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INFORMATION TRUST EXCHANGE GOVERNING ASSOCIATION

"Beyond Platforms: Making the Market
for Digital Identity, Privacy and Information"

Thursday/Friday April 19-20, 2018
Pocantico Center, Tarrytown, N.Y.

Publisher value-proposition points

A key objective of our Pocantico gathering was to understand the value proposition ITEGA can offer publishers. This document explores that challenge.

"Beyond Platforms" brings together key ITEGA founding members, advisors and visionaries in a focused setting to confirm and begin operating the ITEGA governance structure, including business rules, technical standards and exchange protocols. Our intended topics include:

- Clarifying the problem(s) and most-strategic longterm solutions
- How a "fast pass" for networked news subscriptions can work
- Creating an anonymous user data exchange for advertising and personalization
- The potential role of "blockchain" technologies in managing a "unique identifier"
- Compatibility with the EU's General Data Protection Regulations (GDPR)

SIX KEY QUESTIONS TO ASK PUBLISHERS

1. Would standards for user identity, and an independent infrastructure for sharing of user attributes, be preferable to the current ad-hoc industry structure?

2. What would you need the standards to support?

3. Would you be willing to engage with an independent not-for-profit organization serving as a steward for standardized and segmented user data?

4. Should user data be distributed and shared or held by individual publishers in behalf of their subscribers/users? Should identity and preference information for your users be stored by the

non-profit, vs. on your own network? Or on the end-user's device, such as a phone?

5. **Would you find it attractive if you received a micropayment when data about one of your subscribers/users is shared?**

6. Do you think that standards for sharing user identity and managing privacy should also enable the aggregated exchange of value (e.g. paying for ads, or subscribing to content)?

WHAT ONE PUBLISHER SAID

In preping for Poncantico, Bill Densmore talked with the data/digital vice president of a major newspaper publisher -- Belo Corp. -- who made these points:

1) Need to track on a first-party basis what people are reading on Belo websites
2) Use that to segment the interests of those users into an anonymous cohort
3) Target ads or subscription pitches to such cohorts appropriately
4) Have other papers do the same thing with similar tech
5) Share the segmented user data, without any PII involved (anonymized in some way)

"It does provide some protection for identity, it takes it out of the FB and Google ecosystems and it is something that folks could easily collaborate on."

Does this sounds like the anonymous UDEX that Clickshare has done a proof-of-concept for: http://www.udex.org

WHAT ONE POCANTICO PARTICIPANT SAID

CREATE AN ITEGA "AUTHENTICATOR" APP?

This data should be strictly owned by you in a secure way. if I were to be the product manager on this, when people say they don't want FB to know anything about them, who do they turn to? You might have ITEGA service providers be a Google Android app like the Authenticator app. But with the ITEGA authenticator your data is not in Google's DB, but in the cloud in your 10MB of mapping data. And / or on your phone. That's the prototype -- maybe a few hundred or a few thousand people use it and that's the early adopters.   Build a kind of marketing and product launch campaign around that. Kind of like FB Connect, it works just like that, but you, the end-user, control your persona data. Make a five-step setup wizard. I would go with using your phone number as the unique identifier to get you going, and see what we learn.

BASED ON THESE QUESTIONS AND OBSERVATIONS THE NEXT PAGE CARRIES A DRAFT BULLET-POINT PUBLISHER PITCH TO JOIN ITEGA AS A FOUNDING MEMBER.

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ELEMENTS OF A BULLET POINT PITCH TO PUBLISHERS

ITEGA aims to be an ICANN for identity, championing a *trust* infrastructure necessary to support multiple great efforts (such as NII) that address *trust* in the way we create and evaluate news.   Our mission, at http://www.itega.org/mission covers our intention.

Here are the problems we set out to solve:

1. We have lost control of our online identity and privacy
2. We have lost trust in online content and content providers
3. Content providers are losing direct access to their users
4. Content providers have lost ability to earn revenue via advertising

Here's how the Exchange solves those problems:

1. Enables individuals to opt-in to sharing of their identifying information, which is otherwise restricted
2. Enables content providers to offer personalized information to those who opt-in
3. Enables content providers to form a market around these opted-in users
4. Enables members to offer several payment alternatives to access content

By creating a non-profit exchange, ITEGA enables internet users to establish trusted relationships with particular content providers, and enables content providers to repair trust in advertising.

Here's how the exchange will work:

1. Shibboleth 2-based cross-site authentication plus standardized formats for exchanging privacy-by-design user attributes (network subscription, access rights, interests, payment auth).
2. Identity services distributed among a plurality of providers
3. User-data exchange anonymizing for cohort-based advertising
4. Result: Uniform, user-centric identity / opt in privacy-by-design, intended to be EU compliant
5. Option to develop or support small-payment aggregation services
6. ITEGA membership required; competition on services, price, applications

Operational status

1. Technical specifications were developed by year-2015 task groups (40+ participants).
2. Prototype user-data exchange now 95% ready to operate
3. News personalization application (in testing) is platform for user-interest discovery
4. Hearst has offered sites and technical advice; may become founding publishing member
5. In consultation with Mozilla on their potential role(s). Discussions with Gannett, TrustX and others.

An example of how ITEGA could work:

I trust Grist, the environmental site. I opt-in and give Grist access to my social media handles, let Grist set cookies, etc. I also opt-in to receiving personalized content from Grist. That means Grist will use the exchange to show me environmental stories from, say, Mother Jones, the BBC, or a small site in Kenya. I'm also happy to receive promotions for the Sierra Club, solar panels, and other kinds of environmental products, for which Grist will get paid on the exchange. But my private information, unless I withdraw permission for access, stays with Grist; advertisers know me only as an anonymized set of interests within topical cohorts.

Why we need your support now:
1. Help putting together "NetGain"-style foundation coalition
2. Recruit private tech / service vendors for first-gen ITEGA network ops
3. Enlarge and diversify board and establish advisory board
4. Foster collaboration on governance structure setup