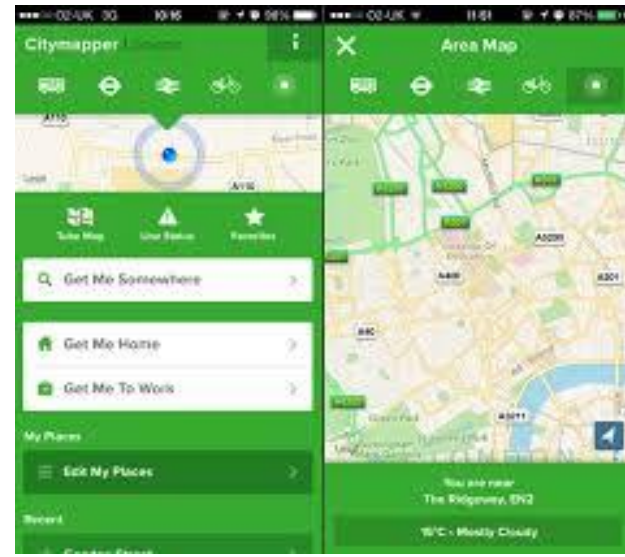


Example 1: Travel planner

Example 2: Smart parking

IoT service



IoT (data) platform



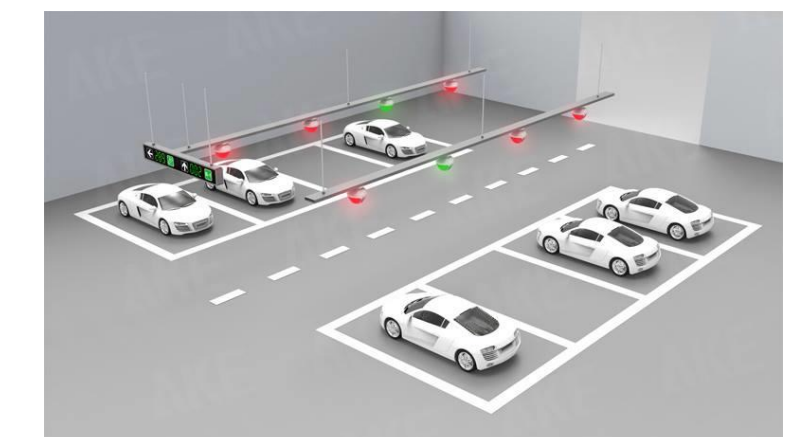
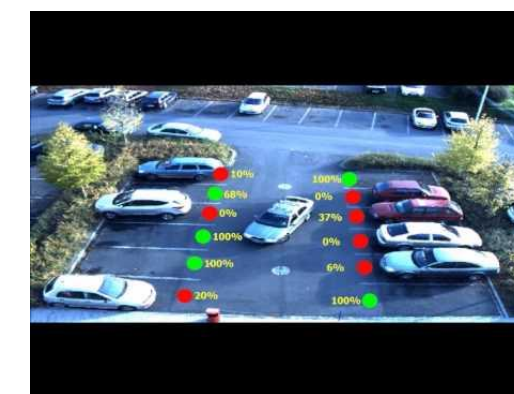
Static data sets



IoT connectivity infrastructure



IoT devices



GPS trackers from train and bus fleets

Traffic flow from cameras and phones

Video parking space counter

On-street parking sensor

Multi-story car park availability

What connectivity infrastructure is already in place?

Is it accessible and under what conditions/costs?

Where can I deploy my IoT devices/infrastructure?

What are the conditions for deployment site access?

What permissions do I need to obtain for rollout?

What local regulations do I have to respect?

What local partnerships do I need for an IoT deployment?

Case 1: Suitable IoT data sources not available

Who owns/providers this IoT data?

Can I use it - under what conditions?

Is it available for my envisioned service duration?

Is it reliable enough for my envisioned service?

How much will I need to pay?

How can I monitor agreed service level of data provision?

How can I hold a data provider accountable for?

Case 2: Suitable IoT data sources already available

- Urban data marketplaces will remain **local** to a city, while providing access to data in a **globally** interoperable way
- Data providers will **trust different** data marketplaces to perform data sharing and transaction management on their behalf
- Data consumers will **chose from multiple** data marketplaces to obtain access to the data right data at the right terms