

## **SUBMISSION to the Knight Prototype Fund**

# **Information Trust Exchange proof-of-concept prototyping**

Submitted to **Knight Foundation: Journalism & Technology Innovation - Prototype Fund** on 4/3/2017 (19 hours, 15 minutes ago)

### **Title:**

Information Trust Exchange proof-of-concept prototyping

### **Describe your project:**

Expand prototype use of a shared-user network for identify, privacy and commerce that will support new business models for trustworthy news and information.

The Information Trust Exchange Governing Association (ITEGA) is a nonprofit consortium for citizens and publishers. It helps Internet users to manage their privacy and identity and publishers to offer more personalized services that can sustain quality, trustworthy journalism.

Specific user benefits intended include:

- Safe single signon
- Access to atomized content, free and purchased, subscription or per click
- A fast-pass to information, like Visa
- Support for the permissioned sharing of user data to improve advertising
- Support for content personalization, sharing and conversation

The ITEGA :

-- Defines, guides and governs a layer of business rules and network protocols for sharing user authentication, profiles, advertising, copyright payments and billing.

-- Does not own or run any of the business operations involved in the creation or distribution of news or advertising. It will help establish the marketplace but leave the use and conduct of it to competing private entities.

-- Makes rules for the competitive exchange of both content and users' identity information -- identity and privacy rules of the road for publishers and other

exchange members.

- Encourages innovation in user collaboration and new business models around sharing users and content.

- Certifies to the public the trustworthiness of ITEGA member publishers by ensuring their compliance with ITEGA rules about privacy and use of personal information.

- Creates an open and competitive market for digital information by allowing public users to choose a most-trusted home base for their digital information and account.

- Through member and transaction fees in a growing information exchange, creates a pool for funding public-interest journalism and for "library-pass" access to web and mobile content by people of limited means.

### **What problem are you trying to solve?:**

Journalism worldwide is under financial pressure as the advertising that supported it migrates from print to digital and, on digital, to mobile and web platforms managed primarily by Facebook and Google. Publishers are looking for ways to re-assert a close relationship with users/viewers/readers – supporting trustworthy advertising and subscriptions -- and to help users manage their digital identity.

Meanwhile, our society faces an epidemic loss of trust:

- -- Trust in the ability of government to work for everyone.
- -- Trust in the sustainability of communities
- -- Trust that the future will be better than the past
- -- Trust in the veracity of facts in science, and media

Our identities are spread across the web in bits and pieces, compromising our privacy. Increasingly, identity is controlled by private companies. By helping restore trust in information, ITEGA creates a media climate for restoring trust in participatory democracy.

There's no way to sell networked content in small bits or networked subscriptions on the web.

ITEGA builds trust by:

- Helping members of the public to safely manage their privacy and identity
- Sanctioning technology and business frameworks where quality

- content can thrive
- Fostering open and public access to digital information, both free and paid

Key ITEGA goals:

- Bring publishers and other civil-society organizations into a public-benefit, nonprofit collaborative governing user identity and privacy -- much as ICANN manages domain names.
- Foster and govern privacy-by-design technical and business rules for how users control and apply their “identities” in advertising and content personalization.
- Help publishers improve relevance/value of advertising and customization through deeper knowledge of their users’ interests and needs.
- Sanction competitive services for exchange of value for content that include methods for expanding free access by underserved communities to civic information needed for self government.

**Who will be impacted by your project and how do you understand their needs?:**

ITEGA meets needs of the public and publishers -- especially news publishers -- for trustworthy information, transparent, user-centric privacy and identity management, and financial support for the values, principles and purposes of journalism in current or future forms.

ITEGA is an information-industry and public collaborative for connecting news enterprises and news consumers. ITEGA’s solution is a share-user network for trust, identity, privacy and information commerce for the Internet. It is a “third-way” approach not controlled by (1) government or (2) a single private enterprise. It will:

- Give users primary, transparent control of their privacy and identity
- Give publishers trustworthy user data so they can make better personalization decisions
- Give a fast-pass to users to get information without dependence on any one commercial platform

For publishers, ITEGA ‘s approach puts management of user data back under the control of publishers, rather than ad-tech and technology platforms. It’s designed to move away from multiple cookies and code on browsers which slow down the user experience and driving ad-blocker adoption. It helps guide, create and govern -- but not own or run clearinghouses for digital identity, content

sharing and sale. It will certify network elements, standards, protocols and business rules that place a high priority on privacy, choice and the public interest in a transparent, accessible web.

For public users, specific benefits intended include:

- Safe single signon
- Access to atomized content, free and purchased, subscription or per click
- A fast-pass to information, like Visa
- Support for the permissioned sharing of user data to improve advertising
- Support for content personalization, sharing and conversation

An important reason why legacy news organizations may have failed to embrace some protocols and platforms may be because those platforms were dominated or controlled by a for-profit, investor-owned entity.

**Please list team members and their qualifications:**

Bill Densmore is incorporator of the Information Trust Exchange Governing Association and its initial executive director. He is a consulting fellow to the Donald W. Reynolds Journalism Institute at the University of Missouri, a board member of Journalism That Matters, a former journalist and publisher and founder of Clickshare Service Corp. More:  
<http://tinyurl.com/densmore>  
<http://billdensmore.wordpress.com/mini-bio>.

Other participants in the ITEGA development process are listed at:  
<http://newshare.com/ite-key/ite-task-group-MEMBERS-10-05-15.pdf>

Working on the prototype technologies are:

-- Richard A. Lerner, Ph.D. (Carnegie-Mellon, computer science), CEO of Clickshare Service Corp. More:  
<https://www.linkedin.com/in/richard-lerner-846224/>

-- Grafton V. Mouen, CEO of Taxonometrics Inc., a technologist and software project lead for ABC News (17 years) and co-author of its Digital Media Archive Center. More:  
<https://www.linkedin.com/in/graf-mouen-75b66753/>

ITEGA is a non-profit corporation chartered Jan. 30, 2017 under California's public-benefit corporation statute (the same as Mozilla and ICANN). Bylaws, exchange governing rules (now guidelines) and member rules are complete. A founding board is being selected and will be named by April 30. ITEGA is based initially in Williamstown, Mass., at Densmore's office, but its bylaws specific that for the first few years, it can be located anywhere in the United States that

directors choose.

**What progress, if any, have you made on this project?:**

ITEGA begins in April proof-of-concept prototyping with four New England news organizations of a news-personalization application that demonstrates privacy-by-design, federated, cross-site identity and data sharing within an evolving Information Trust Exchange ecosystem.

ITEGA is the culmination of years of research supported by the Donald W. Reynolds Journalism Institute (RJI), at the Missouri School of Journalism. Key research components included:

- Meetings and work of four task groups totaling 40 members during 2015 and 2016.
- Ongoing discussions with key potential collaborators at Mozilla, the Reuters Institute, Hearst Corp., Digital Content Next and elsewhere.
- Prototyping by several technology companies

As the seeding organization, RJI over several years:

- Surveyed of news- and information-industry leadership
- Convened five meetings of four task groups
- Adopted a mission
- Drafted proposed exchange rules and functional roles
- Incorporated the ITEGA to encourage private entrepreneurship and for-profit industry collaboration on new products and services operating across ITEGA-member networks.

ITEGA now seeks \$50,000 to:

(1) Document and expand proof-of-concept prototyping of a shared-user network for identity, privacy and information commerce underway with four New England news organizations

(2) Work with publishers to implement user-tracking measurement and protection using the Mozilla-backed Alodoo Project (Open Source).

(3) Pursue a two-year ITEGA Launch Plan.

(4) Seed approximately \$950,000 in support over about two years to test and confirm feasible operation of sanctioned, commercial services that operate in compliance with ITEGA member rules governing identity, privacy and information commerce.

**Organization:**

Information Trust Exchange Governing Association

**Website:**

<http://www.infotrust.org>

**City:**

Williamstown

**State:**

MA

**Which of the following best describes your organization?:**

Non-profit

**I confirm that I am 18 years of age or older::**

true