Information Trust Exchange Governing Association (ITEGA)
http://www.infotrust.org

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

FREQUENTLY ASKED QUESTIONS
FEBRUARY 13, 2018

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:
    i. Choice of service providers
    ii. Control of use of personal information
    iii. Personalization options for content and ads enabled by vendors

iv. Tools for one-ID, one-bill account
v. *A la carte* and bundled content purchasing; competition in pricing.

8. **What will sustain ITEGA?** Initially grants, them membership dues, then license fees from operators of network services (authentication, logging services).

9. **What are you building?** We're creating a shared-user network for trust, identity, privacy and information commerce. An ICANN for identity. A collaborative marketplace for exchange of value around quality news and information. By helping restore trust in information exchange, ITEGA creates a media climate for restoring trust in participatory democracy. It addresses three seemingly unrelated challenges that have disrupted the business of publishing in a digital age – identity , privacy and payment.

10. **Who needs it and why?** Cnsumers need a simple, secure way to access, share and pay for valuable information from multiple services and sources. Achieving this simplicity will require the coordination of publishers, content licensors, aggregators and usage trackers, a range of stakeholders currently unfocused on such collective activity. Journalism worldwide is under financial pressure. To unleash a new user-driven attention economy, the next-generation Internet needs a common platform for sharing user identity and trust, one which explicitly values and allows us to trade our privacy.

11. **Who are your competitors, and who might become competitors?** Facebook and Google, which have become the *de facto* identity-service providers for the web. An opaque infrastructure of advertising technology companies track and seek to identify our activities, habits, identity and interests -- without our knowledge or permission. Breaking this unholy alliance that is threatening our privacy and our civic independence requires a "third way" that is neither government intervention and regulation nor continued control by private entities focused on investor return. A solution is a nonprofit, public- benefit organization.

12. **How will your product/service improve the web?** ITEGA will help:

    ○ Users regain control over their privacy and identity
    ○ Publishers improve the relevance and value of advertising
    ○ Create platforms that could allow a "fast-pass for news" across the Internet
    ○ Because of its open governance, standardized technologies and a commitment to a distributed system for sharing content and "permissioned" user data, ITEGA is designed to foster from-the-edge networks that include a plurality of identity-service providers, independent publishers and creative artists. Efforts to create a platform to help people manage their privacy and identity – and to quickly and easily find (and pay for) content customized to their needs -- have missed a key point: If the common platform is controlled by a single for-profit entity, it will, at best, simply displace Facebook or Google as a looming Big Brother.

13. **Who is part of the team?** Our team of volunteers includes one of the most respected Internet governance and technology pioneers, an early news-industry investor in Silicon Valley, and dozens of experts on web information standards, identity, blockchain and

payments. We have C-suite support at places like Mozilla, Hearst, Gannett, Digital Content Next, WGBH, KQED, the Media Consortium and the former chair of the Federal Communications Commission.

- ○ Our volunteer board and consulting executive director: http://www.infotrust.org/board
- ○ Our volunteer advisors and task-group members: http://www.infotrust.org/advisors

14. **How are you going to make money?** Like the Internet Corp. for Assigned Names and Numbers, the ITEGA after three years should become self-sustaining, by assessing fees on publishers, identity-service providers and technical partners. By enabling digital content and ad-exchange payment services, fee and member revenue could support:

- ○ Grants for non-profit, professional, public-interest journalism
- ○ Digital library-pass access grants to promote literacy and inclusion and
- ○ A "Report for America"-style initiative supporting participatory media
  See: http://newshare.com/itega-launch/itega-concept-budget-narrative.pdf

15. **What is your plan to grow your reach and your impact?** We have really positive interest from public broadcasting, WGBH and KQED, and some interesting responses from big news publishers that know they have to do something -- people such as Hearst and Gannett. We have strong response from policy makers. The Electronic Frontier Foundation has a person advising us. And former FCC Chairman Tom Wheeler met with us and wants to see ITEGA pursued. We are now talking to some of the digital natives, such as BuzzFeed. What we're trying to do in April is bring all these parties together for a confidential convening because each of them have expressed interest. We're aiming for April 19-20, and for New York City. We're aiming for 30 or 40 people and we want them to be decision-makers.

16. **How much money are you raising?** We're raising $70K in a first tranche, then $200K to build an open federated-authentication network.

17. **How much runway will it give you (how many months of operating expenses will this money cover)?** $70K will get us to mid-2018; $200K through end of 2018; remaining $800K to $1.6M to sustainability.

18. **What are some relevant links?**

- ● http://www.itega.org/mission
- ● http://newshare.com/itega-member/itega-one-sheet.pdf
- ● http://newshare.com/itega1/itega-q-and-a-revised-05-26-17.pdf
- ● http://newshare.com/itega-member/itega-threat-opportunity.pdf
- ● ITEGA IN FOUR AUDIO MINUTES:
- ● http://newshare.com/itega/audio/itega-four-minutes.mp3
- ● Document repository: http://www.newshare.com/itega