



## THE INFORMATION TRUST EXCHANGE

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

## **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