

1. Record Nr.	UNINA9910132342903321
Titolo	Smart data pricing // .edited by Soumya Sen, Carlee JoeWong, Sangtae Ha, and Mung Chiang
Pubbl/distr/stampa	Hoboken, New Jersey : , : Wiley, , 2014 [Piscataqay, New Jersey] : , : IEEE Xplore, , [2014]
ISBN	1-118-89933-4 1-118-89925-3 1-118-89935-0
Edizione	[1st edition]
Descrizione fisica	1 online resource (1183 p.)
Collana	Information and communication technology series Wiley series on information and communication technology
Classificazione	TEC061000
Altri autori (Persone)	SenSoumya <1982->
Disciplina	384/.043
Soggetti	Telecommunication - Pricing Resource allocation
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di bibliografia	Includes bibliographical references at the end of each chapters and index.
Nota di contenuto	-- FOREWORD xv -- PREFACE xvi -- CONTRIBUTORS xx -- I SMART DATA PRICING IN TODAY'S ECOSYSTEM 1 -- 1 Will Smart Pricing Finally Take Off? 3 / Andrew Odlyzko -- 2 Customer Price Sensitivity to Broadband Service Speed: What Are the Implications for Public Policy? 35 / Victor Glass, Stela Stefanova, and Ron Dibelka -- 3 Network Neutrality with Content Caching and Its Effect on Access Pricing 47 / Fatih Kocak, George Kesidis, and Serge Fdida -- II TECHNOLOGIES FOR SMART DATA PRICING 67 -- 4 Pricing under Demand Flexibility and Predictability 69 / Ozgur Dalkilic, John Tadrous, Atilla Eryilmaz, and Hesham El-Gamal -- 5 Dual Pricing Algorithms by Wireless Network Duality for Utility Maximization 97 / Chee Wei Tan and Liang Zheng -- 6 Human Factors in Smart Data Pricing 127 / Soumya Sen, Carlee Joe-Wong, Sangtae Ha, and Mung Chiang -- III USAGE-BASED PRICING 167 -- 7 Quantifying the Costs of Customers for Usage-Based Pricing 169 / Laszlo Gyarmati, Rade Stanojevic, Michael Sirivianos, and Nikolaos Laoutaris -- 8 Usage-Based Pricing Differentiation for Communication Networks: Incomplete Information and Limited Pricing Choices 195 /

Shuqin Li and Jianwei Huang -- 9 Telecommunication Pricing: Smart Versus Dumb Pipes 241 / Atanu Lahiri -- IV CONTENT-BASED PRICING 267 -- 10 Economic Models of Sponsored Content in Wireless Networks with Uncertain Demand 269 / Matthew Andrews, Ulas Ozen, Martin I. Reiman, and Qiong Wang -- 11 CDN Pricing and Investment Strategies under Competition 289 / Yang Song, Lixin Gao, and Arun Venkataramani -- 12 Smart Pricing and Market Formation in Hybrid Networks 321 / Aris M. Ouksel, Doug Lundquist, and Sid Bhattacharyya -- 13 To Tax or To Subsidize: The Economics of User-Generated Content Platforms 341 / Shaolei Ren and Mihaela van der Schaar -- V MANAGING CONTENT DELIVERY 363 -- 14 Spare Capacity Monetization by Opportunistic Content Scheduling 365 / Bell Labs and Alcatel-Lucent -- 15 Asynchronous Content Delivery and Pricing in Cellular Data Networks 391 / Vijay Gabale, Umamaheswari Devi, Ravi Kokku, and Shivkumar Kalyanraman. 16 Mechanisms for Quota Aware Video Adaptation 415 / Jiasi Chen, Amitabha Ghosh, and Mung Chiang -- 17 The Role of Multicast in Congestion Alleviation 441 / Alan D. Young -- VI PRICING IN THE CLOUD 453 -- 18 Smart Pricing of Cloud Resources 455 / Yu Xiang and Tian Lan -- 19 Allocating and Pricing Data Center Resources with Power-Aware Combinatorial Auctions 477 / Benjamin Lubin and David C. Parkes -- INDEX 501.

Sommario/riassunto

"As demand for data increases, Smart Data Pricing fills a market void in information on telecommunication economics. The book carefully addresses technical issues and workplace policies, system development and integration, research proposals, and business assessments. With both academic and industrial expertise from a variety of fields, Pricing is a practical and inclusive economics resource"--
"Provides insight on business strategies and initiatives through a diverse collection of perspectives"--
