

## Amazon の部門別売上高、営業利益、売上高営業利益率の推移 2014-2016

売上高の数値(単位:100 万ドル) および構成比

	2014	2015	2016	平均
AWS	4,644	7,880	12,219	8,248
AWS 以外	84,344	99,126	123,768	102,413
合計	88,988	107,006	135,987	110,660

	2014	2015	2016	平均
AWS	5.2%	7.4%	9.0%	7.5%
AWS 以外	94.8%	92.6%	91.0%	92.5%
合計	100.0%	100.0%	100.0%	100.0%

営業利益の数値(単位:100 万ドル) および構成比

	2014	2015	2016	平均
AWS	458	1,507	3,108	1,691
AWS 以外	(280)	726	1,078	508
合計	178	2,233	4,186	2,199

	2014	2015	2016	平均
AWS	257.3%	67.5%	74.2%	76.9%
AWS 以外	-157.3%	32.5%	25.8%	23.1%
合計	100.0%	100.0%	100.0%	100.0%

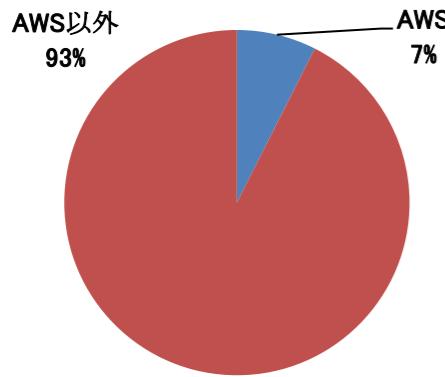
売上高営業利益率

	2014	2015	2016	平均
AWS	9.9%	19.1%	25.4%	20.5%
AWS 以外	-0.3%	0.7%	0.9%	0.5%
合計	0.2%	2.1%	3.1%	2.0%

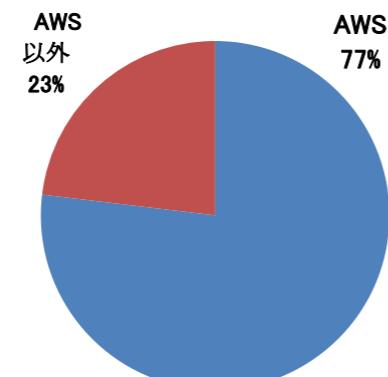
## Amazon.com の売上高・営業利益・売上高営業利益率の歴史的推移 1995-2016 売上高・営業利益の単位は 100 万ドル

	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	平均
売上高	0.5	16	148	610	1,640	2,762	3,122	3,933	5,264	6,921	8,490	10,711	14,835	19,166	24,509	34,204	48,077	61,093	74,452	88,988	107,006	135,987	29,633
営業利益	(0.3)	(6)	(33)	(109)	(606)	(864)	(412)	64	271	440	432	389	655	842	1,129	1,406	862	676	745	178	2,233	4,186	567
営業利益率	-59%	-41%	-22%	-18%	-37%	-31%	-13%	2%	5%	6%	5%	4%	4%	4%	5%	4%	2%	1%	1%	0%	2%	3%	1.9%

売上高の構成比  
(2014-2016の3カ年平均)



営業利益の構成比  
(2014-2016の3カ年平均)



Amazon の売上高、営業利益、売上高営業利益率の推移 2014-2016 [単位: 100 万ドル]



## Amazon.com の営業費用構成および売上高に占める Technology and content 率の歴史的推移 1995-2016 金額の単位は 100 万ドル

	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	平均
Technology and content	0.2	2	13	46	160	269	241	216	208	251	451	662	818	1,033	1,240	1,734	2,909	4,564	6,565	9,275	12,540	16,085	2,695
配送センター費用						415	374	392	477	590	745	937	1,292	1,658	2,052	2,898	4,576	6,419	8,585	10,766	13,410	17,619	4,306
マーケティング費用	0.2	6	40	133	413	180	138	125	123	158	198	263	344	482	680	1,029	1,630	2,408	3,133	4,332	5,254	7,233	1,286
一般管理費	0.04	1	7	16	70	109	90	79	88	112	166	195	235	279	328	470	658	896	1,129	1,552	1,747	2,432	485
販売費用その他	0.4	12	120	524	1,603	2,653	2,691	3,056	4,097	5,369	6,498	8,265	11,491	14,872	19,080	53,228	74,730	92,101	108,476	125,637	143,473	176,697	38,849
営業費用合計	0.8	22	180	719	2,246	3,626	3,535	3,869	4,993	6,481	8,058	10,322	14,180	18,324	23,380	32,798	47,215	60,417	73,707	88,810	104,773	131,801	29,066
売上高に占める Technology and content 率	33%	15%	9%	8%	10%	10%	8%	5%	4%	4%	5%	6%	6%	5%	5%	6%	7%	9%	10%	12%	12%	9%	

technology and content 費用 --- 「コンピュータ科学者、設計者、ソフトウェア技術者、ハードウェア技術者、および、マーチャンダイジング要員の増加に応じて増大する費用」

We expect **spending in technology and content will increase over time as we add computer scientists, designers, software and hardware engineers, and merchandising employees.** Our technology and content investment and capital spending projects often support a variety of product and service offerings due to geographic expansion and the cross-functionality of our systems and operations. We seek to invest efficiently in several areas of technology and content, including AWS, and expansion of new and existing product categories and service offerings, as well as in technology infrastructure to enhance the customer experience and improve our process efficiencies. **We believe that advances in technology, specifically the speed and reduced cost of processing power and the advances of wireless connectivity, will continue to improve the consumer experience on the Internet and increase its ubiquity in people's lives.** To best take advantage of these continued advances in technology, we are investing in initiatives to build and deploy innovative and efficient software and electronic devices.

We are also investing in AWS, which offers a broad set of global compute, storage, database, and other service offerings to developers and enterprises of all sizes.(p.26)

**Technology costs consist principally of research and development activities including payroll and related expenses for employees involved in application, production, maintenance, operation, and development of new and existing products and services, as well as AWS and other technology infrastructure costs.** Content costs consist principally of payroll and related expenses for employees involved in category expansion, editorial content, buying, and merchandising selection.(p.28)

[出典]Amazon.com Annual report 2016, <http://phx.corporate-ir.net/External.File?item=UGFyZW50SUQ9NjY2MjA0fENoaWxkSUQ9Mzc0MDUxfFR5cGU9MQ==&t=1>