



<http://informationtrust.org/mission>

## Project FAQ

1. **What are we trying to accomplish?** Make a marketplace for digital content -- convenient for the public, that allows personalization and respects privacy. A platform for content collaboration.
2. **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.
3. **Who are our partners?** Technology and publishing companies who will join the ITEGA and provide ITEGA-complaint services.
4. **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.
5. **What is the role for RJI?** Provides ideas, fosters experiments, facilitates collaboration -- all with academic, foundation, media and technical partners -- which lead to the ITEGA formation and intended operation.
6. **What is the solution?** Based on 2011 and [2015 research reports](#), and O'Hare gathering proposed solution is a non-profit consortium which develops business rules and technical/design specifications for a "shared-user network for trust, identity, privacy and information commerce." Elements include:
  - a. One-ID, one-bill account
  - b. Choice of service providers
  - c. Control of use of personal information
  - d. Personalization options for content and ads enabled by vendors
  - e. *A la carte* and bundled content purchasing; competition in pricing.
7. **What will sustain the ITEGA governing organization?** Initially grants, then membership dues, then license fees from operators of network services (authentication, logging services).