



<http://www.itega.org>

The Information Trust Exchange Governing Association

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

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.)

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 (NYC-March?)
- 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)



Information Trust Exchange Governing Association (ITEGA)

<http://www.infotrust.org>

Networking user identity, privacy, personalization and content sharing for news and information industries

ITEGA Q-and-A

1. **What is ITEGA?** ITEGA is an independent, nonprofit that aims to create and guide the way individual identity and privacy are managed on the Internet – an alternative to either government regulation or private-investor platform dominance.
2. **What are we trying to accomplish?** Guide marketplaces for digital content -- platforms for content collaboration that are convenient for the public, foster personalization yet are designed to respect personal privacy.
3. **Who are the customers?** B-to-B: Primary: News and digital content originators; Secondary: Advertisers, telcos, cable companies, retailers, associations. Goal: Help them deliver an incredible user experience through greater personalization and trusted privacy and identity management.
4. **Who are our partners?** Technology and publishing companies who will join the ITEGA and provide ITEGA-complaint services.
5. **What do we do for our partners?** Foster creation of a platform that enables a marketplace for them to make money through advertising, digital content sales and transaction fees – while helping the public manage identity and privacy.
6. **What has been the role for the Reynolds Journalism Institute (RJI)?** RJI has provided ideas, fostered experiments, and facilitate collaboration -- all with academic, foundation, media and technical partners – leading to formation of ITEGA.
7. **What is the solution?** Based on 2011 and 2015 research reports, the non-profit consortium is developing business rules and technical/design specifications for a “shared-user network for trust, identity, privacy and information commerce.” Elements include:
 - a. Choice of service providers
 - b. Control of use of personal information
 - c. Personalization options for content and ads enabled by vendors
 - d. Tools for one-ID, one-bill account
 - e. *A la carte* and bundled content purchasing; competition in pricing.
8. **What will sustain ITEGA?** Initially grants, then membership dues, then license fees from operators of network services (authentication, logging services).