Data in the Real World

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Real World Challenges

- Academia consumes massive amounts of data
- Data acquisition pipe is unwieldy
- Sharing data is difficult
Real World Challenges

Challenges for Data Publishers:
- What’s a good quality dataset?
- How much is it worth?
- How do I share it without building my own channel?
- Can I control who accesses my data (my terms, price, etc.)

Challenges for Data Consumers:
- What data exists?
- How can I find it?
- Is the data trustworthy?
- Data supported in my tools and experiences?
- Different payloads and queries per dataset / provider
- How many formats?! Is anything an open protocol?
- Different security models?
- Easy to mash up and consume on ANY platform?
- How can I make money?

Challenges for Academia:
- Do I have to pay for data?
- Can I securely share my data?
- How do I know who’s using it?
- Do I have rights on derivatives?
Easily Discover And Explore Datasets
Discovery, Exploration and Acquisition of Information

DATA CATEGORIES
- Financial
- Economic
- Business Demographics
- Consumer Demographics
- Social
- Location-based
- Transportation
- Health & Wellness
- Weather
- Mathematics
- Entertainment & Sports
- More...
Secure Marketplace Environment
Commissioned, managed instance

- Insights services
- *Insights publication*
- Contribution tracking
- Billing, monitoring
- User policy management
OPEN DISCUSSION
Resources

- https://datamarket.azure.com/
- http://www.facebook.com/azuredatamarket
- https://datamarket.azure.com/addin
- cliens@microsoft.com   rmall@microsoft.com
BACKUP
DataMarket APIs

- OData-based APIs for access to the service
  - Query language over HTTP
  - Standardized metadata
  - Server-based filtering and sorting
  - Pagination for large result sets
  - Open standard (www.odata.org)
    - Support for a lot of languages, including C#, VB.NET, PHP, Objective C, etc.
    - ATOM feed as response

- Authentication using DataMarket basic auth or OAuth 2.0
How do I buy it?

- Free and commercial datasets
- Content provider sets the price
- Two supported subscription models
  - Unlimited number of queries per month
  - Limited number of queries per month and minute
- Credit card payment
- Trials available
Where can I buy?

- We are available in 9 countries now
  - USA
  - Australia
  - Austria
  - Canada
  - France
  - Germany
  - Italy
  - Spain
  - UK

- Soon we will add even more!
Publishing data in DataMarket

- You are in control of the
  - data
  - price
  - terms of use
- Easy publishing - we create the consumer facing APIs
  - Connect to SQL Azure
  - Wrap existing web services
- Receive periodic reports and payouts
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