

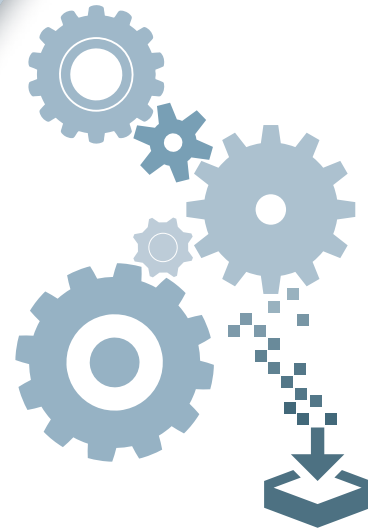


# From Data to Intermediation

Stéphane Grumbach  
INRIA



Efficient association  
between producers/consumers  
of data and services



Activity monetization

Knowledge extraction  
from users activity

## Intermediation Platforms

**All 30**

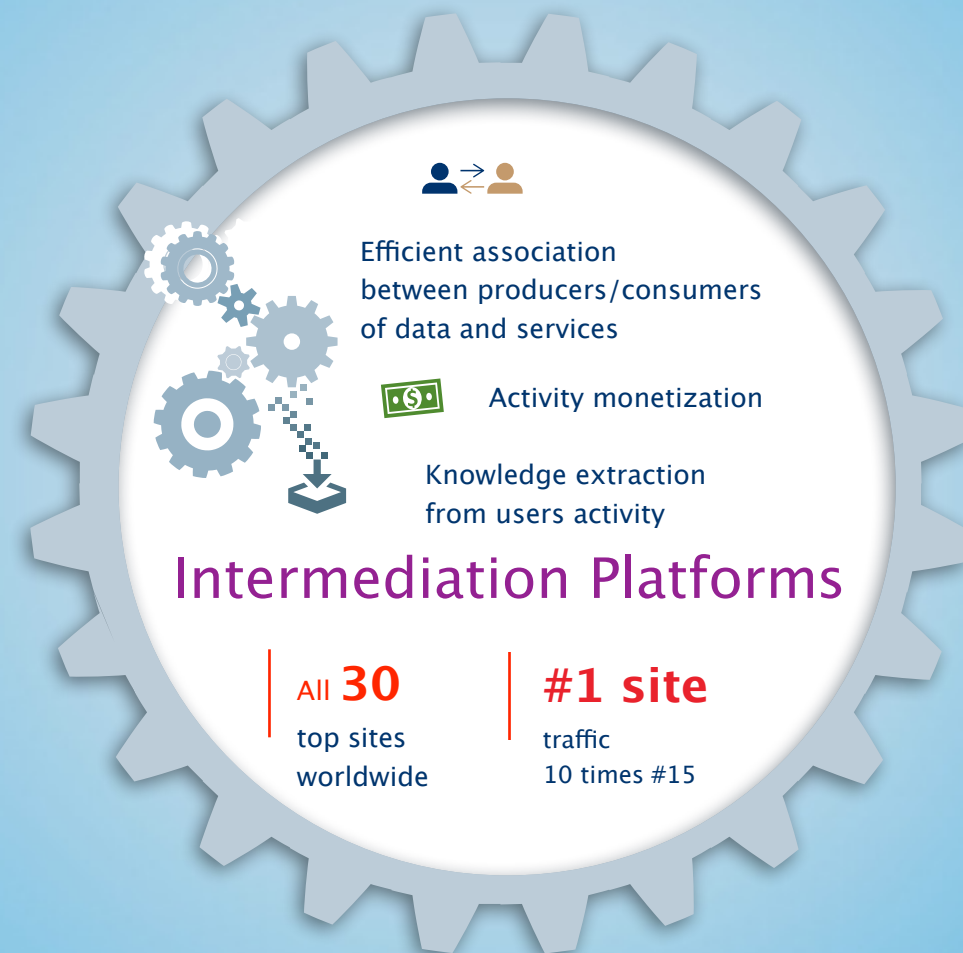
top sites

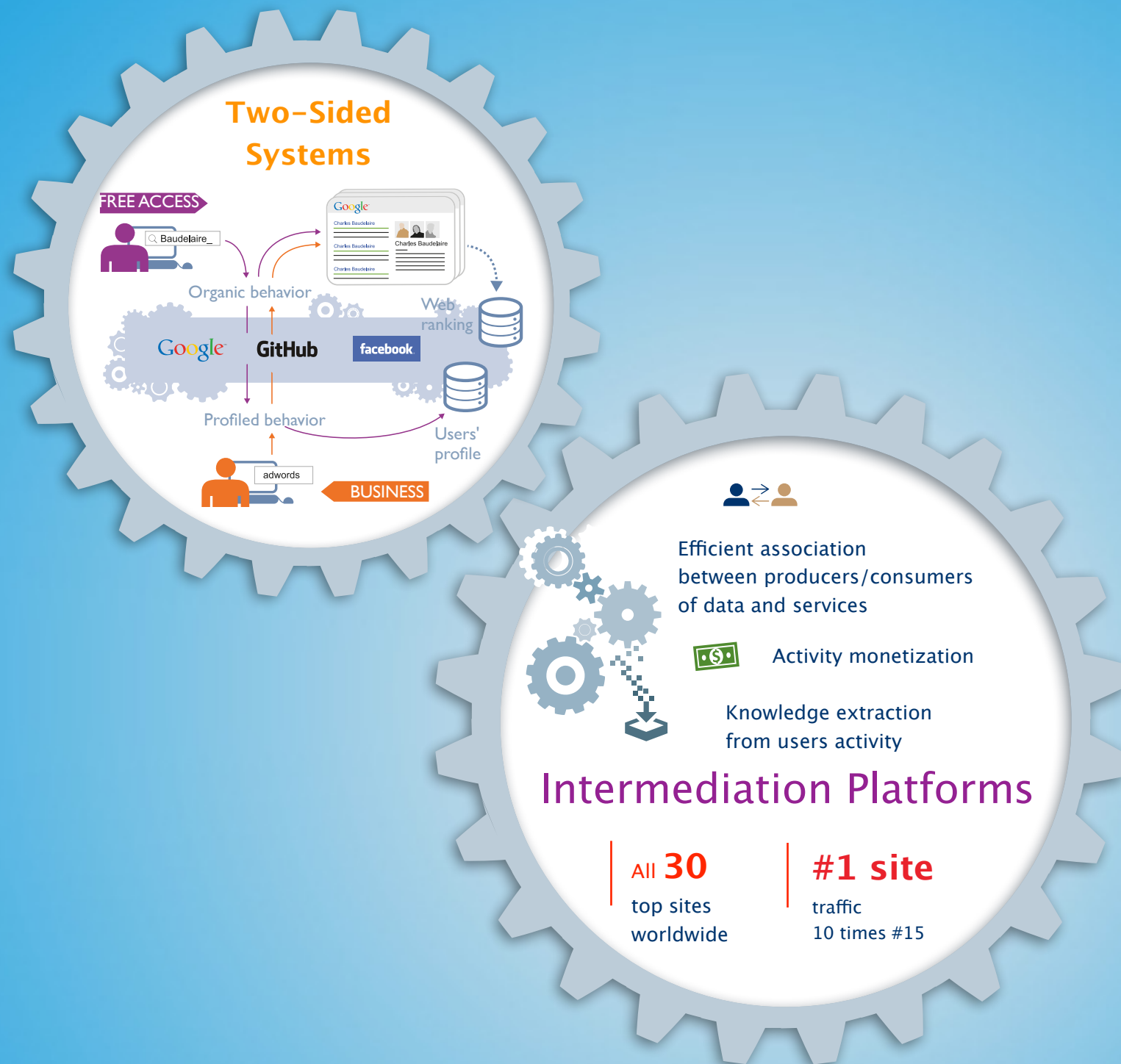
worldwide

**#1 site**

traffic

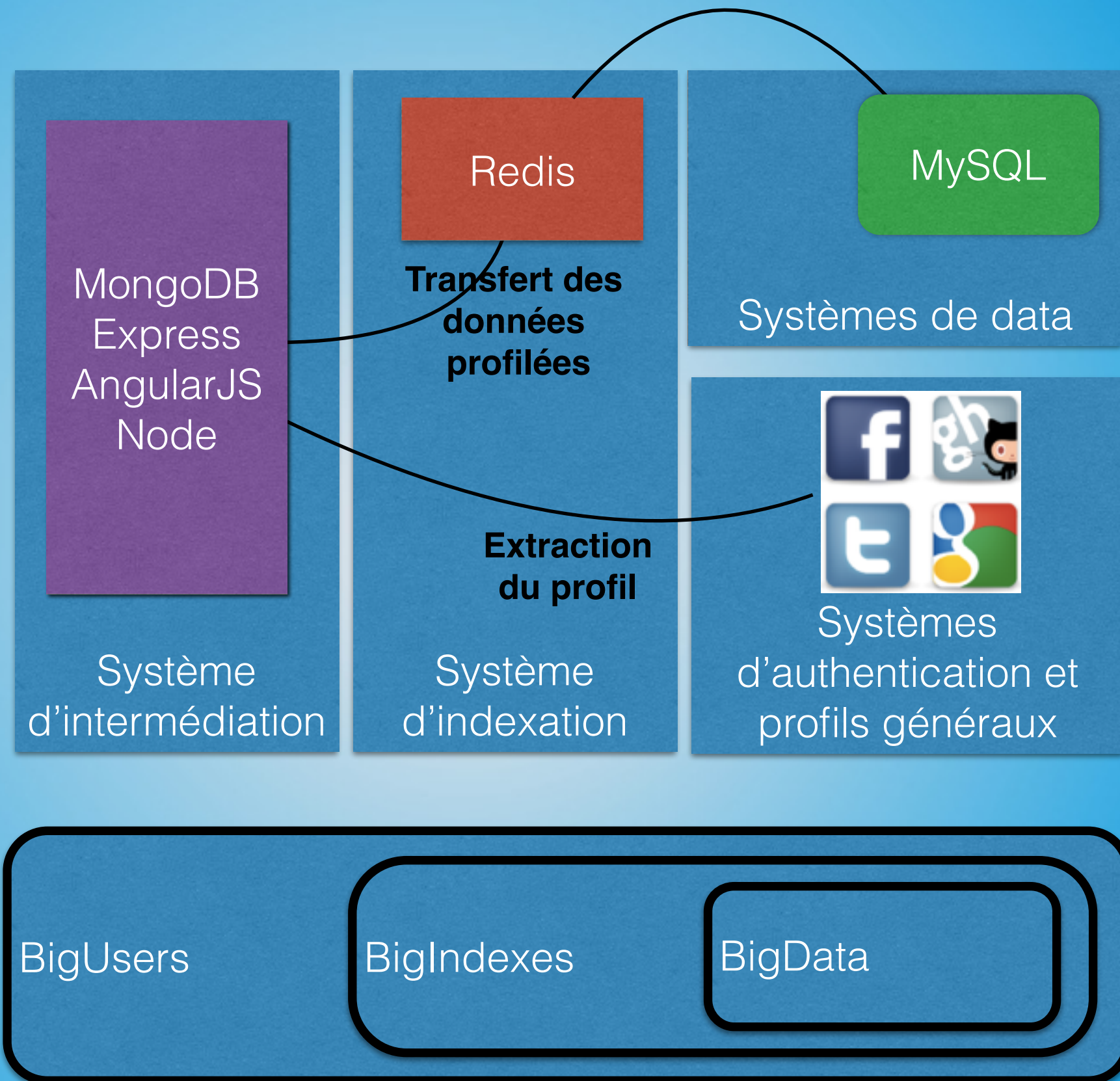
10 times #15

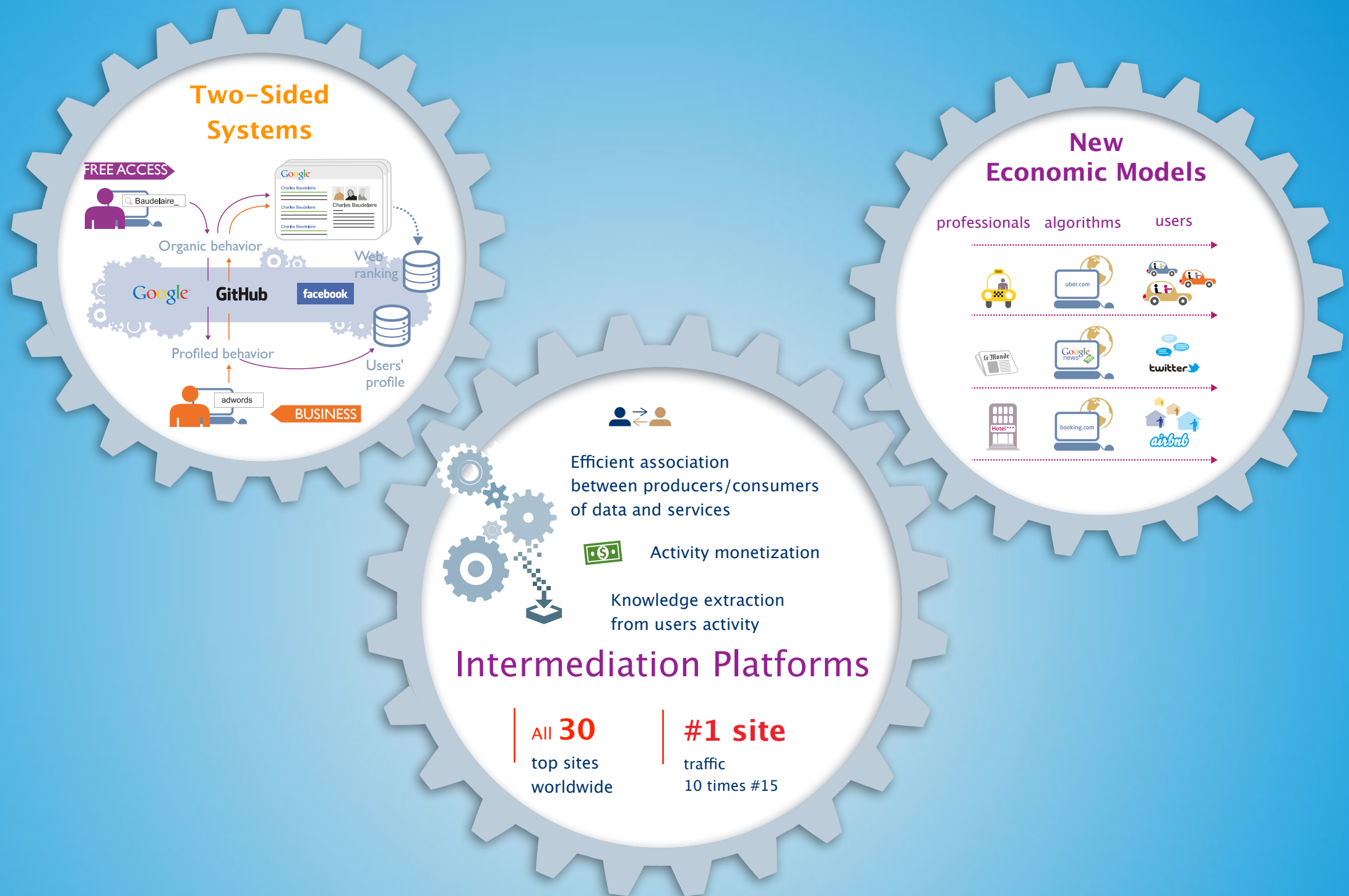






## Indexation continue









Professionals  
offering  
places to stay

**Search**  
439,000+ hotels, apartments, villas and more ...

Destination/hotel name:

Check-in date:   :

Check-out date:   :

Users  
seeking  
places to stay

Booking.com

airbnb

Users  
offering  
places to stay

**Find a place to stay.**

Rent from people in over 34,000 cities and 192 countries.

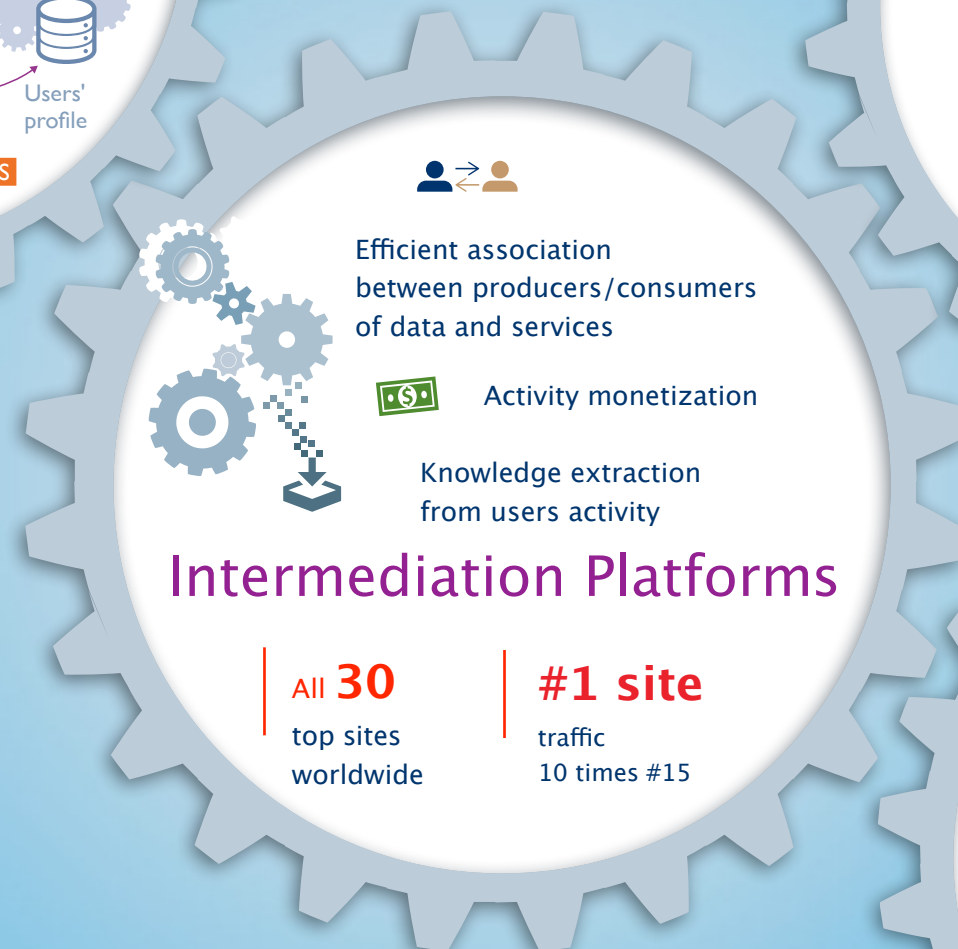
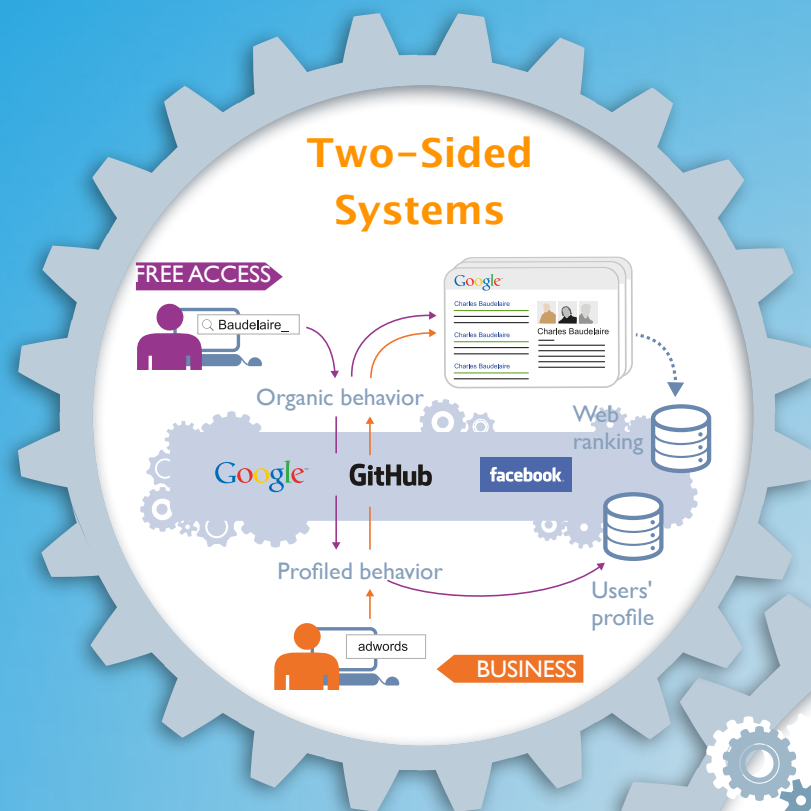
Where do you want to go?

Check in

Check out

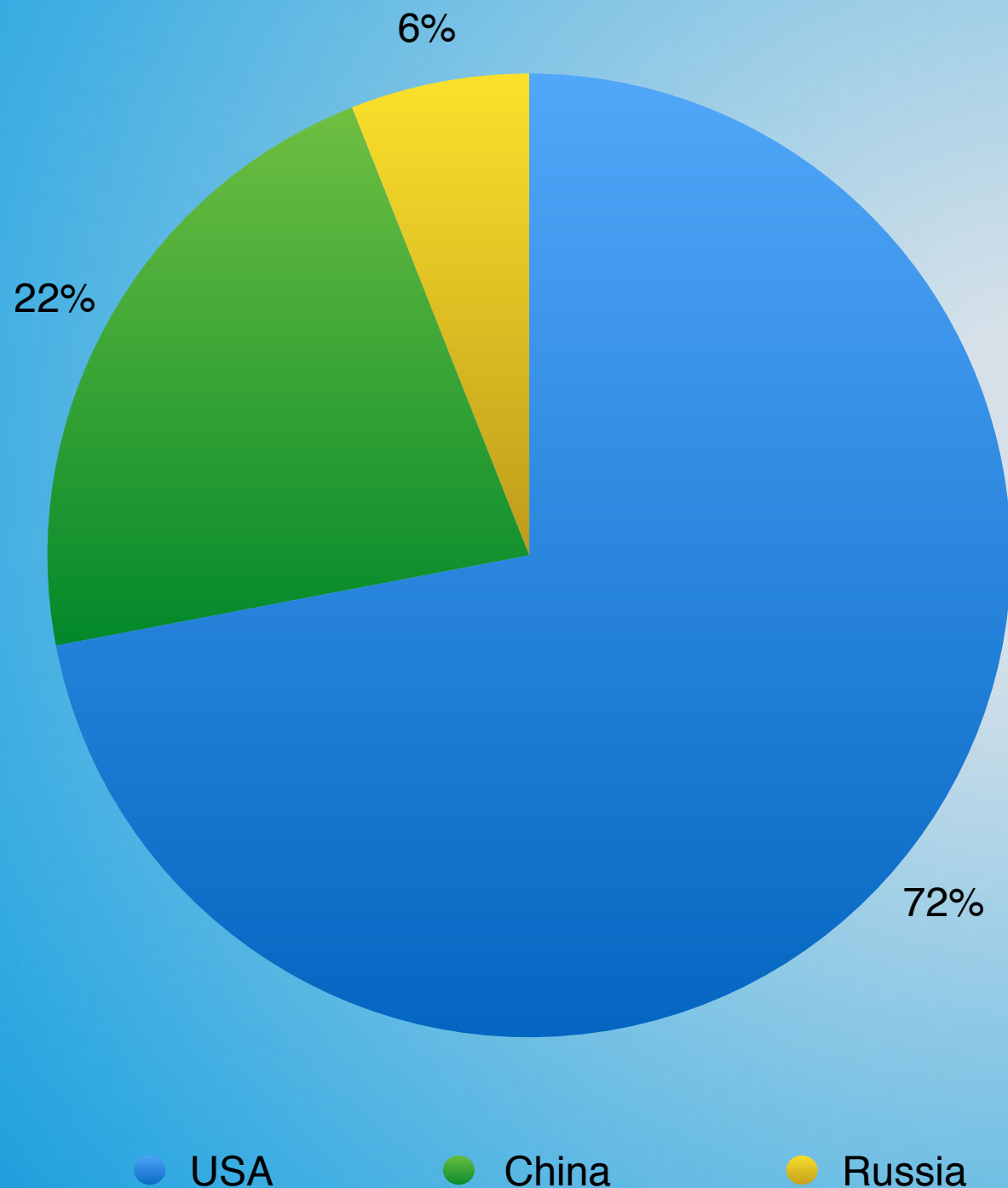
1 Guest

Search





# The Top 50 websites worldwide



- USA: 72 %

- China: 22 %

Baidu: 5; QQ: 7; Taobao: 9; Sina: 13; hao123: 16; weibo: 17; tmall: 23; Sohu: 27; 360.cn: 28; 163.com: 34; Soso: 37;

- Russia: 6 %

Yandex: 20; kontakte: 21; Mail: 39;

# Traffic Top 10 sites in selected countries

