



# PROJECT IMPLEMENTATION CONSIDERATIONS



*As of April 5, 2016*

**Here are considerations for the proof-of-concept development stage of the Information Trust Exchange. These seven areas do not track precisely to the 11 areas in the Project Management Grid. Those are outreach/marketing, governance, membership, funding, user interface, identity management, data exchange, cohort management, content management, service management and payment management.**

## 1. Legal/corporate form/governance

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- Draft mission, key objectives
- Select corporate form(s); single or dual entity approach – profit/non-profit
- What is the governance? How are decisions made about who gets admitted?
- Participation rules?
- Described practices required to respect antitrust laws globally
- Assess/explain vs. comparables: Bluetooth, Cable Labs, NCN, NewsRight, etc.
- Determine how to handle an intellectual-property rights issues
  - Are there any patent issues?
    - Who owns any unique intellectual property created?
- Payment guarantees and liabilities -- who bears
- Should this be trade association to mitigate all the legal/liability issues?
- What is role of traditional journalism entities?
- Collaborate with privacy/demographics/identity task group

## 2. Technology

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- Work with other task groups on mission, objectives
- Assemble list of operating requirements including:
  - Single-sign-on and network authentication
  - Dynamic, real-time, competitive object pricing
  - Exchange of user data regarding query threshold, markup, usage rights, PII, preferences
  - Off-Internet aggregation, billing, settlement
- Develop draft RFP for network operators
- Payments exchange – methods, timing, operational funding
- Credit/risk issues / especially physical vs. intangible goods

### 3. Revenue Streams – Consumer direct

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- Subscription, per-use, single site, affiliate networks
- How does the economic status of user affect access?
  - Study/propose “library pass” feature to address digital-divide issues

### 4. Revenue Streams -- Advertising / “advisortising”

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- Investigate relationships with programmatic exchanges, brokers
- Understand “two-way” nature of service – facilitate pay users to view ads?
- Describe ITE role in advertising by moving money around ecosystem
- Articulate all feasible revenue streams – advertising, “native”, commissions, etc.
- Is “advertising” too limiting term in niche-market future? “Advisortising”?

### 5. Marketing strategy / B-to-B and B-to-C

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- Figure out staging of ITE launch / what is “minimum viable service?”
- Is this marketed B-to-B or B-to-C or both? In what sequence?
- Affiliate vs. direct marketing challenge / market-requirements document
- Dual go-to-market strategy? Big network vs. incremental testing
- Define the rewards system is for consumer users
- Invent/define terms/brands -- name of agent (news organization) vs. name of the operating service.
- How to position the news organization as a information repository handler (trust/privacy)
- How to co-operatively market value of “atomized” content

### 6. Privacy/demographics/identity

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- Stress transparency, end-user focus in all respects
- Define, use/ownership/custodianship of personally-identifiable information (PII)
- Use, ownership, exchange/repurposing, use of aggregated, non-PII
- Describe framework for valuing exchange of PI I
- Propose a framework for rules (example: [OECD Privacy Principles](#))
- Rules about use of information collected in service; what if companies go out of business; is information asset of company.
- Literature review on ownership of identify; opportunities and liabilities of being “custodians” of peoples’ personal information. Is there a core of information that can’t – or shouldn’t -- be traded/sold?
- Collaborate with legal/corporate form/governance task group

### 7. Content support

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- Identify and engage early adopters
- Who does the “trust” filtering? Is the ITE a filter, or a neutral pipe?
- Describe system for distributed, independent, competitive content pricing

- Pricing by article, subject, domain, phrase, concept?
- Support variable pricing based on time, market, user metrics?
- Recognize that advertising is content too because it attracts readers -- e.g., Craigslist and so-called “native” advertising.
- How to get money in hands of people who create “atomized” content (non-subscription) such as free-lance writers
- Determine what types of content are going to be involved:  
Examples: News, academic, medical, legal, other trade/niche, music, audio, video/movies, self-help, games, databases, other multimedia?
- What standard metadata protocols are required?
- Who is going to provide content? Traditional media? Individuals? Both
- Is this processing of content (service) rather than owning content (product)?
- How are IP rights in content affected, assured, controlled?