



Information Trust Exchange Governing Assn.
<http://www.itega.org>

TASKS PRECEEDING OPERATION OF A NEUTRAL “SWITZERLAND” FOR PRIVACY, IDENTITY AND PAYMENTS

The goal of the ITEGA is to help publishers [and creative artists] to deepen services and relationships with subscribers, users [and patrons], to lessen dependence on “tech platforms” and make more money sharing content – both editorial and sponsored. ITEGA-sanctioned services will be governed by a non-profit consortium and operated under contract by for-profit enterprises in the areas of the single-sign-on authentication [or authorization], identity, privacy, subscriptions, payments, personalization and rights/access management.

- Because of the way third-party cookies work to manage user identity, publishers must today – for the sake of advertising revenue -- allow their subscriber and reader data to leak from their web services to anonymous marketers all over the web. This erodes trust.
- Facebook, Google, Apple and other “platforms” know more about news readers than do publishers, threatening the ability of publishers to make money providing services.
- Today, there is no convenient way to pay multiple publishers for personalized content or services virtually assembled from many sources – sort of a transparent clearinghouse and marketplace for content and users.

STRATEGIC TASKS

1. PROTOTYPING

Sanction and support (with funding) of the rapid deployment of a Proof-of Concept demonstration of one service operating within an ITEGA ecosystem as developed by ITEGA’s 2015 four-task-group process. The demo should be deployed in a matter of weeks, not months, so that it can be tested by participating media organizations. Key elements of demo(s) would include some, but not necessarily all, of these:

- a. User is supplied a personalized stream of news from thousands of sources.
- b. The service is branded by one of at least three participating news organization “presenters.”
- c. The demo is able to log and analyze user activity and at least simulate content sharing and sale.
- d. The activity logging function provides a demonstration of the sharing of content among otherwise independent publishers and their users.
- e. Test open technical protocols for metadata exchange among members for user identity, content sharing/sale and user-opted-in advertising personalization.

2. DATA-EXCHANGE STANDARDS

- a. taxonomy for shareable user attributes
- b. taxonomy for identifying, categorizing and tagging content
- c. taxonomy for categorizing and routing advertising

3. COMPATIBLE WITH EXISTING ‘SILOS’

Testing and network rules as they are established must also allow participating affiliates or publishers to continue to operate within their silo. The ITEGA protocols should be additive to these businesses.

GOVERNANCE TASKS

4. Recruit founding publisher, foundation, individual and platform members|
 - a. Define levels of support
 - b. Review potential for program-related-investments or R&D support in the form of non-equity loans
 - c. Confirm need for new, independent organization
 - d. Canvas preferences for corporate form (association, co-operative, hybrid nonprofit owning for-profit)
 - d. Identify possible founding board membership/leadership

5. Document the operational requirements of exchange services beyond trials

Begin drafting and circulation of an Information Trust Exchange Member Agreement.
Address rules for:

- a. Authorization of users to ITEGA-compliant services
- b. Definition and use of Personally Identifiable Information.
- c. Respecting and facilitating user privacy
- d. Tagging and presenting content
- e. Exchanging (not controlling or influencing) pricing
- f. Classes of rights/responsibilities for ITEGA members
- g. Services required to be maintained by publishers – such as content access control.

6. Solicit and align with potential network service providers. Services required:

- a. Publisher content access control
- b. User identity data management
- c. Network user authorization services
- d. Event / access logging service
- e. Log billing and settlement service
- f. End-user content personalization services

7. Write protocols and standards that govern the operation of the Exchange.

These protocols include rules for:

- a. Establishing user authentication standards
- b. Profile sharing and privacy standards
- c. Copyright/syndication payment exchange and settlement
- d. End-user billing and charging
- e. Transfer of specific information across the public TCP/IP network (Internet) among and between (i) diverse point-of-service (POS) devices, such as laptops, smartphones and tablets and (ii) Exchange members, including content providers (CP) and end-user service providers (USP).
- f. Use, ownership and custodianship of personally-identifiable information (PII)
- g. Framework for valuing exchange of permissioned personally identifiable information.
- h. Control by users over a digital identity with respect to accessing, sharing and purchasing news and information content, and other uses.

8. Establish The responsibilities of members and vendors to the operation of the ITEGA, and an enforceable compliance and sanctioning process to ensure members and affiliates operate within the rules.

This document adapted and updated from:

<http://newshare.com/ite-next/ite-task-groups-update-10-28-15.pdf>