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THE INFORMATION TRUST EXCHANGE

Trust, identity, personalization,
content and user sharing for the news industry

MEETING OF THE MEMBER / FUNDING TASK GROUP
September 16, 2015
DRAFT MINUTES

Here are draft minutes of the first Information Trust Exchange task group meeting at RJI in Columbia, Mo. on Sept. 16, 2015. Present: Roger Gafke (from about 11 a.m. on), also Brant Houston, Gary Kebbbel, Linda Miller, Randy Picht, Buzz Wurzer and Bill. The outcome of the day's meeting is the document, **Prototype Mission/Objectives***, attached as Appendix A.*

Randy Picht explained that after research for several years the idea of the Information Trust Exchange, RJI has concluded its time to "just do it" and is seeking collaborators and money to do so.   This meeting is the first of four – others in Cambridge, Portland, Ore., and New York will deal with (1) identity and authentication (2) content tagging, sharing and sale and (3) user data and privacy.

Randy said today this group should address:

- A way to explain the vision . What do we say to the funders, the industry that gets them to understand right away and want to participate?
- How do we get started, what's the smart way to get started?
- Why is RJI doing this? Why RJI?

You have one group of people who will say any academic institution will never be successful. Some people say it has to be the industry. But the industry can't make it work either because the other side of the brain says the news industry has never been able to do anything collectively. We need some kind of statement that addresses this dichotomy even though it is not going to be asked. We need to say why we are in the perfect spot to do this.

Bill summarized dinner conversations and questions:
- We're looking for pilot partners who have existing strong trust relationships with users and want more and different users.
- We're looking for provide services communities need to make their civic lives easier and which provide consumer satisfaction. At this stage, we want to pick audiences with the willingness and capacity to pay.
- We should design for a "super user"not necessarily for the average user
- Is privacy a service driver?
- We want to focus on a mobile rather than print model
- We want to create for the end-user experience, and use that to sell our "customers" – news organizations – on the basis our service will bring them more and different users.

- Cutting through the clutter of information overload is a huge opportunity now
- Content should be platform neutral

WHO IS OUR DESIRED B-TO-B PROTOTYPE PARTNER?

Linda Fantin says there are some 20,000 people in the Public Inslght Network interested in topics like trust and identity. We need to pick niche content – topical or geographic – that an addressable group of people will find interesting.

Possible draws for users – the promise of data privacy . . . the promise of deep-drive access to niche geographic or topical content they are passionate about.

Possible draws from publishing partners . . . a new, compelling method of giving reading clients access to what they want and need and a way to showcase their own "silo" of content across a broader network.

Buzz suggests pick a niche, start small and prove the concept. He talks abut the idea of a "one pass" to content from anywhere using a universal ID. He says this will help with having too many passwords to keep track of. There is agreement that password consolidation is a side benefit of the ITE idea.

Buzz; Talks about LifeStream personalization.

FOUR PARTY MODEL

> 1 – User's device
> 2 – CSP – service provider
> 3 – CCP – content provider
> 4 – That software platform that does licensing, authentication, logging service and then takes that information and runs it back and ofrth in a dual direction to the other three parties out there doing their proprietary networks now.

Buzz Wurzer says of publishers: "That is a threat to an existing proprietary network unless you get them to understand, which is the challenge, that if they cooperate it gives them an opportunity to expand their customer base. They have to understand that because it takes the competitive threat away. They also need to be able to share users, to make their own content better for their initial customers."

KEY – DELIVER AUDIENCE

There is agreement the prototype has to demonstrate the ability to grow new audiences. If it does that, publishers will want to use it. Buzz also says the idea that the ITE can create a sharable database of user preference data – shared to siloed networks if users given permission, is compelling also.

COMPARISON TO THE MIT MEDIA LAB

Buzz Wurzer was at one time Hearst Corp.'s liaison to the MIT Media Lab, when Nicholas Negroponte ran it. He got 10 companies to each pony up $500,000 over five years to do collaborative R&D. Out of that came the technology that produce tablet screens.

Buzz: What does a consumer want:

- Solve passwords problem
- Get stories by the story rather than in a full publication or subscription
- An opportunity to pay as I go
- Permission-oriented privacy control / I'll tell you what I want you to know about me. An ABC level of information sharing will resuilt in an ABC level of benefits

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Brant:Houston says Institute for Nonprofit News members have been struggling with the question of how to set up a news-sharing network to spread the content of all of them more broadly. Brant thinks the ITE could help with this.

We discussion how to get cash- and staff-starved news organizations involved. Linda Miller suggests that a prototype budget should include some money to underwriting on a one-time basis some minimal extra staffing costs at participating newsrooms. She said that worked well for the Public Insight Network.

DISCUSSION OF CONSUMER VALUE PROPOSITION

Linda: I'm going to give you what you want when you want it. We are going to give you control. No more password craziness. Control over own data, choices, and if I care about health-care reporting, on demand when you want it and how you want it. I want it when and how and I want control. .

Buzz: I see the ITE as a mirror of what Amazon has become. Bezos started selling books. Quickly, he used collaborative filtering to make suggestions for other purchases. He rank books as a big user data operation. Isn't it interesting he has now bought a newspaper? Is that where he wants to take the media business?

Randy: Apple News probably has a great value proposition for the consumer, but that is not going to work for the content providers. What is going to happen with the giant platforms and the content companies? The content companies have no bargaining position.

OVERCOMING NEWSROOM CULTURE

Gary: How do we get newsrooms to change their culture to accept the idea that their content is going to be "atomized" at the story or even the concept level and resold into multiple products and services? They may be 20 years away from accepting this.

Buzz: The only way you break culture is when have a trial etc. and show it works. If you do it and it works, you will change the culture. Get out of the box, go into NFC – embed it in devices, anyone in a proprietary network, common chip, use a relationship, we've giving you this card for nothing.

Bill: It is the case that no new technology applicationsuch as NFC is needed. It's just a matter of logging into your most-trusted service provider, and they service provider then "vouches" for you to the network and establishes a unique ID for you for a given session.

CONSIDERING HOW TO FIND THE BEST USER GROUPS

We discuss how to find the best prototype user groups. Gary demonstats the Nebraska News Network, http://www.ourchive.biz and Randy talks about http://missouribusinessalert.com -- in each case as existing aggregations services which my be able to be more automated and scalable and shareable if they were invited in an ITE prototype process.

Linda notes these possibilities:

- NPR (the PMP) or a newspaper chain that wants a simple way to aggregate content among their own users and to the public>
- Possibly a group of publications in a particular geographic area

DISCUSSION OF PROTOTYPE PILOT WITH RICK LERNER AND GRAF MOUEN

We next brought Rick Lerner, CEO of Clickshare Service Corp., of Amherst, Mass., and Graf Mouen, CEO of Taxonometrics Inc., of New York, into the discussion by teleconference. Clickshare has been in business since 1997 providing user registration, authentication, site access control, paywalls, user-database integration and credit-card billing to newspaper and other websites. Taxonometrics is a development-stage company working on a news personalization service called "LifeStream." Graf and Rick are working on a prototype pilot idea for the ITE. Bill Densmore is a stockholder and co-founder of both companies. Rick is a Carnegie-Mellon Ph.D., computer scientist and Graf spent 15 years at ABC News, managing their content databases.

WHAT IS THE STATE OF THE CLICKSHARE/LIFESTREAM SOFTWARE?

Rick discussed the state of the software needed to do a Lifestream-Clickshare prototype. He said the code for network authentication and logging has to be refreshed or rewritten. There is limited work to get the basic logging servioce going and have communication among the parties. Clickshare's design separates registration and content servers and to implement this widely would require code work.

Buzz: Making the assumption these meeting comes to some conclusiona boutr how the prototype is going to happen, with those resources, aside form money, how long to get a prototype up and running. Is this a year or a two-year project or what.

Graf: I haven't talked to Rick about that and I'd be say so right out loud what that might be. For LS between 8 and 12 weeks of fairly serious programs to get the systems to work with each other, beyond that the integration with the providers, each a couple of days, the CS side most importantly. My advice to your group is see if you can limit the number of integration clients as few as possible knowing each of those are going to cost something to us and to them.

Graf: Is the involvement or integration with a non-CS provider does that present such a challenge in terms of getting them board that you would prefer to work with just CS clients at least to start with?

Rick: It certainly would be desirable to do so. We have six papers Bill has approached from an earlier effort. I'm pretty sure all of those would be interested. It is more of a challenge on the registration side than on the content side. We have the benefit for the CS clients that we already have installed code on the registration side so when someone logs in we can see that that information can be passed over to LF as required and approved by the publication. With publications with their own login systems – we kind of already have an API that some of our clients are using to accomplish that. We haven't looked at how hard it would be to have non-CS registration servers to participation.

DISCUSSING PERSONALIZATION AND PRIVACY

Discussion about the way in which LifeStream allows the overlay of local content from a newspaper or other content provider in addition to topical content specific to the user's interests from across quality web sources.

Rick Lerner talks about the question of how much data about a publisher's user should be shared with the LifeStream application in order to "personalize" the user experience.   This is not a technical issue – sharing the data is easy – but a business and privacy one. Shared information could range up from just a zip code or an email address or login.

Graf says that just with a zip code for a unique user, LifeStream to go on to create a custom "persona" for that person's expressed and inferred interests and that persona could be shared back to their home-base publisher with the user's permission. To get this level of persona accuracy, LifeStream asks the user questions through a "fun" interface that is iterative and interactive.

Rick: This approach means a person can have multiple personas – say a business persona or a persona persona. That's the value of the "four-party" model.

Graf: A key strategic/business question is going to be how much user information LifeStream can have access to in doing personalization.

Linda: Likes the idea that the user will have control over use of personal data.

Buzz talks about the idea of "pertinent personalization" He says: "If the content is in LS enhanced by the Clickshare data throwoff then you have pertinent personalization. You are telling them their customers, the end user, going through the one pass thing, you are enhancing their relationship with them."

Graf: To point of both sides win win, one thing the ITE can be, whether CS and LS are involved, is based on an agreement among members of ITE you are allowed to share personalization information in the way you just described, but you are not allowed to send it outside the tent. It means you get by participating, you gain information you could get no other way by being a member of this consortium. That really is the question: Where does the personalization information end. It is only linked you by your publisher, you can go bang on their door, but for everyone else in the network it is non PII.

Buzz: If I had to opt for building a business paid for by subscribers vs. advertising, today I'd have to go with subscribers. I now find advertising very intrusive in a series of digital devices. I cannot be interrupted even with good navigational skills. I don't want to be interrupted.

BUSINESS CASE FOR PERSONALIZATION

Linda: We see our competition as anyone who knows our listenship better than we do. We want to build relationships with individuals. I am much more interested in personalized information. Can your system accommodate that level of information between a news organization and its community? It is not just can we collect data on people and assume they don't want us to know their name.

Buzz: Quick scenario. Through that site I'm going to go to Next Issue,, not only current monthly but previous 11 editions. Putting that pass number, getting into NFC and embed this symbol in the mobile phone and that's how the globally unique user ID is transferred. Next Issue knows I have come from a different site and Next Issue gets a profile for that user. If I'm a Next Issue user and I do a Google search and go to a ITE-enabled site.

If you take that information in a two-way spectrum, what publisher on either side of the equation, what publisher on either side of that equation wouldn't want to have that extra data. Use will continue the effectiveness of the way LF improves its personalization service.

AN API FOR TRACKING USE OF CONTENT

Graf: has the ClickshAre system demonstrated any ability to do as we just described for content sources who are not fully integrated with Clickshare but you are just recording the content information. I'm thinking of the content side.

Rick: Yes. We have an Api that allows the content server to validate authentication tokens we 've delivered to them and to report that they've delivered some content which may involve money or may not. We have basically in what we're currently operating, virtually all of our newspapers and other publications have lots of content systems that are making use of this API. We have a large number of tiny network sthat hae one registration server and a whole bunch of content servers. Some are in control of the content company and some are not – digital editions, Discus. We have examples of integrations with lots of different content services beyond just the website the publishers.

Graf: To Buzz's challenge, I'm wondering when a user arrives at a link not hosted by the publisher, but rather that link the publisher might link to – these other content sources provided to users by the publisher, do you ever store that information so the next time they come around they don't have?

Rick: We're certainly intending to do that as part of the prototype we're setting up.

Linda: One of the things we were talking about is we were trying to identify who is our beset test client base for this. Do you have a preference for the content providers that would be most apt to embrace, put resources against and truly test this. If you don't I'd like to tell you the three or four we put out on the table and see if any of those strike your fancy.

MORE DISCUSSION OF IDEAL PROTOTYPE PARTNERS: USER OR PUBLISHER?

Linda: Take the INN example, a bunch of people providing certain kind of content appealing to a certain kind of user. Want it more convenient for them to find. What if we're saying the test user base is a bunhch of INN newsroom as opposed to CS customers or public insight newsrooms.

Graf, Buzz and Bill discuss the discussion of who to satisfy first – publishers or users. Graf says first step is to get publishers onboard. But Buzz says publishers won't be on board unless it has been demonstrated to them first that the service will bring them new users and more engagement with existing users. We danced around this issue, finding that it is a nuanced challenge. The service has to been aimed at delighting users with a great experience, and especially new, non-newspaper users, but it has to show enough promise that some publishers will be willing to test it for the purpose of confirming the user delight. We agree an important hurdle to scale is helping publishers to see the value of sharing their content outside their current web/mobile services Apple News and Facebook Instant Articles are already helping with this and a key question will be what data do they give publishers about use of their articles, vs. what can be gotten from the ITE network approach. <u>We reach the conclusion that overall we are designing an experience and service for the end user, but constrained by the idea that a byproduct needs to be solving a problem or problems of publishers – that's the orbit we choose to work in.</u>

We discussed whether any publishers are buying content from each other at wholesale and sharing it at retail (by subscription or click) with their own users.

Linda: When you said they will pay to get it, youmean one publisher paying of the end user. Who's the subject of that sense.

Rick: One of the things that makes this all interesting is the financial side of things. So it is fine to start out with a prototype where everything is free but I think one of the things that makes CS unique and is difficult to do is to handle the transactional side of things.

Buzz: This project gives the newspaper industry, other media as well, an opportunity to xpand and run their business more efficiently.

Randy: What are we trying to learn with the prototype. If we did it with Public Media Platform, it takes all the content and washes it and puts it in one format and then has an API to deliver it. If we use PMP we won't learn what it is like to get content from various places. Is a key requirement that we have multiple content providers formats?

Another possibility is to work with Gary's Nebraska News Network, which also already has content ingested (via RSS mostly) and which demonstrates geographic affinition (vs. topical affinity within PMP).

Brant: The state of the INN is that there has been an attempt to have a shared platform and content sharing. There are people willing, but no system has been put in. An example is INN member the Midwest Center for Investigative -as-catch Reporting. There are 7-8 groups doing agri-business reporting. You can Google their work but it is catch can. He wants a tool that will aggregate all that stuff and display it cleanly in one format and place. There are a whole lot of peole going crazy about food and GMOs and pesticides. If I want the noise I can go to Google. I want less noise and more trust.

Randy: Let's say we started with INN and had success and we then put into the network 1,000 daily newspapers because we trust them.

DIFFERENTIATING FROM APPLE NEWS – RELATIONSHIPS NOT EYEBALLS

After completing the call with Rick and Graf, the meeting continues.

Roger Gafke has arrived and he observes that the point of a prototype pilot is to prove that some concepts we are talking about can be operational   The idea is that the ITE puts its "good housekeeping stamp" on certain network operations which are run by private market forces in compliance with the ITEs business and network rules.

Linda: If the ONLY value proposition is expanding audience for publishers, putting content with Apple News will do that faster. ITE has to be about delivering deeper relationships, not about just delivering more eyeballs.

Current value propositions:

- Apple to consumer: We have assembled great content in a silo.

- Google to consumer: We will help you find the best content.

- Netflix: We are going to make great original content.

AFTER LUNCH, WE DEFINE OUR WORKSCOPE FOR REST OF DAY

1. Work on the elevator pitch for the vision to present the distinct lead and make it our lead and also make it easy for us to see how we compare with the goals of an organization. Integral to this process is foundations are going to have to get involved; industry won't fund this, maybe a foundation will.

2. Create the critical components of a prototype.

3. How ambitious must the prototype be. Can accomplish a lot with tightly focus.

In subsequent meetings we'll be able to use this.

Concerns to overcome:

Roger: Is this too big for RJI to help operationalize? Should it just take on a role as a reviewer of what's out there? It may not be necessary to imagine taking on the Facbook, Google or Apple networks, but merely to demonstrate, on a small scale, the possibility of another shared-user network approach and see what then happens next.

Buzz: Are Clickshare and LifeStream too small to make this happen? Answer: Not if the goal is merely to demonstrate what's possible, as above. What's important is to have something working to show, then have an evangelist who understands the message to tell it.

Roger: What would prototype be? It has to be testing the value of having publishers share their content outside their own site and getting paid for it. Single sign on is not sufficient – it has to have that financial component. That would have to be part of the test.

Bill: Talks about how Apple, Google and Amazon and FB will be the big news brands/networks in 10 years. They may compete by buying news organizations.

Randy: Maybe they don't buy the NYT, they buy the best journalists from the NYT.

WHAT IS OUR GOAL?

Linda: Is the goal to provide a minimally viable product, or create some friction in the system to learn what it really takes to do something?

ANSWER: What it takes to aggregate content automatically and efficiently and acquire user behavioral data in a permissioned environment. ITE is a research and devfelopment test for the news industry to help them make more effective, efficient, relevant news and to make a profit.

WE are trying to test this data so we can more efficiently provide the news you want. Is this user data helpful to improving the product? If it improves the user experience does it make publishers more money?
The prototype would tell you what your users are doing on other sites and more info about users that come from other sites. What does that look like and if we could learn about that and share that . . . . When your users come to my site you tell me who they are.

DRAFTING A CONSUMER VALUE PROPOSITION

Garry Kebbel synthesizes the morning conversation as follows:

In a world where everyone can be a publisher, how do you find helpful, accurate information when you need it? The Information Trust Exchange is your answer to information overload. ITE helps you sort through the mass of information available so you can quickly and easily get what you want and need from quality brand sources.

ITE draws from respected, reputable news and information brands to let you slice and dice the news the way you want it. You can tell us the topics that interest you, and we will give you quality news, photos and graphics about those topics. You don't have to fight through 9 million search results to find the three articles you really want. You don't even have to know all the possible sources. We find them for you.

All you do is sign up with your credit card and agree to pay pennies per article. You'll be billed monthly. In the age of search, news that is packaged for you, but without you, makes no sense. ITE uses your preferences to package the news you want, so your time spent reading is the most efficient it can be.

WHAT WILL THE ITE FORMATION AND PROTOTYPING COST?

Brant: What would a budget for this be?

Discussion deferred.

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PROTOTYPE MISSION / OBJECTIVES

Join RJI in creating a new business model for journalism through a network that helps citizens and news organizations collaborate to find, share and sell essential information that is highly personalized, relevant and essential to strengthening communities and participatory democracy.

> *"If we create a test of an Information Trust Exchange, news organizations will grow audience and increase revenue, and news consumers will find helpful and relevant information more efficiently, and demonstrate a willingness to pay for that service."*

A prototype version of the Information Trust Exchange network will be designed so that news organizations can:

- Grow audiences
- Increase revenue (monetize off-site content, higher CPMs from non-subscribers)
- Deepen user relationships (greater impact; ROI goes up)

It will be designed so that public users:

- Efficiently find helpful and relevant information personalized to their interests/needs
- Find such relevant information faster and easier
- Have new and better control over their data and identity
- Increase their connection with geographic and topical communities
- Find the service valuable enough to pay something by subscription or per-click

In the process, news organizations will:

- Learn what it takes to aggregate content automatically and efficiently
- Collect and share user data/behavior on a "permissioned" basis
- Receive data about their users who leave their site or service
- Receive anonymous data about other's users who come to their site/service from elsewhere

The prototype pilot will:

- Track user data and collect analytics (not use cookies)
- Test networked subscriptions
- Personalize content
- Evaluate and analyze results