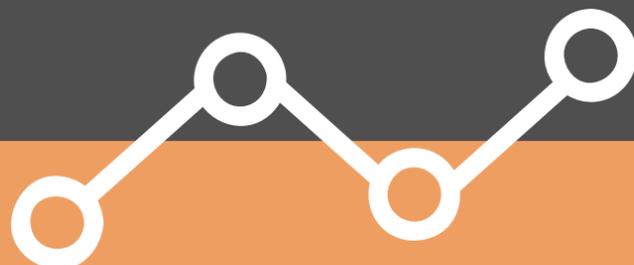


STREAMING DATA



Definition

Streaming Data

is generated continuously by different kinds of sources. It includes a large number of data such as information from social media, e-commerce purchases, financial trading floors, in-game player activity, geospatial services and instrumentation in centers.

The use of Data Streaming in some markets

Finance

- Tracking changes in the stock market in real-time.
- Automatically calculates value-at-risk based on stock price shifts.

E-commerce Industry (Marketing)

- Provides all clickstream records from its online resources.
- Optimizes content arrangement on its site.

Gaming Industry

- Streaming data about a player's interactions can be collected by an online gaming company, and puts the results into the gaming platform.