



Financial Information Brokerage: selling news to customers

Characteristics:

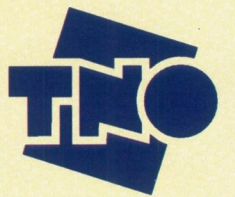
- * news articles arriving all day
- * sales and brokering is a continuous, on-line process
- * price of a news item depends on customers interests
- * different prices offered at different moments

Constraints:

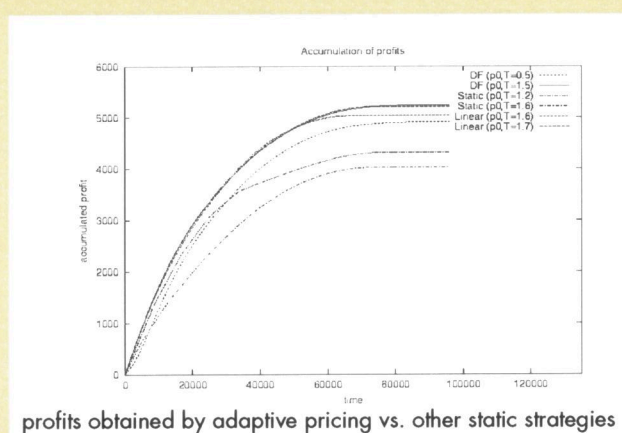
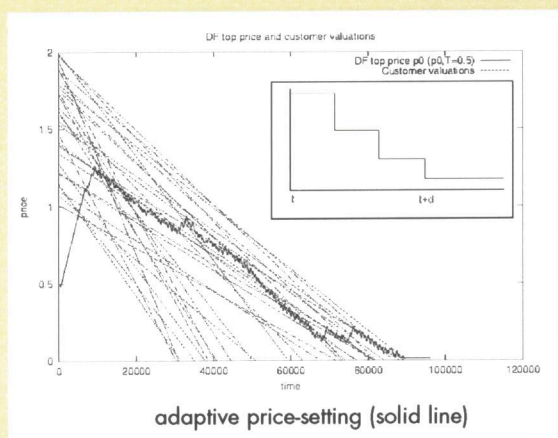
- * every customer must be able to buy an item at any time
- * all present customers are treated equally

Dynamic Pricing:

- * different prices for different delivery delays (quality of service)
- * dynamic adjustment of prices based on market response

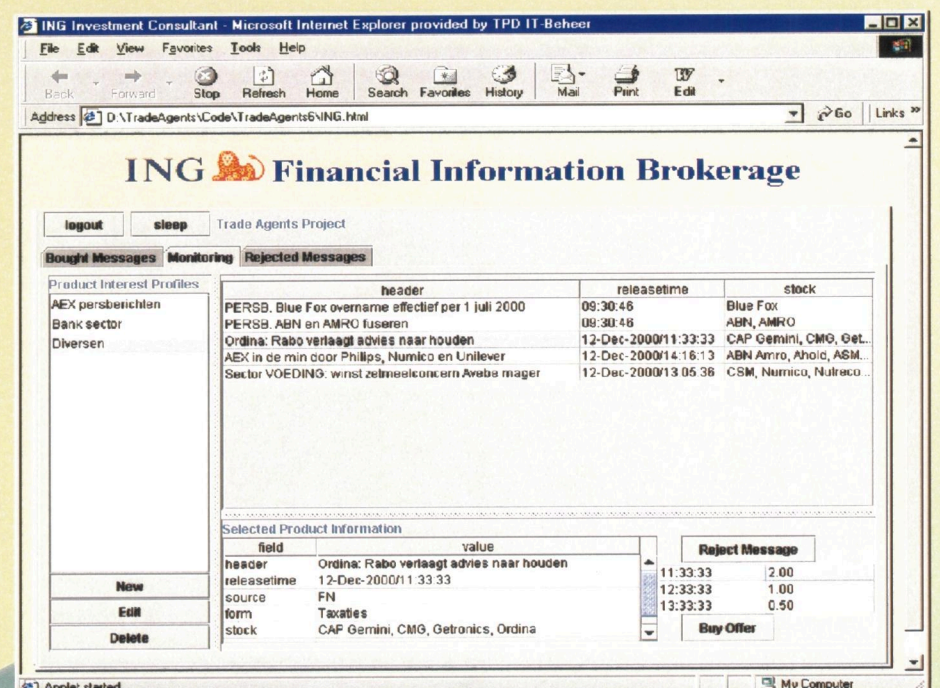


Telematica
Instituut



Implementation:

- * Software agent system for automated price setting (seller agents) and article procurement and selection (customer agents)



user interface presented by customer agent