



Information Trust Exchange Governing Association (ITEGA)

<http://www.infotrust.org>

Networking user identity, privacy, personalization and content sharing for news and information industries

PROTOTYPE MISSION / OBJECTIVES

(Created 09-15-2017 at Columbia, Mo., revised 05-26-2017)

Join in creating a new business model for journalism through a network that helps citizens and news organizations collaborate to find, share and sell essential information that is highly personalized, relevant and essential to strengthening communities and participatory democracy.

“If we create a test of an Information Trust Exchange, news organizations will grow audience and increase revenue, and news consumers will find helpful and relevant information more efficiently, and demonstrate a willingness to pay for that service.”

A prototype version of an Information Trust Exchange network will be designed so that news organizations can:

- Grow audiences
- Increase revenue (monetize off-site content, higher CPMs from non-subscribers)
- Deepen user relationships (greater impact; ROI goes up)

It will be designed so that public users:

- Efficiently find helpful and relevant information personalized to their interests/needs
- Find such relevant information faster and easier
- Have new and better control over their data and identity
- Increase their connection with geographic and topical communities
- Find the service valuable enough to pay something by subscription or per-click

In the process, news organizations will:

- Learn what it takes to aggregate content automatically and efficiently
- Collect and share user data/behavior on a “permissioned” basis
- Receive data about their users who leave their site or service
- Receive anonymous data about other’s users who come to their site/service from elsewhere

The prototype pilot will:

- Track user data and collect analytics (not using cookies)
- Test networked subscriptions
- Personalize content
- Evaluate and analyze results