

## 3<sup>rd</sup> Workshop on Smart Data Pricing

### SDP 2014

May 2, 2014 – Toronto, Canada  
Workshop of IEEE INFOCOM 2014



Smart Data Pricing (SDP)

### Call for Papers

Demand for data in both wired and wireless broadband networks is growing every year, inducing Internet Service Providers (ISPs) to use pricing both as a congestion management tool and a revenue generation model. This changing landscape is evidenced by the elimination of flat-rate plans in favor of \$10/GB usage based fees in the US and various other countries in Asia and Europe. Consequently, Smart Data Pricing (SDP) has been playing a major role in the future of mobile, broadband, and content. SDP can refer to (a) time/location/app/congestion dependent dynamic pricing, (b) usage based pricing with throttling/booster, (c) WiFi offloading/proactive caching, (d) two-sided pricing/reverse billing/sponsored content, (e) quota-aware content distribution, (f) shared data pricing, and any combination or extension of the above. SDP can help create happier consumers and enterprise users, less congestion, and better Quality of Experience, lower CapEx/OpEx, higher revenue/profit margin, less churn, more consumption and ad revenue to content/app providers. But it also requires developing pricing models that capture the interplay between technical and economic factors, interfaces among network providers and content/app providers, effective user interface designs, field trials, and a combination of smart ideas, smart execution, and smart policy.

The 1<sup>st</sup> workshop on SDP was held on July 30-31, 2012, in Princeton, USA, and the 2<sup>nd</sup> workshop was held on April 19, 2013 at IEEE INFOCOM in Turin, Italy. The SDP workshop has a history of nurturing multidisciplinary research by bringing together academics and practitioners from top Universities, research labs (like Microsoft Research, INRIA), service providers (like AT&T, Korea Telecom, Telefonica), hardware vendors (Alcatel-Lucent Bell Labs, Microsoft, Cisco), and representatives from US FCC and the National Exchange Carrier Association. Likewise, the 3<sup>rd</sup> workshop on SDP will provide an interdisciplinary platform for researchers in engineering, economics, and business schools, to exchange novel ideas to jointly address the challenges and opportunities presented by the recent explosive growth in demand for broadband data.

The 3<sup>rd</sup> Workshop on Smart Data Pricing (SDP), to be held on May 2, 2014, as a part of IEEE INFOCOM in Toronto, Canada, solicits contributions describing analyses of state-of-the-art pricing mechanisms, results of ongoing research, open issues, trends, pricing-related signaling protocols, net-neutrality related policy implications, standardization activities, and new ideas in smart pricing and economic models that can help alleviate network congestion.

### Keynotes & Panel

This year's **Keynote speakers** at SDP 2014 are **Dr. Alok Gupta, Chair of Information & Decision Sciences at the Carlson School of Management, University of Minnesota**, and **Mr. Keith Cambron, former President & CEO of AT&T Labs**. We will also host an **Industry-Academia Panel** with position papers from different industry sectors.

## Topics

Topics of particular interest to SDP 2014 include, but are not limited to:

- Theories, models, and analyses of access pricing
- Use of incentives and economic mechanisms to alleviate network congestion
- Economics of WiFi offloading, femtocells, heterogeneous networks
- Empirical studies of user behavior in response to price incentives
- Novel system implementation, deployment, or field trials of smart pricing
- Challenges in monetization of spectrum and emerging pricing trends
- Two-sided pricing, billing, and sponsored content
- Network neutrality and regulatory aspects of pricing policies
- Pricing of smart grids, cloud computing, etc.
- Hardware and software support for enabling smarter pricing practices
- Security and privacy issues in smart pricing
- Human-computer interaction aspects of pricing practices
- Activities on standardization of signaling protocols for smart pricing

## Submission Instructions

SDP 2014 invites submission of both technical papers and position papers. Submitted papers should be original: Papers that have already appeared in conference proceedings or journals or are currently under review are ineligible for consideration. Questions about the eligibility of a potential submission should be mailed to the Organizing Committee. Papers will be selected based on both technical merit and potential to spark interesting discussion at the workshop.

Paper submissions should be at most 6 pages in length. Your paper should be typeset in two-column format with 10-point fonts or larger. Additional information (including detailed proofs or experimental data) may be included in a clearly marked appendix that will be read at the discretion of the program committee members. Please review instructions at INFOCOM site.

## Important Dates

Abstract Registration Deadline: **December 7, 2013**

Full Paper Submission Deadline: **December 15, 2013**

Author Notification: **January 15, 2014**

Camera-ready paper due: **February 10, 2014**

## Program Committees

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