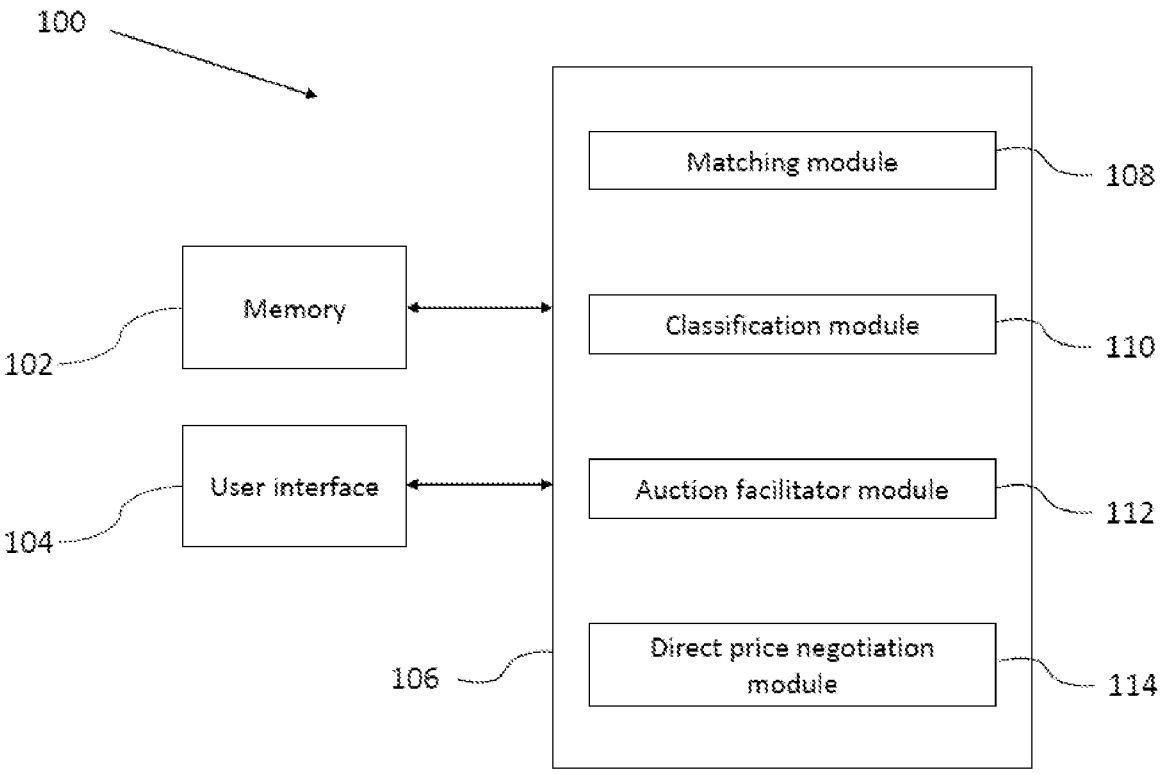

100
Matching module
108
Memory
102
Classification module
110
User interface
104
Auction facilitator module
112
Direct price negotiation module
106
114

FIG. 1

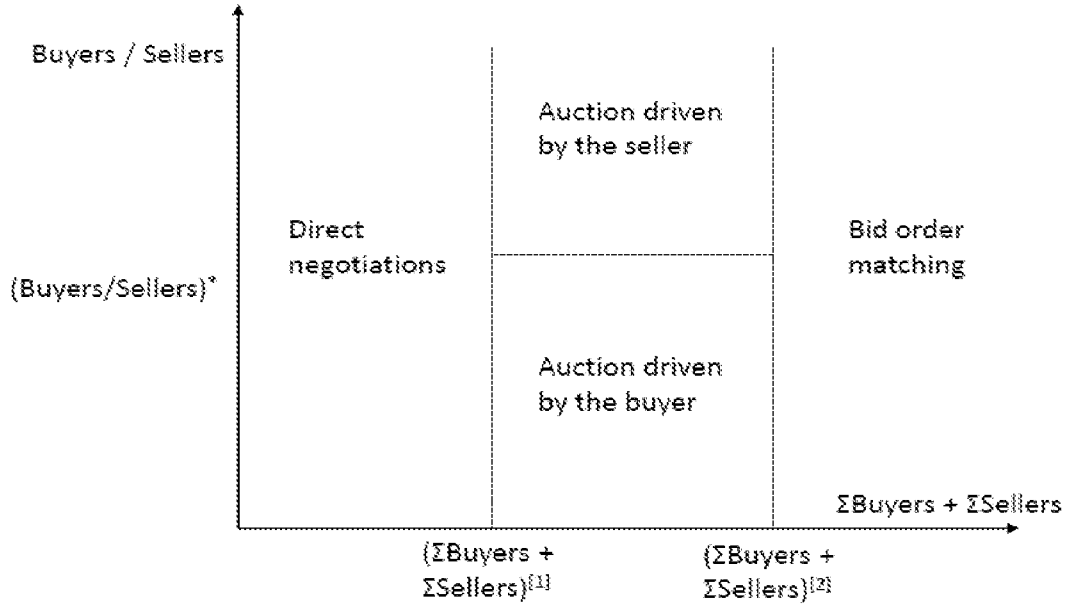

Buyers / Sellers
(Buyers/Sellers)*
Direct negotiations
Auction driven by the seller
Auction driven by the buyer
Bid order matching
ΣBuyers + ΣSellers
(ΣBuyers + ΣSellers)[1]
(ΣBuyers + ΣSellers)[2]

FIG. 2

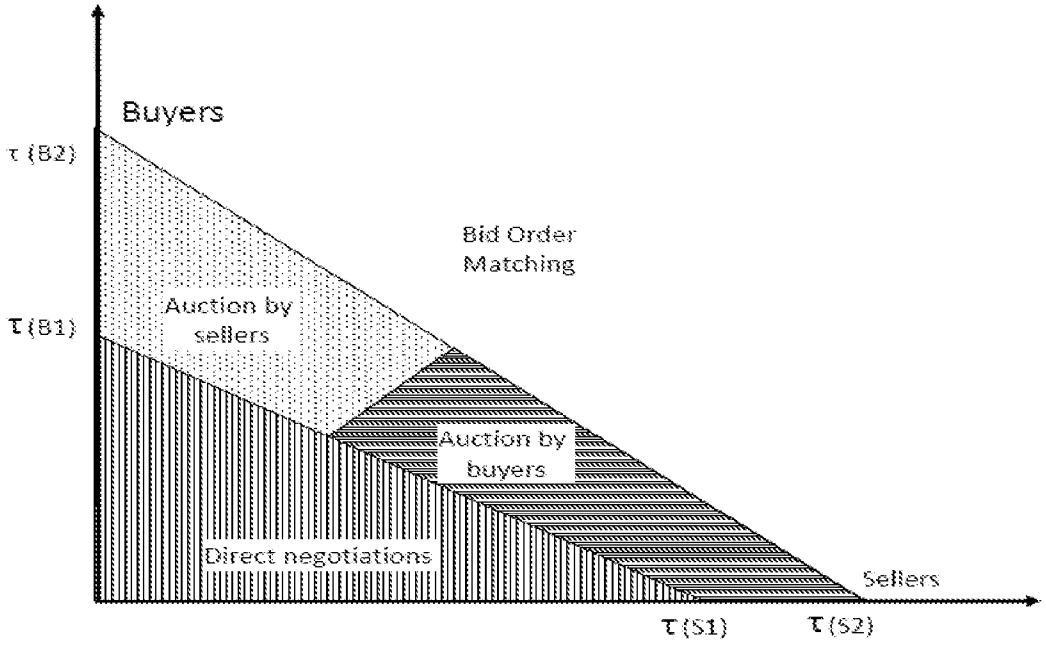

Buyers
τ(B2)
τ(B1)
Bid Order Matching
Auction by sellers
Auction by buyers
Direct negotiations
Sellers
τ(S1)
τ(S2)

FIG. 3

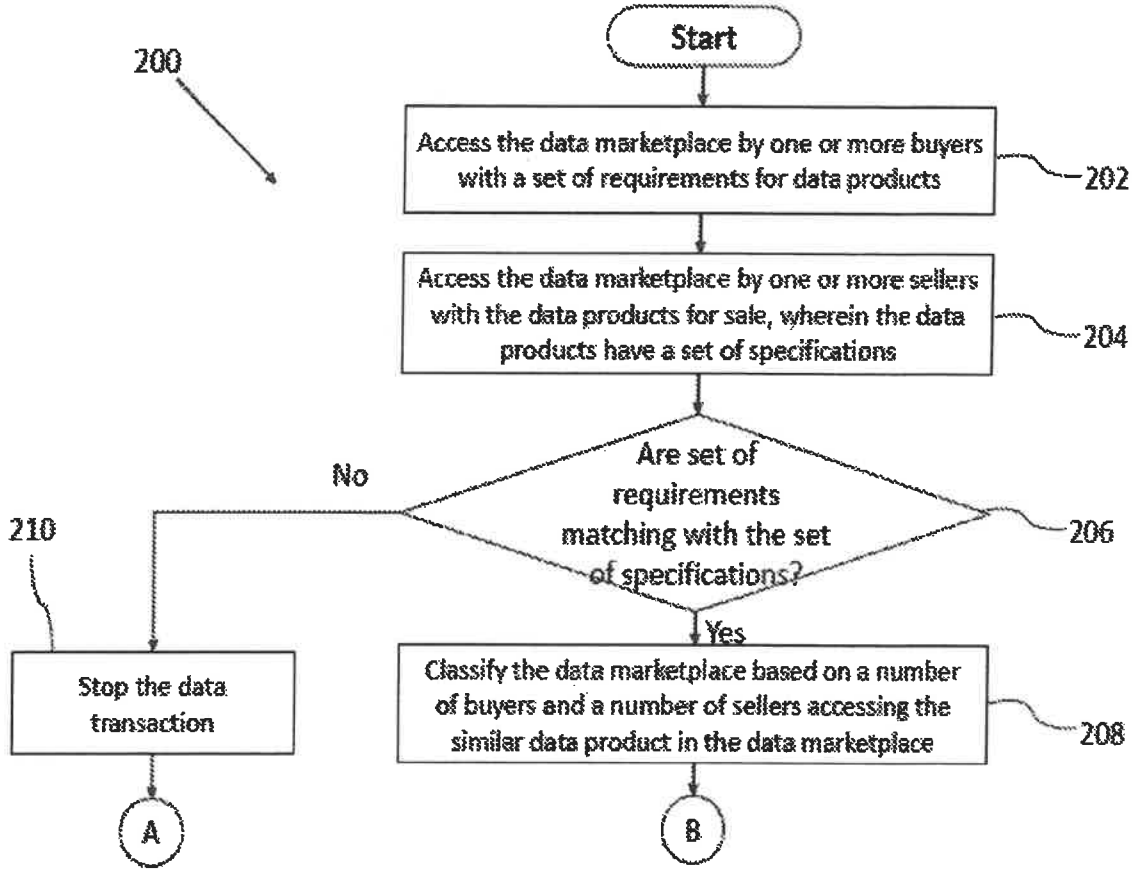

200
Start
Access the data marketplace by one or more buyers with a set of requirements for data products
202
Access the data marketplace by one or more sellers with the data products for sale, wherein the data products have a set of specifications
204
Are set of requirements matching with the set of specifications?
206
No
Yes
210
Stop the data transaction
Classify the data marketplace based on a number of buyers and a number of sellers accessing the similar data product in the data marketplace
208
A
B

FIG. 4A

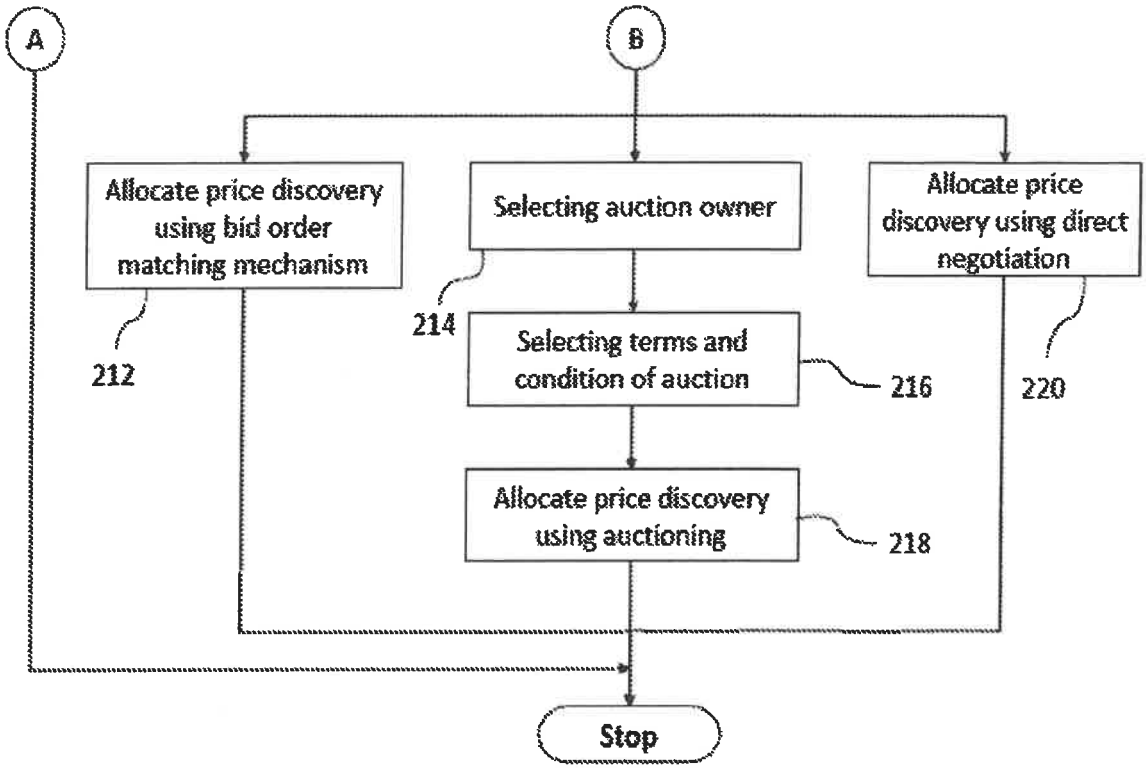

A
B
Allocate price discovery using bid order matching mechanism
Selecting auction owner
Allocate price discovery using direct negotiation
212
214
Selecting terms and condition of auction
216
220
Allocate price discovery using auctioning
218
Stop

FIG. 4B