



<http://www.itega.org/mission>

**The Information Trust Exchange Governing Association**

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

## **BULLET-POINT SUMMARY**

### **The problems ITEGA seeks to solve**

- We have lost control of our online identity and privacy
- We have lost trust in online content and content providers
- Content providers are losing direct access to their users
- Content providers have lost ability to earn revenue via advertising
- Readers/viewers/users seek simple, standard experiences that work across multiple sources and platforms, yet can be personalized

### **How the ITEGA ecosystem solves problems**

By creating a non-profit exchange, ITEGA enables internet users to establish trusted relationships with particular content providers, and enables content providers to repair trust in advertising.

- Enables individuals to opt-in to sharing of their identifying information, which is otherwise restricted
- Enables content providers to offer personalized information to those who opt-in
- Enables content providers to form a market around these opted-in users
- Standardization for exchange of user log-in (and identity) attributes for single sign-on, shared subscriptions and transparent ad targeting by universal ID format.
- Trustd rules and protocols that manage identity, data exchange, similar to ICANN, original Visa, EduRoam, standard-gauge railroads, standard 60-cycle AC, BlueTooth SIG.
- But not controled by a single, for-profit entity that becomes a “tollgate” for its own account. Open, competitive market for users and service providers.
- ITEGA membership required; competition on services, price, applications.
- An “ICANN for identity”

## How ITEGA ecosystem services could work

- Shibboleth 2-based cross-site authentication plus standardized formats for exchanging privacy-by-design user attributes (network subscription, access rights, interests, payment auth).
- Identity services distributed among a plurality of providers
- User-data exchange anonymizing for cohort-based advertising
- Result: Uniform, user-centric identity / opt in privacy-by-design, intended to be EU compliant
- Option to develop or support small-payment aggregation services
- ITEGA membership required; competition on services, price, applications

## Benefits

- Making an (open) marketplace for digital information exchange/payment
- Champion and foster non-profit, open, global governance of identity exchange
- Identity services distributed among a plurality of providers
- Gather publishers and news producers around common identity-privacy standards
- Enabling individuals to opt-in to controlling sharing of their identity information with trusted content and service providers.
- Enabling content providers to offer personalized services to those who opt-in
- Enabling content providers to form and share markets around these opted-in users
- Option to develop or support small-payment aggregation services
- Move beyond platforms' (Google/FB) *de facto* lock on user identity / privacy
- A neutral opportunity to be standards compliant (or face regulatory scrutiny?)

## Why 'ICANN for identity'?

- Confirm real people and their provenance (but still anonymous)
- To cut down on fraud, fake news, trolls, manage privacy
- Enforceable member standards, transparent, NFP / public-benefit
- (not content, business and tech standards) ("pipes not content")
- Platform for network payments with competition
- ("Make a market for digital information") / Identity is foundational
- Get ad-tech out of third-party cookie mess
- NGO, therefore international, like web (not government)
- NFP, therefore public-benefit mission (see bylaws)

## How is it paid for and who makes money?

- Needs foundation, corporation, donor support for first 2-3 years
- Then self-sustaining based on issuance of ITEGA member IDs (BtoB)
- (like Visa interchange)

- Annual membership | Exchange fee(s) for transactions
- (tollbooth for trust, not for private profit)
- Enforcement: user authentication has to clear through ITEGA member;
- member must authenticate to ITEGA
- (analogous to ICANN control of root server) | details to be hashed out
- Members (tech, publisher, etc.) free to compete on price, service;
- they have the profit opportunity, not ITEGA
- This is essential infrastructure (like electric grid, rails, TCP-IP, etc.)

## **Operational status**

- Technical specifications were developed by year-2015 task groups (40+ participants).
- Prototype user-data exchange now 95% ready to operate
- News personalization application (in testing) is platform for user-interest discovery
- Hearst has offered sites and technical advice; may become founding publishing member
- Meet with Mozilla Nov. 2 on their potential role(s).
- Meetings with KQED, WGBH, PBS on PBSPassport next-generation.

## **What to do now to make it happen**

- Raise \$50K (organizing meetings) then \$250K (prototype auth network);
- Then \$750K for operating governance; vetting vendors
- Founding member meeting (tentatively NYC-area, April 19-20)
- Review, revise member agreement
- Develop GDPR compliant privacy brand promise
- Engage w/ad tech and publishers
- Agreements with vendors: ad exchange, auth networks, payment aggregators, UDEX.org (user-data exchanges)

## **Why we need support now**

- Resources to hold founding-publisher meeting in NYC April 19-20
- Hep putting together “NetGain”-style foundation coalition
- Recruit private tech / service vendors for first-gen ITEGA network ops
- Enlarge and diversify board and establish advisory board
- Foster collaboration on [governance structure](#) setup
- Supporting raising of \$200K to build [federated-authentication service prototype](#)
- Refine three-year budget to sustainability from fees/memberships (\$2M-\$3M)

## **RELATED LINKS:**

- <http://newshare.com/itega-member/itega-one-sheet.pdf>
- <http://newshare.com/itega-member/itega-threat-opportunity.pdf>
- <http://newshare.com/itega-launch/itega-faq.pdf>
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