



# Driving you towards the future of data marketplace

RTA has become the first UAE body to develop a framework for selling data products to other governments and private organizations. A data product could be raw data or data, analytics dashboard, subscription to a live data feed, or a machine learning model trained on RTA's data.

RTA's Data Marketplace concept will be an online platform and a one-stop shop where other governments and private organizations will buy and subscribe to RTA's data products. Different costing and subscription models will be defined for different data products.

The monetization framework and Data Marketplace will ensure maximization of ROI from the use of RTA's data and knowledge while protecting the exclusivity and confidentiality of the data.

The Data Marketplace will also support the digital government and open data model pursued by the Government of Dubai where data initiatives will create partnerships with government and private organizations by delivering innovative data solutions.