A PUBLIC-INTEREST MISSION:
Adding a layer of identity and privacy to the World Wide Web

Discussions about the
Information Trust Exchange Governing Association

Cambridge, Mass., July 1, 2017

<u>AN INVITATION</u>

The Information Trust Exchange Governing Association cordially invites you to participate in a small, informal roundtable (or one-on-one) discussions about its mission -- and its potential relationship to your work and knowledge -- on either Saturday, July 1, or Sunday, July 2, 2017 in Cambridge, Mass. We plan a brunch meeting on Saturday morning (approx. 9:30 a.m.-12:30 p.m.)

The occasion is a visit by one of ITEGA's five founding directors – John Taysom – to the United States. Mr. Taysom has been founder of the Reuters Venture Capital Fund, and was an Advanced Leadership Fellow at Harvard.

If your schedule permits joining us on Saturday morning, or at a specific time on Sunday on a 1-on-1 basis with Mr. Taysom, (or if you would like to discuss ideas or suggestions about the mission of ITEGA generally), please RSVP to wpdensmore@itega.org (617-448-6600) with your interest and availability.

ITEGA's mission is to define, guide and govern a layer of Internet business rules and network protocols for sharing user authentication, profiles, advertising, subscription and copyright payments and billing – as ICANN does domain names.

The ITEGA initiative has been incubated by the Donald W. Reynolds Journalism Institute (RJI) with a task-group process involving more than 40 people, five F2F meetings and many months of technology and governance planning. RJI's research effort over multiple years represents a high six-figure expenditure. Impetus came from the 2015 RJI white paper, "From Persona to Payment: A Status Report on the News Ecosystem, and a Challenge to Create the Next One," based on interviews with more than 85 news- and information-industry experts.

ITEGA was incorporated January 30, 2017; it has filed for 501(c)3 status. Its founding board of directors includes Scott O. Bradner, IETF principal and Internet Society cofounder; John G. Taysom, ex-Reuters executive and British-based tech entrepreneur; former NPR and Center for Public Integrity executive Bill Buzenberg; Jo Ellen Green Kaiser, executive director of The Media Consortium; and Linda Fantin Miller of American Public Media.

ITEGA will not own or run any of the business operations involved in the creation or distribution of news or advertising. Rather it will create open, standard rules of the road for those operators – an "open market" for trustworthy digital-information exchange.

PROTOTYPING ABOUT TO START

Prototyping of one application of an ITEGA ecosystem – news personalization -- is beginning this month in collaboration with a few New England-based publishers.

Like ICANN,[1] the ITEGA after three years could become self-sustaining. By enabling digital content and ad-exchange payment services, its fee and member revenue could grow to support such things as grants for public-interest journalism, digital library-pass access grants and a "Report for America" initiative.

We have attached (links below) a combined two-page executive summary, launch plan and a three-year budget.

Since November, foundations and other donors have made exciting, groundbreaking commitments to fund investigative journalism and elevate the impact of truth-based information. Yet the underlying infrastructure that supported civic journalism for at least a half century – mass-market advertising – largely no longer benefits quality publishers. For all of this philanthropy to result in a sustainable future for the values, principles and purposes of journalism – in any forms – network infrastructure innovation is needed.

EMBEDDED LINKS:

http://informationtrust.wordpress.com/mission
https://www.vbprofiles.com/people/john-taysom-56fbae4430933a26d800004b
http://newshare.com/report.pdf
http://newshare.com/wiki/index.php/Ite-news-role
http://newshare.com/itega1/itega-director-bios-05-07-17.pdf
http://newshare.com/itega-launch/itega-executive-summary-launch-plan-04-14-17.pdf
http://newshare.com/wiki/index.php/Itega
http://newshare.com/wiki/index.php/Itega-launch

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[1] -- The Internet Corp. for Assigned Names and Numbers