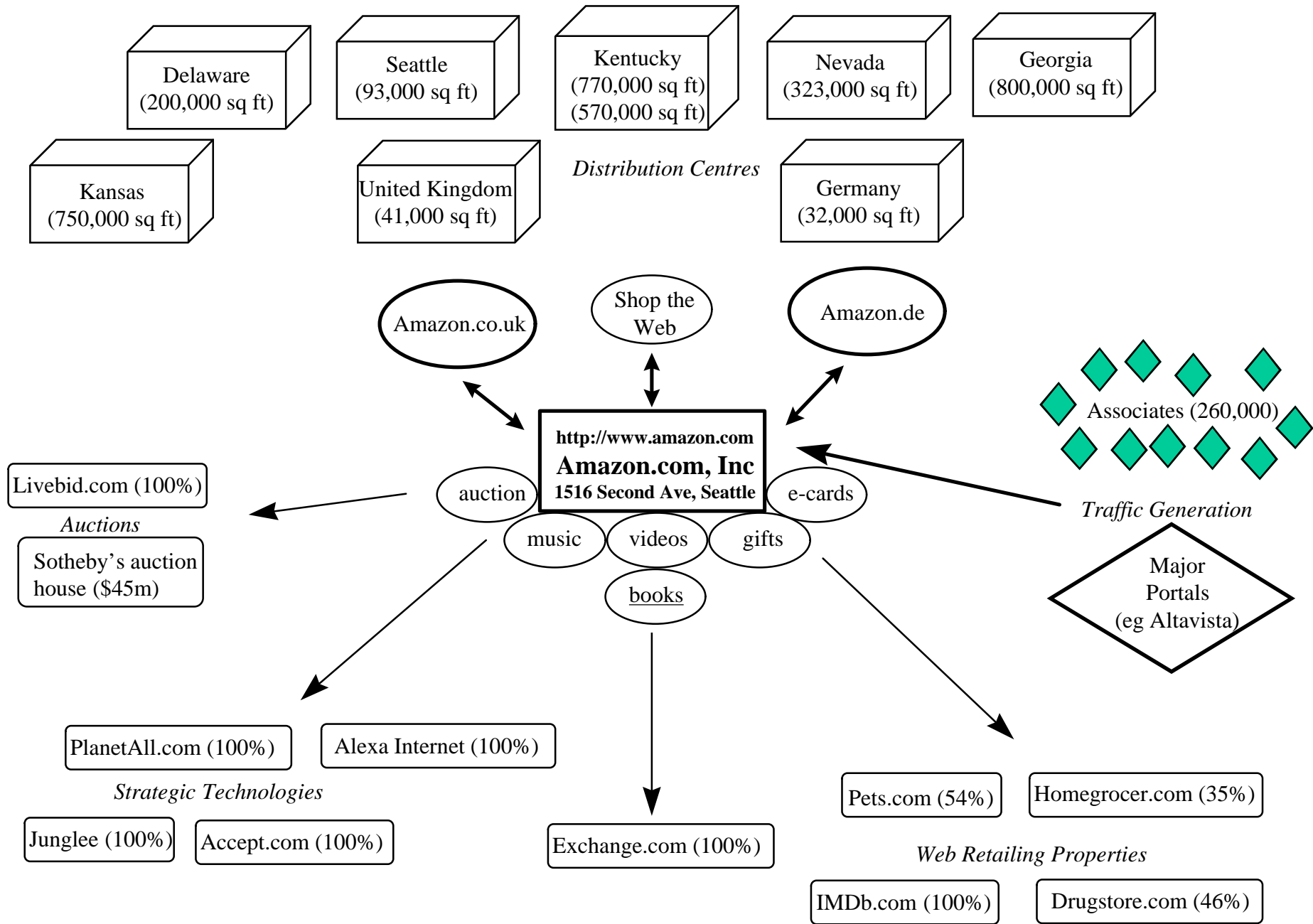


Mythology of Amazon

- Fascinating story of myth and hype
- Bezos - goofy nerd and multi-billionaire
- Genesis myths
 - the 2300% statistic
 - no gorillas in the book market
 - the drive West in the old Chevy
 - starts in the garage
 - irony of using B&N coffee shop
- Stock price bubble - \$20 billion

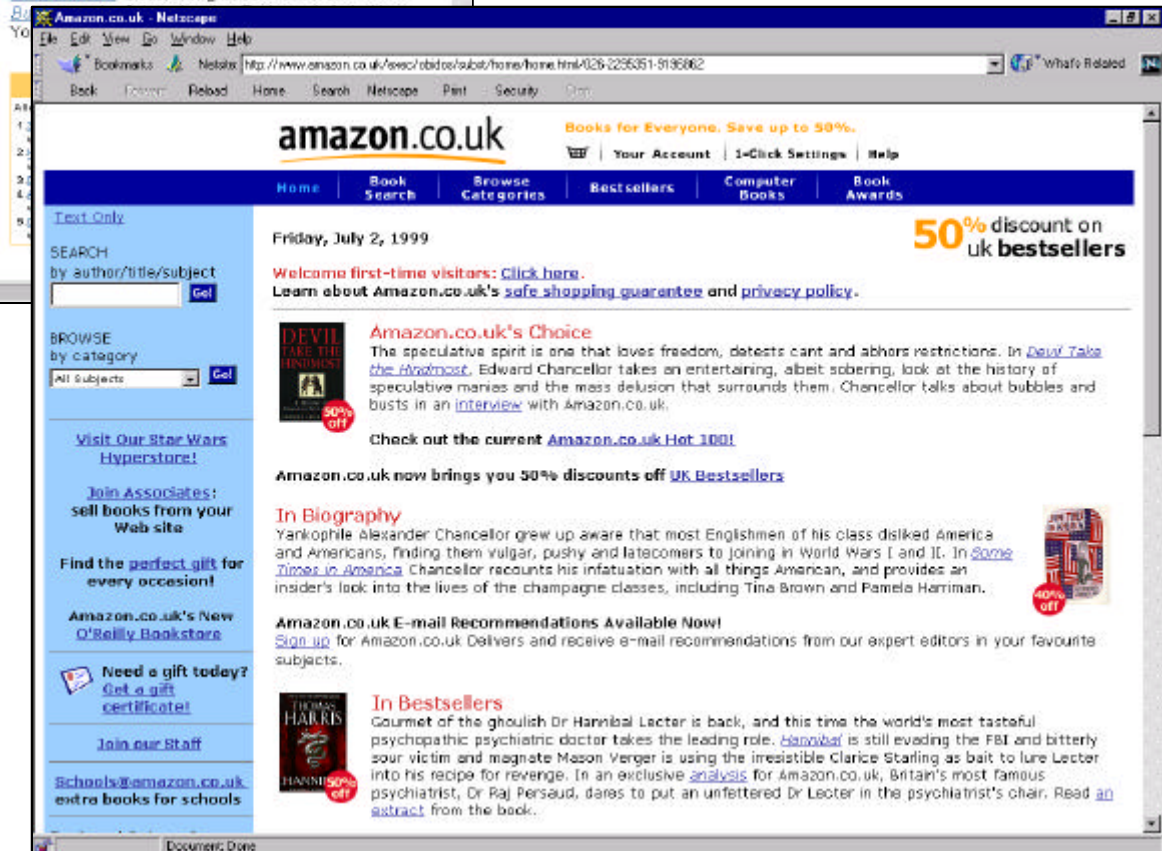
Amazon.com stock price from May 1997 to June 1999.



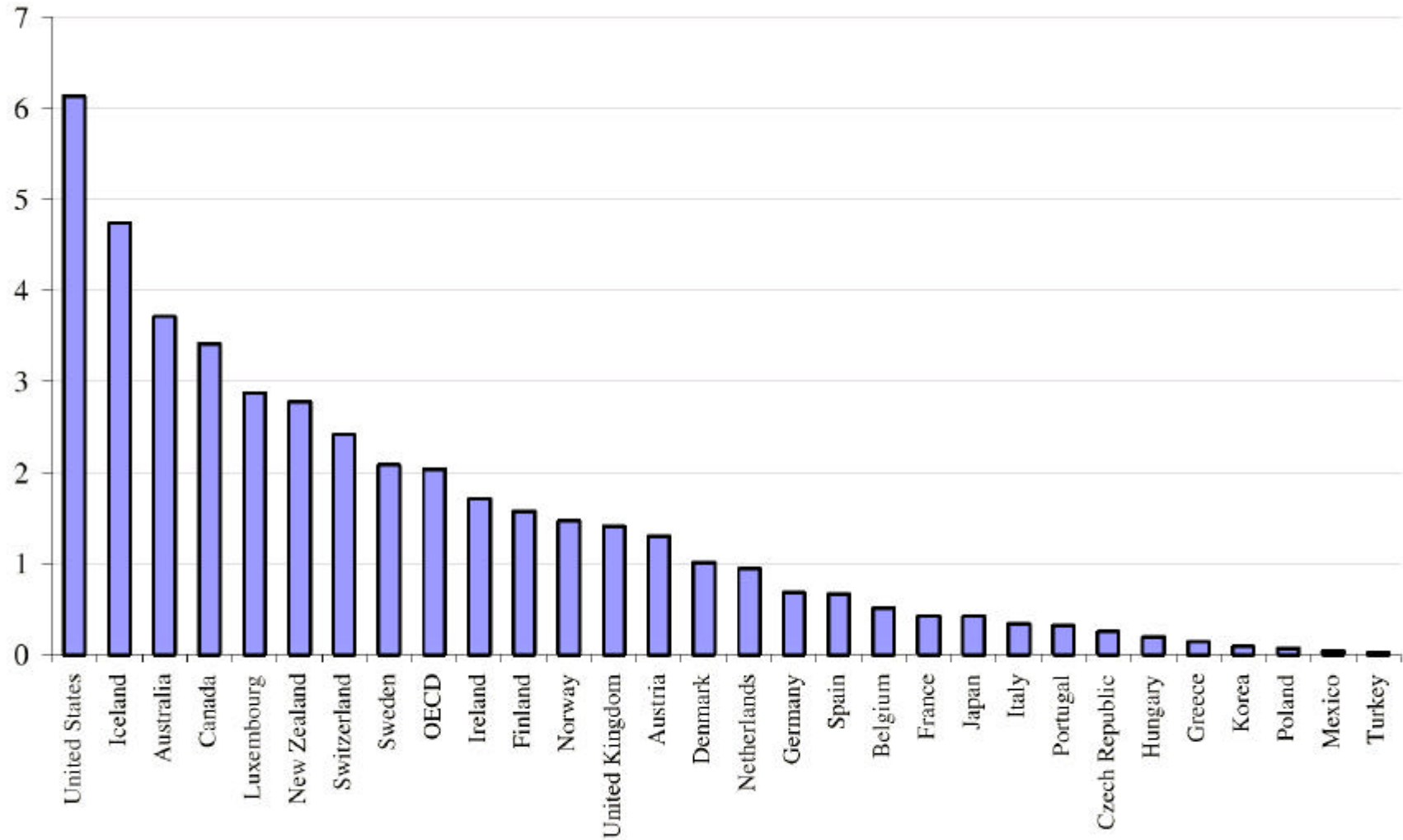




Amazon.co.uk and Amazon.de web sites



Secure web servers per 100,000 inhabitants, August 1998



Source: OECD from Netcraft Data.

Traceroutes from Global One in South Africa to Amazon

www.amazon.com

```
fe0-0.cr1.sdt.iafrica.net
gip-penn-2-serial10-1.gip.net
sl-bb7-pen-1-0-0.sprintlink.net
sl-bb11-pen-1-3.sprintlink.net
sl-bb10-sea-8-0.sprintlink.net
sl-bb11-sea-9-0.sprintlink.net
sl-bb1-sea-8-0-0.sprintlink.net
sl-internap-14-0-0.sprintlink.net
border3as.fe0-1-fenet2.sea.pnap.net
amazon-4.sea.pnap.net
208.226.123.11
www.amazon.com
```

www.amazon.co.uk

```
fe0-0.cr1.sdt.iafrica.net
gip-penn-2-serial10-1.gip.net
sl-bb7-pen-1-0-0.sprintlink.net
sl-bb11-pen-1-3.sprintlink.net
sl-bb10-sea-8-0.sprintlink.net
sl-bb11-sea-9-0.sprintlink.net
sl-bb1-sea-8-0-0.sprintlink.net
sl-internap-14-0-0.sprintlink.net
border3as.fe0-1-fenet2.sea.pnap.net
amazon-6.border3as.sea.pnap.net
208.226.123.14
www.amazon.co.uk
```

www.amazon.de

```
fe0-0.cr1.sdt.iafrica.net
gip-penn-2-serial10-1.gip.net
sl-bb7-pen-1-0-0.sprintlink.net
sl-bb11-pen-1-3.sprintlink.net
sl-bb10-sea-8-0.sprintlink.net
sl-bb11-sea-9-0.sprintlink.net
sl-bb1-sea-8-0-0.sprintlink.net
sl-internap-14-0-0.sprintlink.net
border3as.fe0-1-fenet2.sea.pnap.net
amazon-6.border3as.sea.pnap.net
208.226.122.14
www.amazon.de
```

Will Amazon Wash Away the Malls?

- End of malls, but not an end to shopping in the real world
- Online lacks emotional experience
- Bezos - "*strip malls are history*"
- Refocus retailing
 - "shoptainment"
 - 24 x 7 convenience

Will Amazon Run Dry?

- Competition from "brick & mortar" dinosaurs
- Bertelsmann AG
- Brand dissolution
- How loyal are the Amazon.com "community"
- Debts and deep pockets
- Price wars
- Barriers to entry are not as low as they seem
- Competitive price agents

