

Data Monetization | infonomics

A Corporate Approach

SALTWIRE
NETWORK

Advertiser

AMHERST  NEWS

ANNAPOLIS VALLEY  REGISTER

Bedford-Sackville
Observer

CAPE BRETON **POST**

COLCHESTER
WEEKLY NEWS

Dartmouth
Tribune

Halifax
Citizen

JOURNAL  PIONEER

Labradorian 

northwester 

 Northern Pen

NovaNewsNOW.COM

QUEENS COUNTY
ADVANCE

SACKVILLE
TRIBUNE-POST

South Shore
Breaker

The
AURORA

The Beacon 

The
Casket

The
Chronicle Herald

THE
CITIZEN-RECORD

the **COMPASS** 

The Guardian 

The
Gulf News

THE  NEWS

The **Packet**

THE **PILOT** 

The Southern
Gazette

The Telegram

The Western Star 

TRI-COUNTY
EXTRA

THE TRI-COUNTY
VANGUARD 

TRURO  DAILY NEWS

Valley
Harvester

VALLEY JOURNAL  ADVERTISER

Economic Actions of Information

Sell

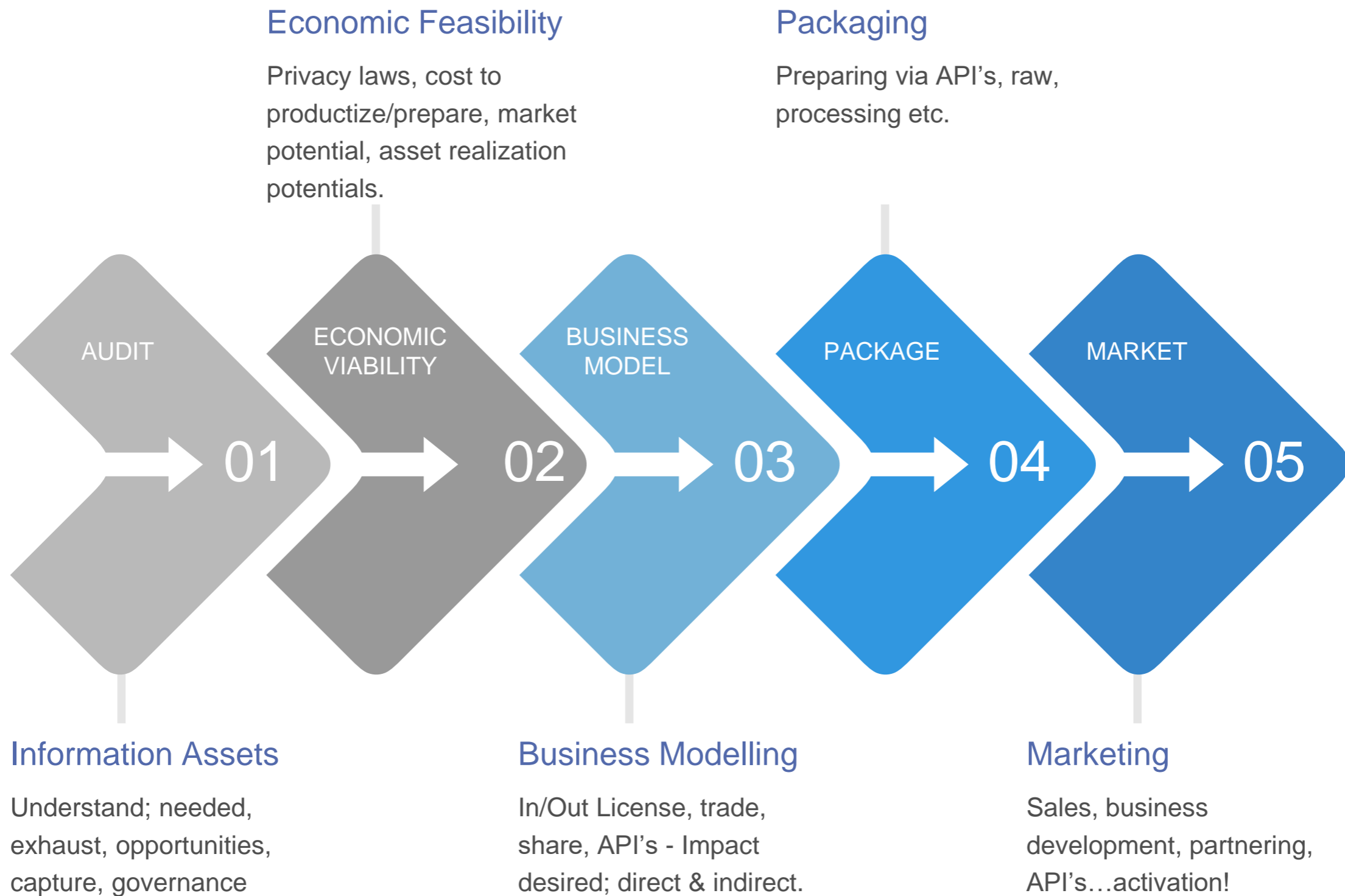
Lend/License

Share

Spend

Trade

Apply



Monetizing Obituaries

WHITE, WALTER
aka "Heisenberg," 52, of Albuquerque, died Sunday after a long battle with lung cancer, and a gunshot wound. A co-founder of Gray Matter, White was a research chemist who taught high school chemistry, and later founded a meth manufacturing empire. He is survived by his wife, Skyler Lambert, son Walter "Flynn" Jr.; and daughter Holly. A private memorial was held by his family. In lieu of flowers, donations can be made to a drug abuse prevention charity of your choice. He will be greatly missed.

Tracking ages of death

How people die (disease, natural, unnatural etc.)

Primary profession

Career tracking

Spouse

Children

Financial affiliations to causes of death

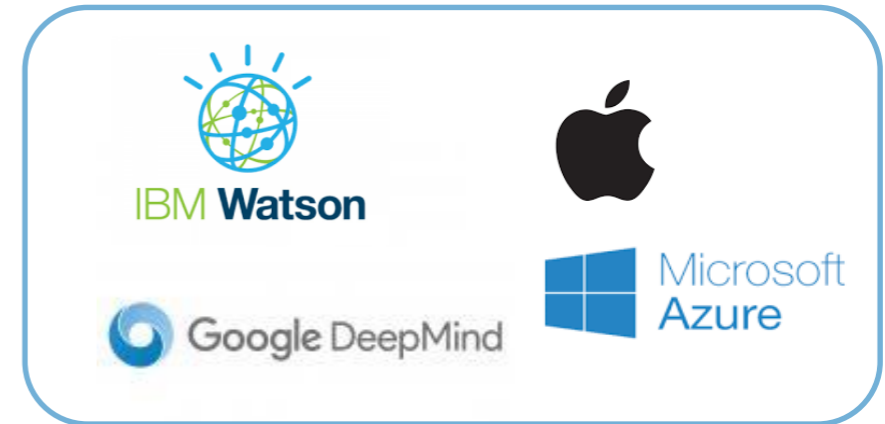
Revenue Approaches

Direct



Batch purchase
Enhance database
Machine Learning
Builds customer value
(tax liabilities)

Indirect



API feeds
Exchange of services
Exchange of hardware
(no tax liabilities)



Historical trends
Causes of death
Tracing