Proof-of-Concept and Demonstration Project

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THE PROBLEM

Consumers are discovering the value of quality, trustworthy journalistic content -- and the costs of free or ad-supported content. In the last few years, consumers have been able to enjoy digital services that present seamless access to a variety of interesting content. However, consumers are realizing that there are costs to the increasing centralization of content delivery. There is uncertainty over how the sites select content, how the sites manage content bias, and how the sites evaluate content veracity. And, since these sites typically do not charge their customers, there are concerns that the consumers are not the primary clients, but are rather the product being sold to other clients, either by providing information gathered from and about the consumers and their activities, or by providing an audience for the clients to address.

THE SOLUTION TO BE DEMONSTRATED

A more decentralized and transparent content delivery and sharing system can combat these concerns. Consumers should be able to choose which services they trust with their personal information and which services they do not trust. They should be able to choose among a large array of content providers and be aware of how those providers charge for their content and what information they collect.

BUSINESS GOALS TO BE PROTOTYPED

Information Trust Exchange Governing Association organizers and task-group members have been discussing the goals and possible architecture of a decentralized system and generally feel that it is time to demonstrate the essential behaviors of such a system. These include:

1) Simple access to content from a variety of sites and services without a centralized registrar.

2) Transfer of anonymous preference and profile information to other sites and services, including advertising services -- in open, standard formats.

3) The ability of the consumer to permission and audit the collection and distribution of their unique preference and profile information.

4) An accounting system – that protects consumer privacy -- to facilitate various forms of subscriptions and payment for content among the content provider, the service provider and the consumer user.

PROOF OF CONCEPT SYSTEM

A prototype system to be demonstrated will comprise the following major components:

1) Multiple, existing Service Providers (newspaper or other media websites). These websites already have databases of registered customers and collect some profile information that can be shared when permissioned.

2) A User Data Exchange (UDEX) service[1] to handle the organization of customer profile data and the anonymous sharing of some of that data to other members of the demonstration system (including publishers and advertisers) in an ITEGA-defined format. The Service Providers send profile information to the UDEX with which they are associated.

3) One or more clients of the UDEX. These websites or services, including advertising networks compliant with ITE privacy rules, request anonymous profile data and can also send data to a Profile Manager.

4) A system (LifeStream) to show customers a selection of articles on other sites that may be of interest to the customer based on data in the profile manager and its own customer-provided profile data.

5) A network logging system to manage and record remote content access and share user attributes.

FEATURES / BENEFITS

These components will display the following features and benefits:

USER-DATA MANAGEMENT -- The system will demonstrate the use of a User Data Exchange to manage user data collected by the Service Providers and anonymize it into interest cohorts for use by advertisers.

MULTI-SITE ACCESS -- The demonstration system will allow the existing customer base of two or more newspaper websites (Service Providers) to access content on a variety of websites and view the profile data the websites collect and exchange.

NEWS PERSONALIZATION -- The LifeStream service, integrated with the newspaper websites, will provide customers with a tailored list of articles on remote systems.

CONTENT SHARING -- The articles will come from a mix of free websites, websites that require registration and possibly payment outside of the demonstration system, and websites within the demonstration system that require registration and possibly payment using the customer's account at their Service Provider.

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[1] -- Also referred to elsewhere as Data/Demographic Aggregator(s) or Anonymizer(s)