

DATA MARKET AUSTRIA

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Second Annual report on Community Building & Dissemination Activities

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Executive Summary

In the second reporting period Dissemination and Community Activities were carried that has already been started in the first period.

Furthermore the team introduced new activities in this period as follows:

- the DMA webinar series
- the DMA partnership programme
- and the partner bulletin

and we continued already proven measures and extend their outreach.

Classic dissemination and communication efforts were done via face2face communication, web-based communication and interaction based communication channels reaching 30.000+ contacts in the second twelve month of the project.

The stakeholder and contacts database now counts 663 contacts of which 40+ already showed closer interest in a further involvement into the DMA.

A strong focus was put on the communication around the initiated parallel program of the “Sondierungsprojekte für einen Datenmarkt” which we supported with an own Incubator Programme. All activities of that effort - from design and specification, initiation, Call for Proposals, Letter of Intent System and Data Stewardship have been managed in the actual reporting period.

The outcomes are six very promising projects that will work together with the DMA.

In regards to outreach work to other project mainly the knowledge exchange and cooperation with IDS (Industrial Data Space Germany) needs to be mentioned, which the DMA team managed to drive beyond the MoU to a real collaborative effort (regular knowledge sharing and exchange online meetings, sharing of documents and deliverables, f2f meetings).

Finally a lot of input and work has been managed for two main events of the Austrian EU presidency taking place in the 2nd half of 2018 - namely: European Big Data Value Forum 2018 (taking place 12-14 November in Vienna) where DMA team members were intensively involved in organisation and programme planning work (taking place in the reporting period) as well as both communication chairs of EBDVF2018 has been nominated from the DMA consortium. DMA team will have a booth on-site at EBDVF2018 and has organised a conference session on European Data Flow for EBDVF (these activities are part of the next reporting period). And the 2nd that is ICT 2018 where DMA team members have started organising (i) a workshop and (ii) a session in the current reporting period to present and promote the Data Market Austria to intensify national and international outreach!

Table of Contents

Goals	5
Community Building & Supporting	5
Dissemination	5
Status of Specific Tasks	6
Face-2-face communication	6
MeetUps	6
Events participation, talks and presentations	7
Web based communication	9
Website	9
Newsletter	9
Social Media	11
Twitter network	11
Twitter metrics per quarter	11
Twitter top tweets	12
Interaction based communication	13
Association	13
Liaison	13
Activities on Liason in the recent period	13
Associates Programme	14
Members of the Associates Programme	14
Benefits for the Associate	15
Actions within the Partnership Programme	15
Incubator Programme	15
Challenges	16
Data Stewards	17
Projects	17
Other Communication and Community Metrics	18
Slideshare	18
New additions	19
Youtube	19
Flickr	19

Publications	20
Press	20
Academic Publications	20

List of Abbreviations

EBDVF ... European Big Data Value Forum
BMVIT ... Bundesministerium für Verkehr, Infrastruktur und Technologie
DMA ... Data Market Austria
FIWARE ... Future Internet Core Platform (EU Grant 285248)
IDS ... Industrial Data Space
IKT ... Informations und Kommunikationstechnologien

1 Goals

1.1 Community Building & Supporting

The objective of this task is to reach existing communities on top of the five core domains of the 'IKT der Zukunft' programme (with a focus on ICT for Space Missions, ICT for Mobility as selected DMA Pilot domains) as well as to create and establish new communities for the Data-Services Ecosystem along and across the existing ones (created on top of the existing ones).

1.2 Dissemination

This task deals with design, planning, accomplishment and regular reporting of dissemination and exploitation activities of the project and its results. A detailed plan presenting strategy, design and development of activities, tasks, timetables and expected results will be one main outcome. Regarding dissemination and exploitation activities, we will prepare press releases to be issued at certain milestones, a bundle of dissemination material will be developed (logo, website, flyer, roll-up, webcasts, etc.). Academic dissemination takes place in the form of publications, conference participation, and R&D project orchestration. Industrial dissemination takes place as industry presentations, special media publications, social media and other communication activities & event organisation (annual Austrian Data Forum), webinars etc. All measures have a national focus (German language) but provide an international outreach (core material EN language) and focus on establishing the Data-Services Ecosystem as the umbrella of all data-related activities in Austria.

The two areas are split and interconnected as follows:

Community Building

- KickOff Event
- Stakeholder Workshops
- MeetUps & DataCamps
- DMA Roadshow
- Event Participation & Talks
- Central Tool: Mailings / NL
- DMA Channels (see beside)
- Austria Data Forum (ADF) Support
- Proactive involvement of existing networks and initiatives!!



Dissemination

- DMA own channels
 - Website
 - Social media
 - Printables
 - Newsletter
- Partner Channels
 - Newsletters
 - Websites
 - Blogs
- PR Activities
- Events & Publications

2 Status of Specific Tasks

This report does not split up the tasks for community building and dissemination. As these tasks, which deal with the DMA visibility and communication to the “outside world,” have their effects toward both goals, we report on measures for both realms at once.

2.1 Face-2-face communication

2.1.1 MeetUps

After the already reported MeetUps of the former reporting period, Nov 3 - 2016, Apr 6 - 2017 and Jun 13 - 2017, we organized for this reporting period again two successful MeetUps

- 19-03-2018 - Wie aus Big Data Geschäfte werden**
 In the course of the DMA plenary meeting in Linz, we had the chance to held our meetup at the StartUp- and Incubator Space at [factory300](#).
- 02-10-2018 - DMA Ignite Night**
 Right before the start of the Vienna Digital Days the Data Market Austria invited speakers and interested participants to the Data Market Ignite Night. The event was hosted by the new data community space of Firestarter ([Programme and slides](#))



19-03-2018



02-10-2018

Name	Location	Participants	Date
Wie aus Big Data Geschäfte werden	Linz / factory 300	45	19-03-2018
DMA Ignite Night	Vienna / Tribe Space	50	02-10-2018

2.1.2 Events participation, talks and presentations

The consortium represented the project at many events in 2017/18. This included giving keynotes, project overviews, presentations, workshops and networking.

Organisation	Person	Event	Date	Type of participation	add Persons participating	URL
DUK	Bettina Höchtl, Thomas Lampoltshammer	EGOV-CeDEM-EPART 2018 Conference	05.09.2018	Workshop		http://depts.washington.edu/egcdep18/documents/EGOV-CeDEM-ePART_2018_full_program_20180831.pdf
DUK	Bettina Höchtl, Lörinc Thurnay	EGOV-CeDEM-EPART 2018 Conference	05.09.2018	Speaking		http://depts.washington.edu/egcdep18/documents/EGOV-CeDEM-ePART_2018_full_program_20180831.pdf
DUK	Bettina Rinnerbauer, Philipp Homar	Iris 2018 - Internationales Rechtsinformatik Symposium	23.2.2018	Speaking		https://www.univie.ac.at/RI/IRIS2018/
DUK	Bettina Rinnerbauer	WU Research Group Meeting "Legal Implications of the Platform Economy"	2018-03-13	Speaking	Philipp Homar, Clemens Appl, invited scholars on international level	no public event, for invited international guests only
DUK, AIT	Bettina Rinnerbauer, Clemens Appl, Sven Schlarb	IT-Rechtstag 2018	2018-04-26	Speaking		https://www.info-law.at/der_oessterreichische_it-rechtstag.htm
TMA	Lena	Smart Public Life Hackathon	21.03-22.03	Infos		
EODC	Christian Briesse, Christoph Reimer	EODC Forum 2018	23. & 24.03.2018	Table at the EODC Expo	Mihai Lupu	https://forum2018.eodc.eu/

KNOW	Matthias Traub	W&V Data Marketing Day 2018	17.04.2018	Promoting DMA in support of a Data forecasting talk	Sebastian Dennerlein	https://events.wuv.de/w_v_veranstaltungen/w_v_data_marketing_day_2018
RSA	Mihai Lupu	Big Data Value Association Activity Group	12.09.2018	Presenting DMA to the BDVA		no public event, only member of the Association (over 70 attendees)
RSA	Mihai Lupu	DE-AT Austausch	17/18-05.2018	participating		no public event - invitations to members of the Austrian and German research community
CATA	Matthias Lanzinger	Urban Mobility Labs	22.06.2018	speaking		http://www.smart-mobility.at/initiativen/urban-mobilitylabs/
RSA	Mihai Lupu	Technical Workshop on AI Platform and Service Layer	08.03.2018	speaking		no public website - invitation only technical workshop on data platforms for AI
DUK, AIT	Gabriela Viale Pereira Shefali Virkar Michela Vignoli	DGO.2018	30.05.2018	Workshop	10 workshop participants	http://dgsoc.org/event/dgo-2018/
SWC	Martin Kaltenböck	SEMANTICS2018 Vienna	10-13.9.2018	Talk on DMA Knowledge Graph	T Thurner (SWC)	https://www.semantics.cc
SWC	Martin Kaltenböck	European Big Data Value Forum (EBDF) 2018	12-14.11.2018	European Data Flow Session		

2.2 Web based communication

2.2.1 Website

The website is, of course, the project's primary means of disseminating information about the latest developments, events, webinars and more. The partners continue to make a concerted effort to maintain an active blog and create new content for the site.

Although the number of blog posts varies each month, it never looks out of date. Some posts are short previews of upcoming webinars or other events, others are reports on those, but the most popular are the technical blog posts.

In addition to the blog, the site has an increasing amount of static and semi-static content.

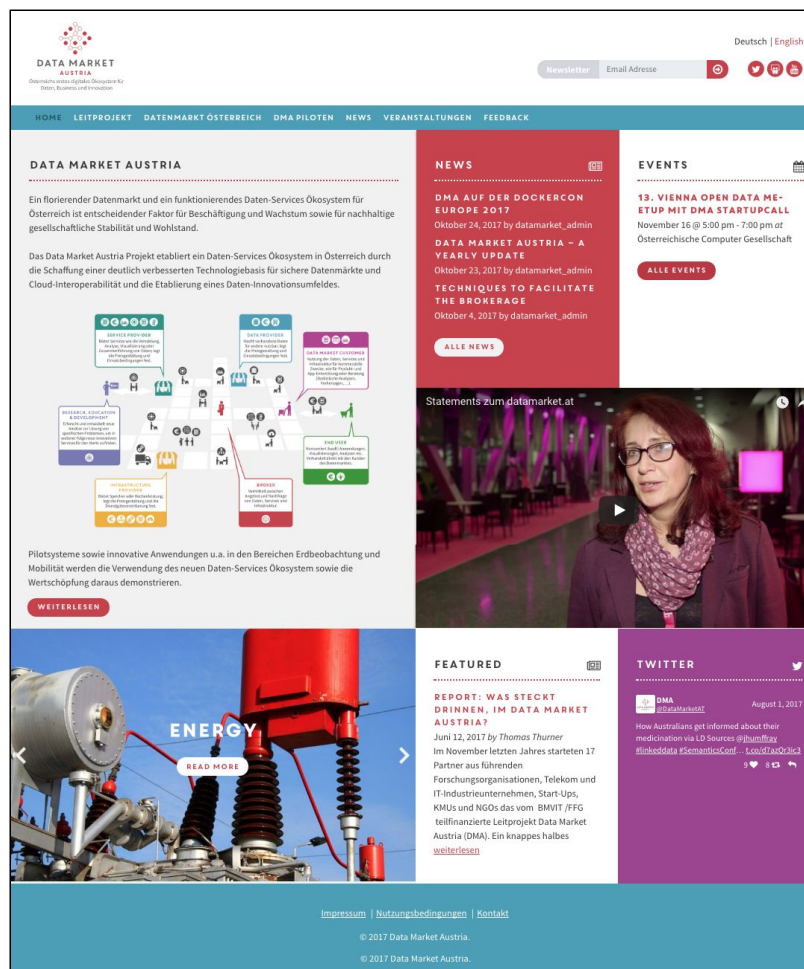


Fig.: Screenshot website www.datamarket.at

2.2.2 Newsletter

Whilst the website provides the general dissemination channel for the project, use of mailing lists is made to target specific audiences and those who show more interest.

Name	Date	Contacts
Newsletter 10/2016	Oktober 6th, 2016	121
Newsletter 05/2017	May 8th, 2017	484
Newsletter 06/2017	June 7th, 2017	527
Newsletter 04/2018	April 11th	648
Newsletter 04/2018	September 25th	663

As can be seen in the figure below, the newsletter scores are well above the industry average open rate (15%), and the trend is upwards.

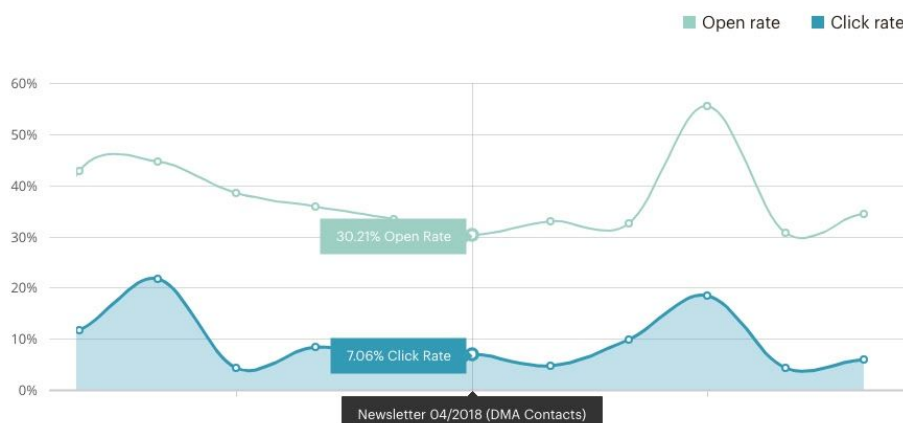


Fig.: DMA newsletter rates

2.2.3 Social Media

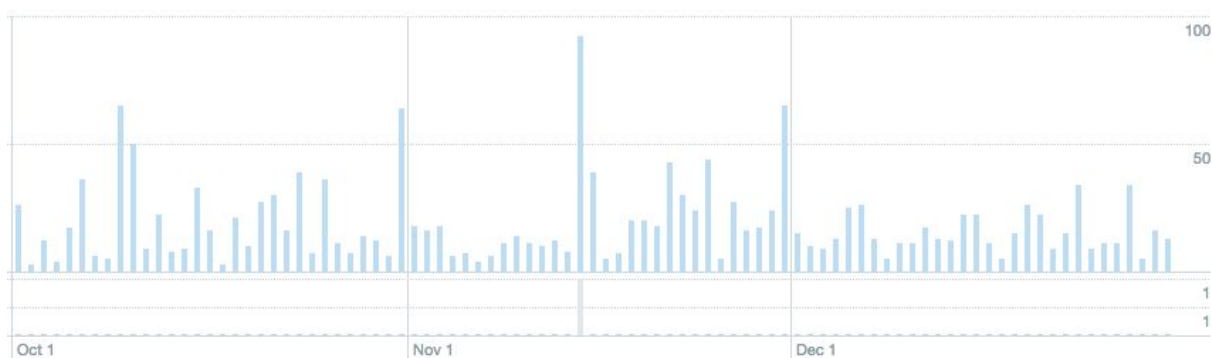
Twitter is in the focus of DMA's Social Media activity. The consortium communicates own and third party events, own contents and contents related to the overall data market topic. After the first year we are still in the early phase of establishment of our network there.

2.2.3.1 Twitter network

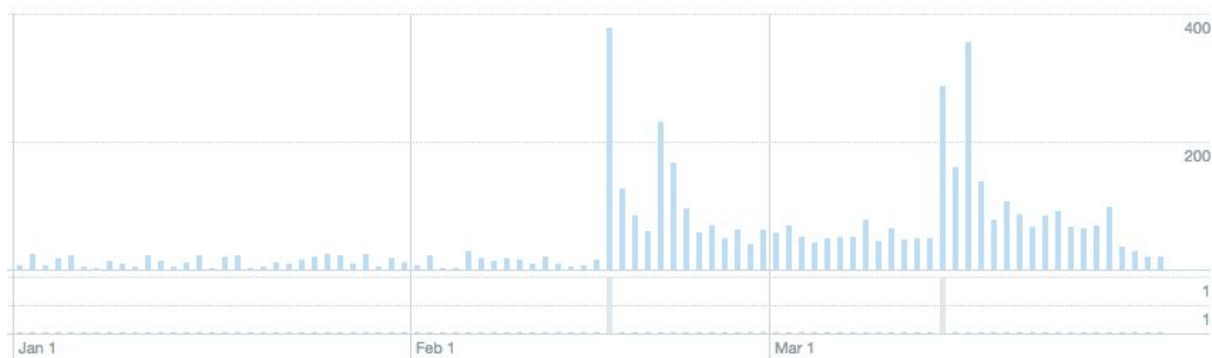
DMA Twitter is following **182** persons and has **227** followers. From October 2017 to September 2018, DMA's tweets got **29.700** impressions.

2.2.3.2 Twitter metrics per quarter

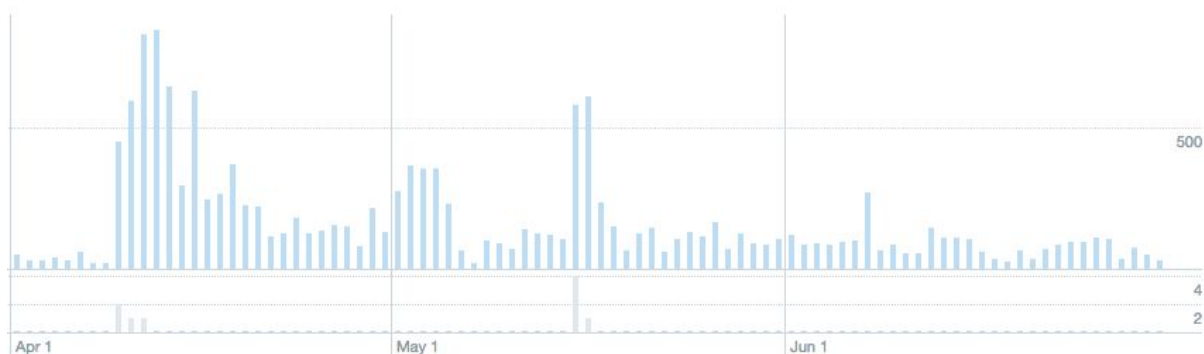
Q4 / 2017, 1.7K impressions



Q1 / 2018, 4.7K impressions



Q2 / 2018, 15.2K impressions



Q3 / 2018, 8.1K impressions



2.2.3.3 Twitter top tweets

Date	Tweet	Impressions in K	Engagements
Apr. 11	Data Market Austria Newsletter: #DMA startet Partnerprogramm / Fördermöglichkeiten für Datenservices / Webinar Serie #DataScience #LinkedData #OpenData mailchi.mp/1fe59dc6bffb/n... pic.twitter.com/7rAO1Ad1gU	6,40	50
Apr. 10	#SavetheDate: European Big Data Value Forum 2018 in #Vienna, 12-14 November: ebdvf.eu #EBDVF18 #EBDVF #BDVA #bigdata #dataeconomy #EU2018AT #LinkedData #datamarketplace	3,56	37
Feb. 16	Neuigkeiten aus Dataland! Lesen Sie den Data Market Austria Newsletter #daten #dma# mailchi.mp/a8e5bc4c1594/n... pic.twitter.com/eqP496uEPe	3,50	13
Sep. 28	Lösungen zum Sicheren Datenaustausch, neue Projekte und KeyPlayer bei der DMA IGNITE Night am 2.Oktobert ignite-vienna.eventbrite.com #opendata #datamarket #ogd #dma pic.twitter.com/0MmzF3JrIX	2,89	36
Mar 14	#DataMarketAT #MeetUp: 19.3.18 in #Linz #factory300 #tabakfabrik: Wie aus #bigdata Geschäfte werden: datamarket.at/event/meetup-w...	2,05	38
Apr. 9	1st Webinar der DMA Webinar Serie am 17.4.2018, 10.00 Uhr - der #DataMarketAT und das #Incubator Programm, Alle Infos und kostenfreie Registrierung: bit.ly/2qhOSCN #dataeconomy #opendata #linkeddata #smartdata #datamarket #datenmarkt #datenwirtschaft	2,03	12
May 15	Hey #austrianstartup .. another possibility to get an idea funded: the #DataMarketAT Incubator is open until June 6. #startup #Coding datamarket.at/challenges/ pic.twitter.com/snjJTfmAS	1,23	9
Jul 31	Willkommen in der Sommerpause! Passend zur Hitzeperiode ein besonders spannender und heikler Bereich: datamarket.at/2018/07/31/auf... #digitalhealth #opendata #Datenschutz #personaldata Happy reading! cc @OwnYourDataEU @hiMomentApp	1,20	27
May 16	Austria Data Market Insights. Free Webinar on Cloud Services and Blockchain - 24.05. // 10h. #opendata #CloudComputing #ogdwien #dataeconomy #DataScience datamarket.at/event/dma-webi... pic.twitter.com/7sMb43FK3F	1,18	17
Apr. 9	1st free webinar in DMA Webinar Series on 17.4.2018, 10.00am CEST - the #DataMarketAT and its #Incubator Programme - infos and registration: bit.ly/2qhOSCN #dataeconomy #opendata #linkeddata #smartdata #datamarket	1,17	5

May 15	hey #WeAreDevs .. another possibility to get an idea financed: the #DataMarketAT Incubator is open until June 6. #startup #Coding datamarket.at/challenges/ pic.twitter.com/RvMvTsmree	0,76	4
May 15	hey #CodingContest .. another possibility to get an idea funded: the #DataMarketAT Incubator is open until June 6. #startup #Coding datamarket.at/challenges/ pic.twitter.com/uePoxBz0Pp	0,70	11
Nov. 14	Join the free Webinar on Big Data Europe on the 16th of November at 15h CET twitter.com/BigData_Europe...	0,68	10
Sep. 20	Ihr wollt #wikidata kennen lernen? In #wien gibt's dazu nächsten Samstag Gelegenheit: Jetzt zum #WikiDataWorkshop anmelden! twitter.com/WikidataAT/sta...	0,34	4

2.3 Interaction based communication

2.3.1 Association

One of the main questions that were worked on during the first year was the creation of a suitable structure for hosting the DMA Community. A model for a DMA society was created and adapted, but finding a model to suit all partners turned out to be impossible. This work was then moved onto the task of creating a data science society in Austria with a wider remit than just hosting the DMA community (ongoing work, in discussion with BMVIT). For DMA itself, an associates programme model was created (see below).

2.3.2 Liaison

From the very beginning of the DMA close contacts with the German sister project IDS (Industrial Data Space) were established. Mid 2017 IDS and DMA signed a Memorandum of Understanding which basically allows knowledge exchange on

- Metadata model, exchange and mapping
- Brokerage models
- Business models
- Standardization initiatives and progress
- Blockchain integration

This includes exchange visits and access to project deliverables (including also all non-public deliverables) from the opposite party, always ensuring the non-disclosure of those documents.

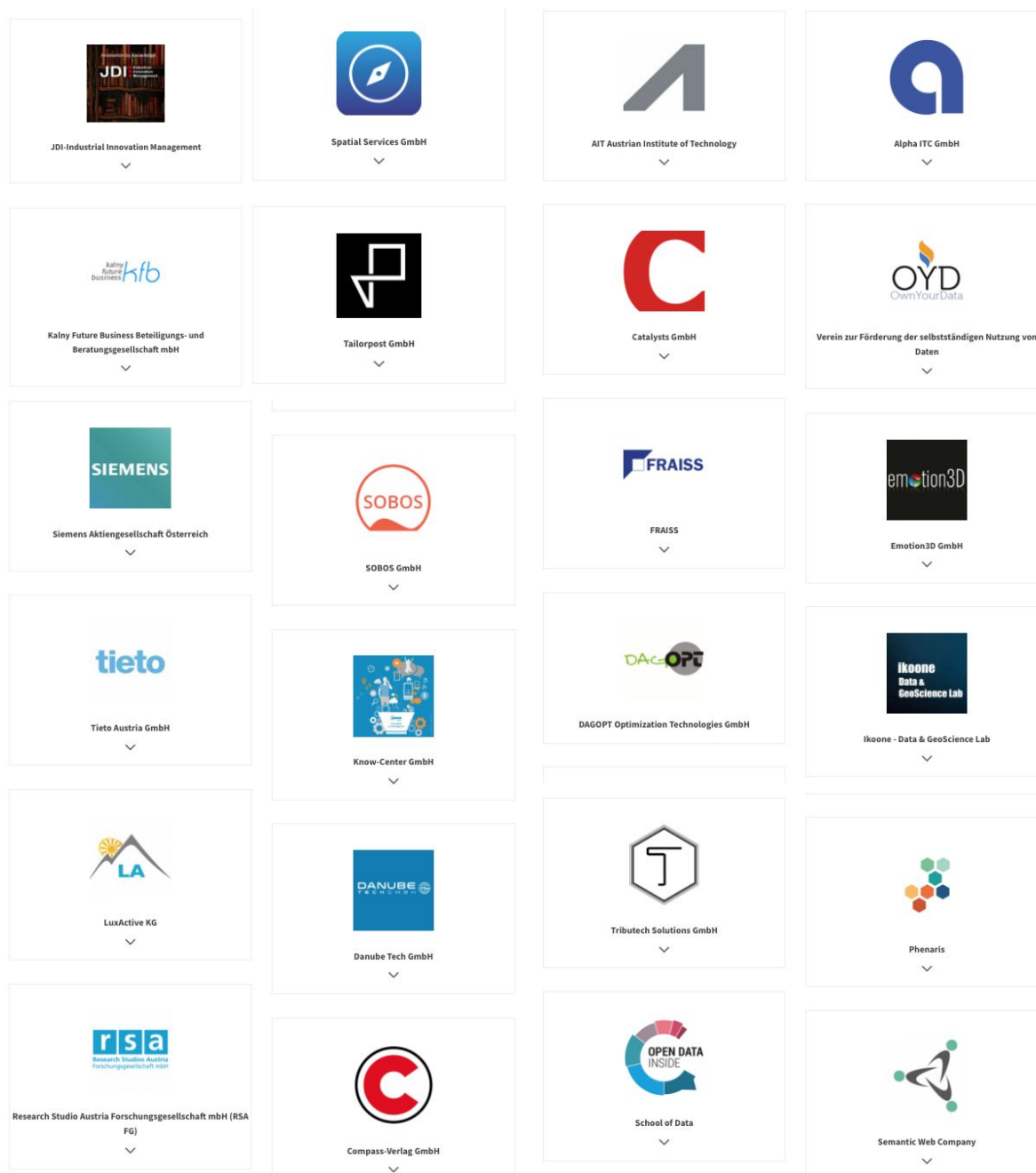
2.3.2.1 Activities on Liason in the recent period

Date	Activity
May 24, 2018	Initial call between IDS and DMA arranging topics and modus of collaboration talks, Martin Kaltenböck and Christian Mader
June 27, 2018	Follow-up Meeting, Invitation to Partners at IDS and DMA
July 18, 2018	IDS-DMA Exchange on Metadata Management Session 1 (Topic 1) & 2)
Jul 18, 2018	IDS-DMA Exchange on Metadata Management Session 2 (Topic 3)
Oct. 02+03, 2018	Research visit of Jaroslav Pullmann, Fraunhofer Institute for Applied Information Technology FIT (IDS) to the DMA Plenary

2.3.3 Associates Programme

The Associates Programme is built to relate interested parties closer to the DMA. These persons, organisations or companies might act in any of the future roles of the DMA, as Data Providers, Service Providers, Infrastructure Providers, Customers or Brokers. The programme should ensure the involvement of these people in the future developments in collecting needs, use cases and early adoptions to the DMA.

2.3.3.1 Members of the Associates Programme



2.3.3.2 Benefits for the Associate

The DMA accompanies the associate in his/her data-related efforts in

- providing a regularly info newsletter
- place the logo of the the associate on DMA's partner section together with a short portrait of the associate (similar the Partners Map at [FIWARE](#))
- Possibility to participate in the high-end "Associates Online Fireside Chats"
- Series of Interviews with associates at www.datamarket.at
- promote their partnership via Tweets and other Social Media

2.3.3.3 Actions within the Partnership Programme

Several actions happened during the last reporting period in the course of the Partnership Programme.

Measure	Date	Activity
Blogpost	May 4, 2018	Partner promotion: Wie Daten die Immobilienwirtschaft verändern
Partners Bulletin	May 18, 2018	Newsletter exclusively for the new partners. Reporting of technical developments, new funding opportunities in the sector and coming events.
Fireside Chat	May 30, 2018	We started our online meeting in which we provide information about Data Market Austria exclusively for partners. Project Manager Mihai Lupu discussed with participants the latest developments of the project as well as expectations and requirements. In the first Fireside Chat, we also talked about the DMA Incubator and how participants benefit from it.
Blogpost	May 31, 2018	Partner promotion: Daten im modernen Zivilschutz
Blogpost	July 07, 2018	Partner promotion: Auf eigenen Spuren: Unsere Daten als Personal Coach

2.3.4 Incubator Programme

The BMVIT / FFG incubator program for users of the DMA is an important part of the implementation and growth path, which allows the piloting of innovation projects within the data ecosystem of the DMA. These projects should allow for gaining experience by "playing through" all necessary steps in the marketing of data with marketing potential or in the use of already available data sets. This includes, for example, the preparation of the data (possibly anonymization), selection of the data format including service level, the development of suitable business models including licensing options as well as the handling of legal peculiarities and the handling in the management of users and access rights.

Based on a variety of baseline scenarios, three "Challenges" are described for the Data Incubator Program. Out of the development of the DMA there is a special interest in these special questions.

In the course of implementing the Incubator Program, the beneficiaries receive support in the form of information events, workshops and project coaching. The offer is intended to support in the implementation of Partner's project ideas. To learn from the implementation experience and to make the further development of the DMA on the basis of this practical experience. There is no legal entitlement of the promoters to these services.

2.3.4.1 Challenges



[Geschäftsideen für die kommerzielle Verwertung von Daten aus dem Kulturbereich](#)

Wir suchen Geschäftsideen, die kommerziellen Mehrwert auf Basis der Daten schaffen und diesen für



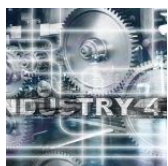
[Anonymisierungsservice für personalisierte Datenquellen](#)

Wir suchen Projekte die Services entwickeln, die den Prozeß der DSGVO-konformen Verarbeitung von d



[Austauschbare Sensordaten für die Smart City](#)

Wir suchen Lösungen die Interoperabilität horizontal nach Sektoren oder vertikal nach Regionen ermö



[Lösung die einen Produktionsprozeß energie- und rohstoffsparend verändert](#)

Wir suchen nach Lösungen für den weiten Bereich des Industrie 4.0.



[Satellitenbild getriebene Assistenzsysteme für die Österr. Agrarwirtschaft](#)

Wir suchen Lösungen die Daten aus dem DMA und Daten Dritter mit Vorhersage und Planungsmodellen zu



[Diagnosedaten für e-Health-Anwendungen verfügbar machen.](#)

Diagnosedaten wie z.B.: Röntgenbilder können wichtige Grundlagen sowohl für neue eHealth-Anwendung

2.3.4.2 Data Stewards



**ROBERT
GINTHÖR**

CTO, Head of Big
Data Lab - Know-
Center GmbH



**MICHELA
VIGNOLI**

Scientist bei AIT
Austrian Institute
of Technology



MARION WEBER

Produkt- und
Marketingmanager
bei Compass-
Verlag GmbH



**CHRISTOPH
REIMER**

Operations
Manager bei EODC
GmbH



**MONIKA
BARGMANN**

Chief data officer
Zentralanstalt für
Meteorologie und
Geodynamik



LENA WOSTAL

Junior Market
Manager Big Data /
IoT, T-Mobile
Austria

2.3.4.3 Projects

In the initial phase we had contact to **13 projects** which we provided with an LoI. Out of this, six project are getting funding by the FFG.

Title	Short description	Contact	Topic	Steward
Ikoone	Spatial enrichment gives us the possibility of not only mapping the data, but further run spatial operators. Creating overlays or buffers, route data networks, or cluster point data to name just a few. The array of possible interaction via the geographical context with data like state boundaries, Business data, demographic and environmental data can further add value to datasets. Suddenly data can be seen in reference.	Ikoone Hans J. Pfeiffer	GEO-Spatial Enrichment	Christoph Reimer
Semantic Containers for Data Mobility	SMEs and individuals generate and store more and more data and the project SEMCON provides a secure and transparent way to exchange this data commercially. SEMCON stands for Semantic Containers for Data Mobility and combines technologies for providing logic and data in Docker containers, for the semantic description and validation of data and conditions of use, as well as for the detection of data origin and integrity using blockchain technology.	Christoph Fabianek	Anonymisierung	Monika Bargmann

SWIS - Sophisticated Web Information Service	At the present time, data are the new industrial raw materials. The goal of SWIS is to make existing high-quality and location-based tourism data available in the vicinity of a requested geo-position. It is unique that once acquired data from third parties should be as freely usable.	marian.lux Andrei Preda LuxActive KG		Peter Tschuchnig + Thomas Thurner
Research opportunities for mental health via data markets	Meemo-tec's products create a unique combination of smartphone sensory data and psychometric data. Our goal is to provide the data base to improve mental health therapies, promote scientific research, and facilitate the analysis of health services.	Ralph Gruber meemo-tec.com	Gesundheitsdaten, Anonymisierung	Robert Ginhör + Peter Tschuchnig
Innovative Frequenzzählung mittels anonymisierten standortbezogene n Mobilfunkdaten (ASM-Daten)	The pilot project focuses on the establishment of a vendor-neutral data platform, which receives anonymized location-based mobile radio data (ASM data) from mobile service providers (for example Hutchison Drei Austria GmbH) and from which innovative statistical evaluations and analyzes, e.g. Frequency counts, allows for businesses.	Friedrich Seyr SpotOn Statistics GmbH	Anonymisierung Bewegungsdaten	Mihai Lupu
AAL+Healthcare Data	SYNYO GmbH has developed extensive datasets through the preliminary projects TAALXONOMY, AAL Vision 2025 as well as through independent developments (CATAALOG Product and Service Platform, Purchadvisors for AAL and Smart Care Solutions) in the field of AAL and Healthcare and is constantly expanding these. This opens up exciting new fields of application for the Data Market Austria, which it is necessary to discuss in the course of the exploration. The variety of data ranges from manufacturer and supplier data to product-related data of the Austrian but also European environment.	Peter Leitner		Marion Weber

2.4 Other Communication and Community Metrics

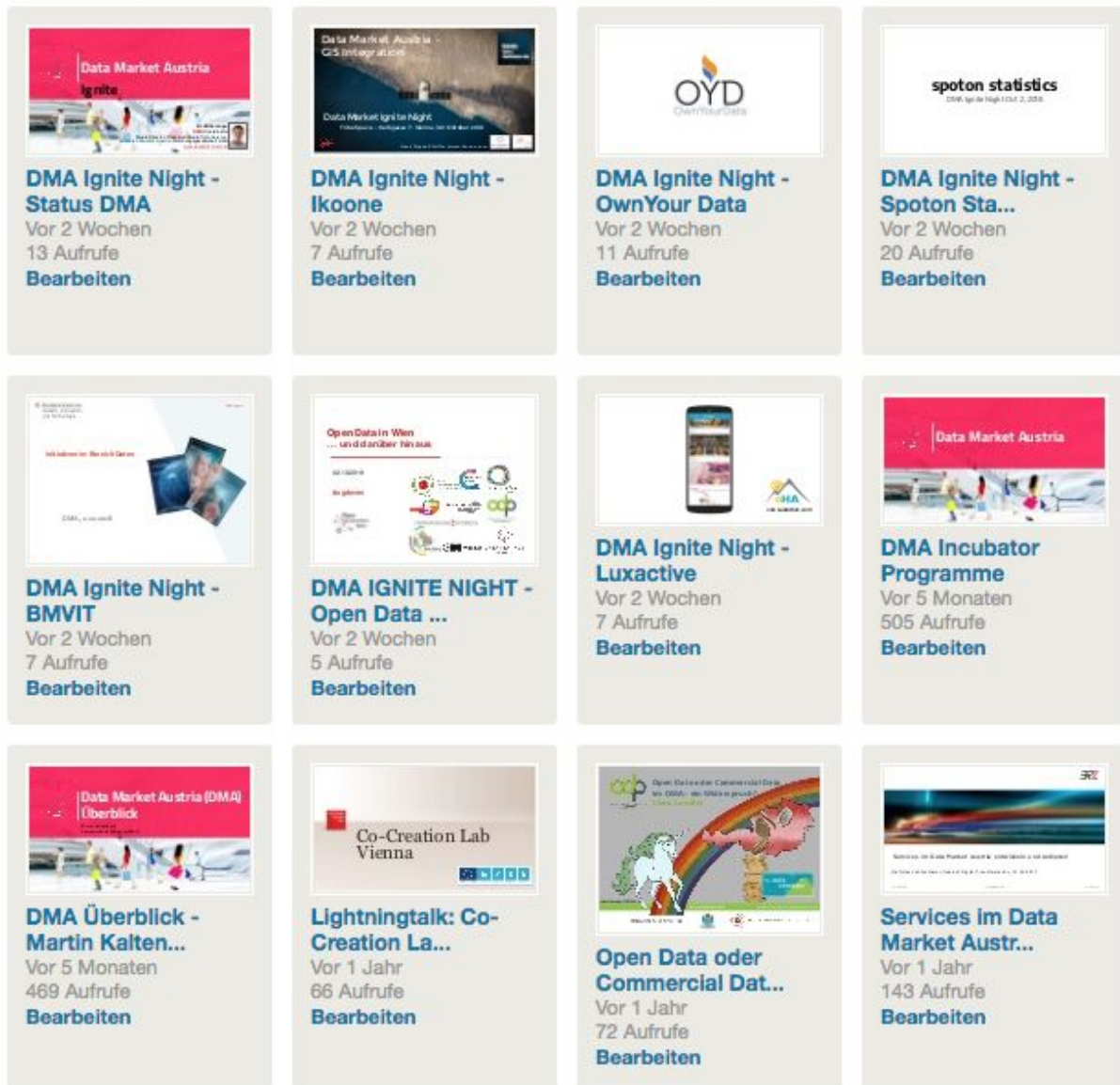
Statistics for Events, personal contacts, Newsletter and Social Media are given in the sections above. Below are other relevant statistics indicating the success of Dissemination and Community Efforts.

2.4.1 Slideshare

Slidedecks are used by partners to present DMA at events, workshops, talks and meetings. The outreach of this channel is difficult to track, as distribution is not tracked and impressions are not always counted. So the figures of our Slideshare Channel count only a part of the outreach that are attained by our slidedecks.

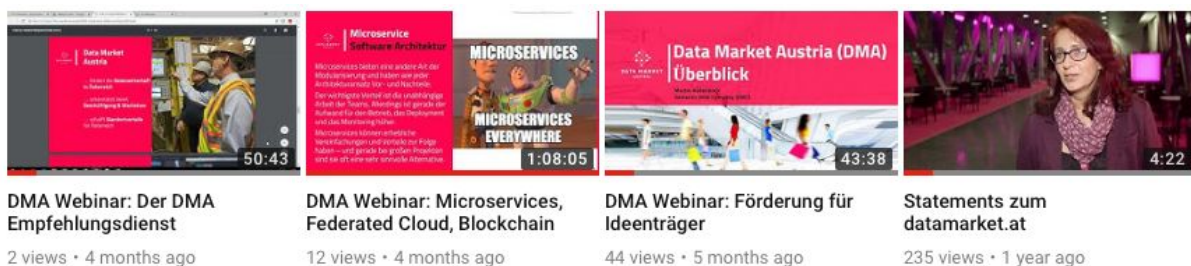
- 38 slide decks on slideshare (last periode 29)
- 3041 total views on slideshare (last periode 1284)

2.4.1.1 New additions



2.4.2 Youtube

There was no special focus on the promotion of the Youtube channel of DMA in the previous year. So only **403 views** (previous periode 162) of the videos uploaded, were archived. Efforts on the promotion of this channel will be strengthened in the coming year.



2.4.3 Flickr

- 2200 views from November 2017 to October 2018 (2000 previous periode)
- 196 pictures

2.4.4 Publications

2.4.4.1 Press

- 01.10.2018 : APA OTS [Spitzen Europäischer Forschung und Industrie laden in Wien zu ...](#)
- 21.10.2018 : Report.at [Wirtschaft & Politik](#)

2.4.4.2 Academic Publications

- **Matthias Traub, Heimo Gursch, Elisabeth Lex, Roman Kern; Data Market Austria: Austria's First Digital Ecosystem for Data, Businesses, and Innovation; Exploring a changing view on organizing value creation: Developing New Business Models. Contributions to the 2nd International Conference on New Business Models.** Institute of Systems Sciences, Innovation and Sustainability Reports #8; Institute of Systems Sciences, Innovation and Sustainability, University of Graz; 2017 (KNOW)
- **Johann Höchtl, Thomas J. Lampoltshammer; Social Implications of a Data Market.** CeDEM17 - Conference for E-Democracy and Open Government; pp. 177-180; Edition Donau-Universität Krems, Krems; 2017 (DUK)
- **Ivanschitz, B-P.; Lampoltshammer, T.J.; Mireles, V.; Revenko, A.; Schlarb, S.; Thurnay, L. (2018). A Data Market with Decentralized Repositories.** Verborgh, R.; Kuhn, T.; Berners-Lee, T., Proceedings of the 2nd Workshop on Decentralizing the Semantic Web co-located with the 17th International Semantic Web Conference (ISWC 2018), 2165: 1-7, CEUR
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