THE INFORMATION TRUST EXCHANGE GOVERNING ASSOCIATION
http://www.infotrust.org

Trust, identity, personalization, content and user sharing for the news and information industries

CHALLENGE:

- News organizations are losing control of their users to tech platforms; status quo fails

- Readers/viewers/users seek simple, standard experiences that work across multiple sources and platforms, yet can be personalized.

- A common platform to manage user identity, data exchange and payments could help

- But it must not be controlled by a single, for-profit entity that becomes a "tollgate" for its own account. Open , competitive market for users and service providers a must.

SOLUTION:

- Standardization for exchange of user log-in (and identity) attributes for single-sign-on, shared subscriptions and *transparent* ad targeting by universal ID format

- No interference with publishers' current proprietary subscriptions

- Similar to ICANN, original Visa, EduRoam, standard-gauge railroads, standard-60-cycle AC, BlueTooth SIG.

- Information Trust Exchange Governing Association (ITEGA); California 501(c)(3) – similar to ICANN/Mozilla form. Public-benefit purpose: adopt, govern business and tech standards for sharing user data; lessen burdens on government to do so; promotes open, stable Internet. (see: Articles of Organization and Bylaws).

NEXT STEPS:

- Membership commitments from at least three significant publisher brands

- Support from at least two foundations

- Collaboration with respected technology player(s) and trade associations

RESULT:

- Mitigate Goggle/FB lock on user identity

- Opportunity for platforms to be standards compliant (or face regulatory scrutiny?)

- Makes an open marketplace for digital content