

## Pricing Aggregate Queries in a Data Marketplace

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In a data marketplace, producers of data provide query answers to consumers in exchange for payment. A market for data allows capital to flow from data consumers to data producers. This helps to finance the costs of data collection and dissemination, thereby increasing the availability of data. While nascent data markets exist on the Web, they are currently limited in the pricing mechanisms and interactions they support.

In this talk I will propose criteria for interactive pricing in a data market: price functions should be non-disclosive, arbitrage-free, and regret-free. I will explain preliminary results on the structure of price functions meeting these criteria, distinguishing between NP-complete and PTIME cases for computing a conforming price function. Although the main results of the talk concern exact data markets (in which exact answers are sold to buyers) I will also briefly discuss query pricing in noisy data markets and its connection to privacy mechanisms.