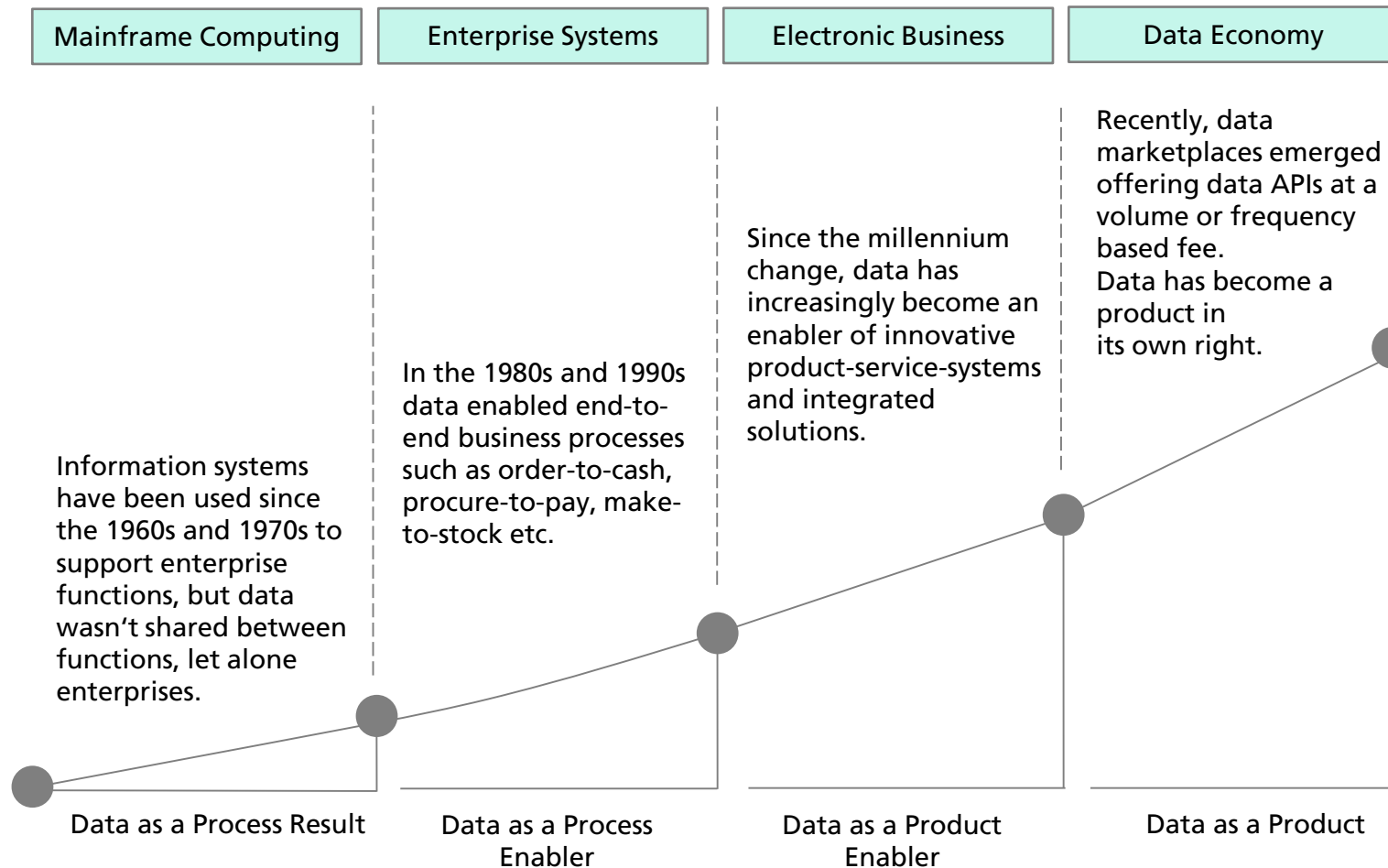

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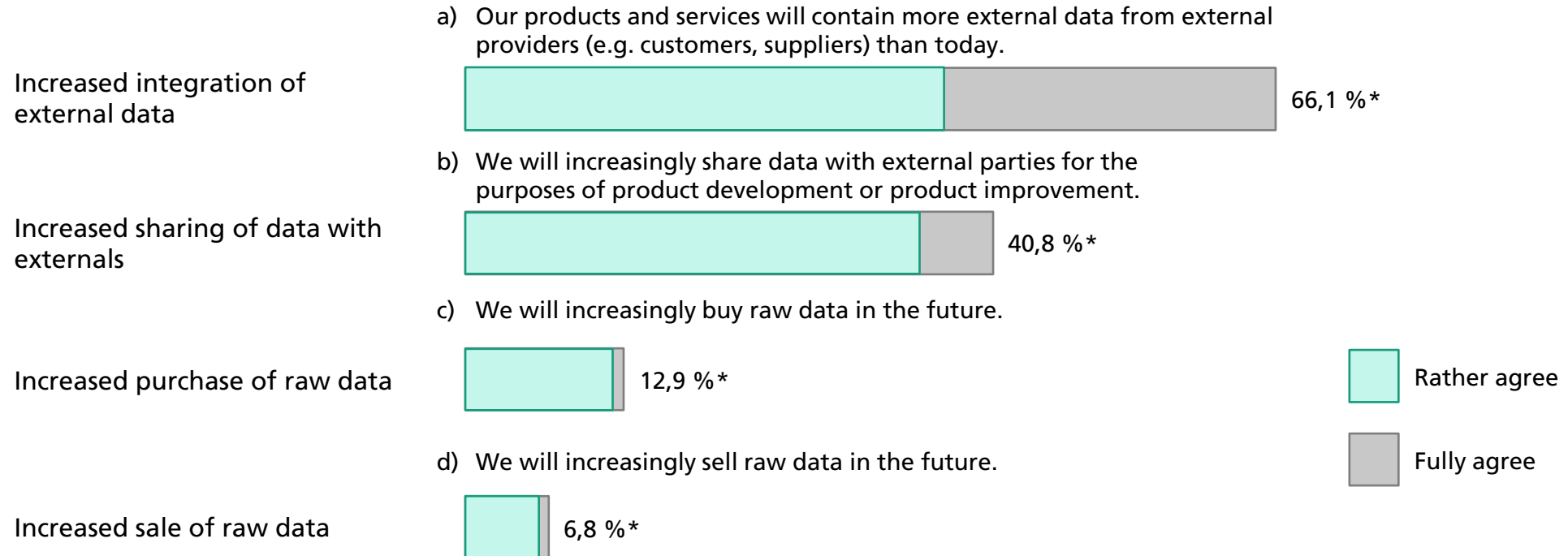
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The Role of data has changed



What the companies are planning

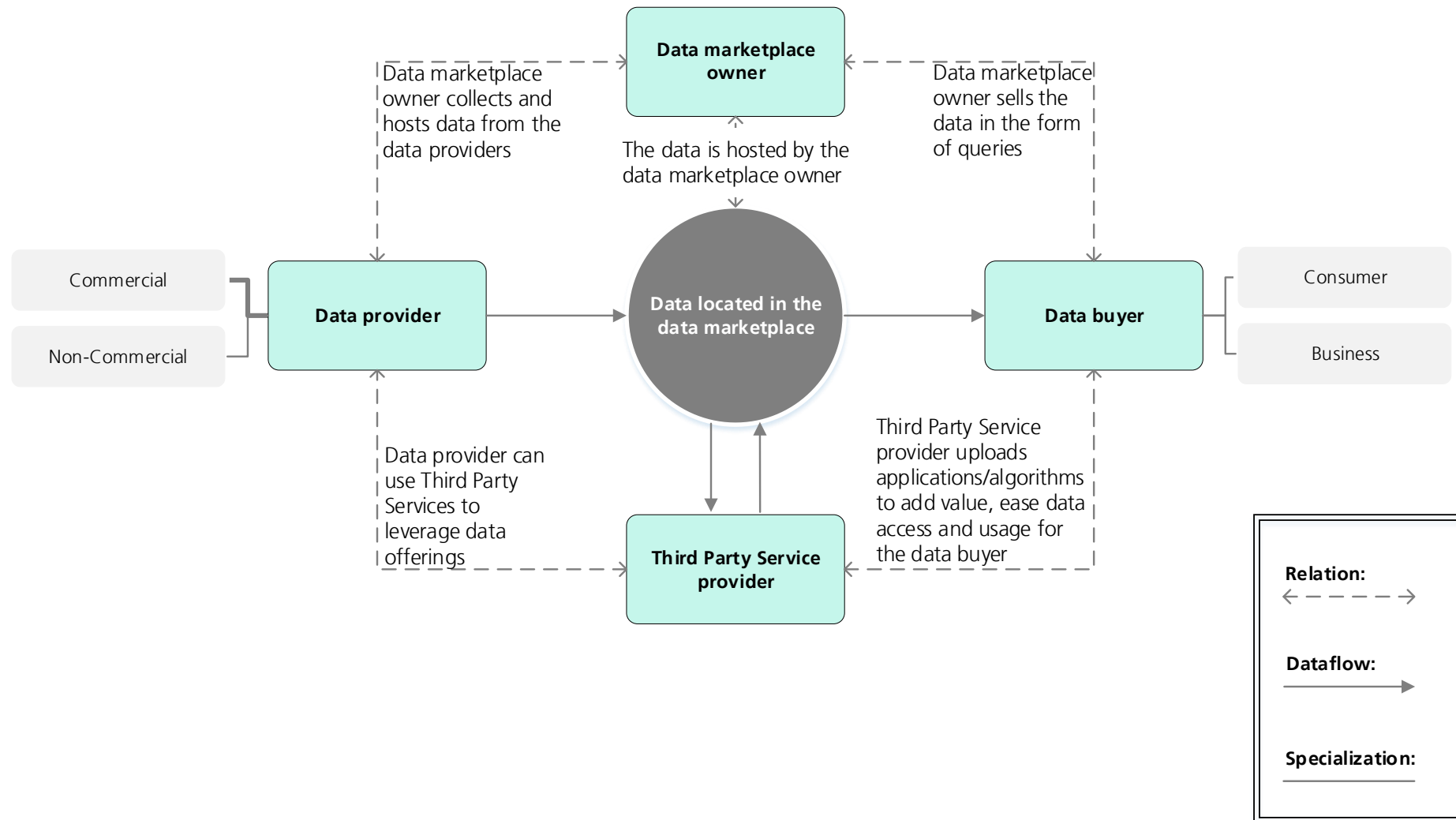


Data Marketplaces makes perfect sense



Image: <http://www.stuttgarter-wochenmaerkte.de/maerkte-staende/uebersicht/maerkte/stuttgart-mitte-marktplatz/>

Data Marketplaces – architecture and roles



Classification scheme for Data Marketplaces

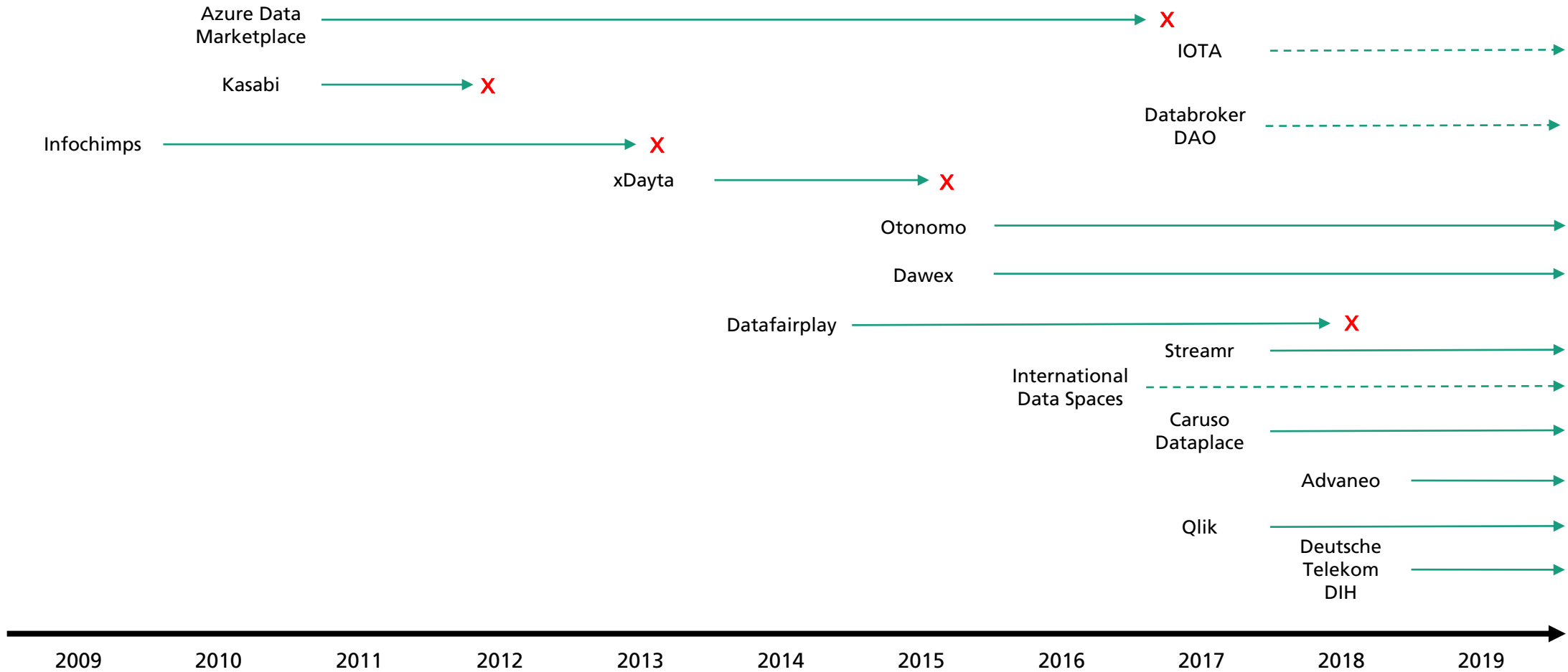
Attribute	Characteristic							
Value Proposition	Transaction-centric		Data-centric					
Market Positioning	Data supplier		Neutral					
Market Access	Closed	Hybrid		Open				
Integration	Domain-specific		Domain-unspecific					
Transformation	Raw data	Normalization	Aggregation	Quality assurance				
Architecture	Central		Hybrid		Decentral			
Price Model	Free	Fixed price /subscription	Package	Pay-per-Use	Progressive Price			
Revenue Modell	Free		Freemium		Flat rate		Fee	
	Listing fee		Transaction fee /commission		Service fee		Storage fee	

Classification of identified Data Marketplaces

Data Marketplace	Value Proposition	Market Positioning	Market Access	Integration	Data Transformation	Platform Architecture	Price Model	Revenue Model
Dawex	Transaction	Neutral	Hybrid	Unspecific	Raw data	Centralized	Fixed-price	Freemium
IOTA	Transaction	Neutral	Hybrid	Specific	Raw Data	Decentralized	Progressive	Transaction-Fee
Databroker DAO	Transaction	Neutral	Hybrid	Specific	Raw Data	Decentralized	Progressive	n/a
Streamr	Transaction	Neutral	Hybrid	Unspecific	Aggregation	Decentralized	Progressive	n/a
Data Intelligence Hub	Transaction	Neutral	Hybrid	Unspecific	Raw Data	Centralized	Multiple	Transaction-Fee
Advaneo	Data	Neutral	Hybrid	Unspecific	Raw data	Centralized	Fixed-Price	Transaction-Fee
Otonomo	Data	Neutral	Hybrid	Specific	Aggregation	Centralized	Fixed-Price	Transaction-Fee
Datafairplay	Transaction	Neutral	Hybrid	Specific	Normalization	Centralized	Progressive	Transaction-Fee
InfoChimps	Transaction	Neutral	Hybrid	Unspecific	Raw Data	Centralized	Fixed-Price	Transaction-Fee
Qlik	Data	Provider	Hybrid	Unspecific	Raw Data	Centralized	Package	Freemium
xDayta	Transaction	Neutral	Open	Unspecific	Raw Data	Centralized	Fixed-Price	n/a
Kasabi	Transaction	Neutral	Open	Unspecific	Normalization	Centralized	Fixed-Price	Freemium
Here OLP	Data	Provider	Hybrid	Specific	Aggregation	Centralized	Multiple	Freemium
Azure Data Marketplace	Transaction	Neutral	Hybrid	Unspecific	Raw Data	Centralized	Fixed-Price	Transaction-Fee
International Data Spaces	Data	Neutral	Hybrid	Unspecific	Raw Data	Decentralized	Multiple	Transaction-Fee
Caruso Dataplace	Data	Neutral	Hybrid	Specific	Aggregation	Centralized	Multiple	Membership-Fee
...								

The classification of considered data marketplaces was performed by reviewing provider's publications and other related publications.

Timeline – An overview



Gazing deeply into the crystal ball



Image: <https://www.ebay.de/i/171796238414>

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