The Information Trust Exchange Governing Association
http://www.infotrust.org

**Trust, identity, personalization,
content and user sharing for the news industry**

OVERVIEW | SUSTAINING DEMOCRACY

(For a bullet-point summary, please see Page 2)

What will sustain journalism in the service of democracy?

Many newspaper, public-media and technology leaders are considering a collaboration to help manage consumer privacy, identity and information purchasing across the Internet and mobile services. Consumers need a simple, secure way to access, share and pay for valuable information from multiple services and sources.

News organizations – legacy and new – would like to be the best possible source for those users to receive a timely diet of information that matters. Now, people on the go want to efficiently access the broadest range of multimedia content customized to their needs – in a single, simple action. Achieving this simplicity will require the coordination of publishers, content licensors, aggregator and usage trackers -- a range of stakeholders currently unfocused on such collective activity.

Efforts to create such a platform have missed one significant point: If the common platform is controlled by a single for-profit entity, then it will, at best, simply replace Facebook or Google as a new tollgate controlling end users and producers.

The non-profit Information Trust Exchange Governing Association (ITEGA), will create opportunities for network subscriptions, and help the public discover more trustworthy information relevant to their personal needs and interests. It will do so as neutral third-party with no motive except the public interest in an open web marketplace of information and ideas.

To get to work, ITEGA requires only a small amount of seed money — $25,000 from each of five founding members as either a grant or zero-interest loan – and contributions of from $1,000 to $10,000 from individual donor members. This financial expression of interest in the project will enable ITEGA to seek necessary foundation support and technical expertise. Once running, ITEGA will be self-supporting with revenue from member and exchange fees.

Becoming a member of ITEGA will help curb a Google/Facebook duopoly lock on user identity and create a neutral marketplace for digital content. Please contact Bill Densmore, ITEGA interim executive director, for more information. (617-448-6600 / wpdensmore@itega.org)

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Trust, identity, privacy, content and
user sharing for the news and information industries

CHALLENGE:

- News organizations are losing control of their users to tech platforms; status quo fails

- Readers/viewers/users seek simple, standard experiences that work across multiple sources and platforms, yet can be personalized.

- A common platform to manage user identity, data exchange and payments could help

- But it must not be controlled by a single, for-profit entity that becomes a "tollgate" for its own account. Open , competitive market for users and service providers a must.

SOLUTION:

- Standardization for exchange of user log-in (and identity) attributes for single-sign-on, shared subscriptions and *transparent* ad targeting by universal ID format

- No interference with publishers' current proprietary subscriptions

- Similar to ICANN, original Visa, EduRoam, standard-gauge railroads, standard-60-cycle AC, BlueTooth SIG.

- Information Trust Exchange Governing Association (ITEGA); California 501(c)(3) – similar to ICANN/Mozilla form. Public-benefit purpose: adopt, govern business and tech standards for sharing user data; lessen burdens on government to do so; promotes open, stable Internet. (see: Articles of Organization and Bylaws).

NEXT STEPS:

- Membership commitments from at least three significant publisher brands

- Support from at least two foundations

- Collaboration with respected technology player(s) and trade associations

RESULT:

- Mitigate Goggle/FB lock on user identity

- A neutral opportunity to be standards compliant (or face regulatory scrutiny?)

- Makes an open marketplace for digital content

PROOF-OF-CONCEPT

DEMONSTRATION PENDING

(diagram)

A minimum-viable proof-of-concept demonstration (under construction) includes the following:

1. Creating and storing of standard user attributes on a distributed basis (at least two publishers involved)

   As just one example/method for obtaining user attributes: LifeStream® content personalization

2. The ability to exchange profiles in some fashion among and between publishers, "profile aggregators" and other publishers or advertisers/agencies

3. Authentication of a unique but anonymous user to information resources on multiple sites -- "EasyPass" for information

4. Logging of user activity

5. Hooks that demonstrate how payment and variable pricing (including subscription and per click) are enabled

Infotrust eXchange

ITEGA AND PRIVACY

- End-third-party cookies

  - Opaque to users; identity "crumbs" all over Internet

  - Misappropriates proprietary value to ad-tech

  - Brands are frustrated; want alternative

- Stop "creepy" follow-me advertising

  - Elevate status and value of quality sites and environment

  - Built user-data exchange that ensures anonymous interest cohorts

  - Begin to think "advisortising"

- Get ahead of EU regulations impacting United States in April 2018

  - Disengage from paid-blocking and cookie-sharing

  - Prepare to perform value exchange for levels of privacy

How a news-industry trade group may be helping regulators (and the ITE) to support quality and privacy:

https://informationtrust.wordpress.com/2017/01/04/how-a-news-industry-trade-group-may-be-helping-regulators-and-the-ite-to-support-quality-and-privacy/