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The Local Media Consortium (LMC) membership includes almost 80 media companies owning more than 2,200 local media outlets. Its monthly digital reach, as measured by ComScore exceeds 175 million unique visitors. The LMC is working to create a "private open-web social graph of 150 million people." No one member is large enough to accomplish this in a meaningful way on its own. Technical scaling a service like this is not the main challenge. "The hardest thing is getting by in from a large enough group of media companies."

LMC would welcome a nonprofit initiative that could help establish a level-playing field of rules-of-the-road for data usage, sharing and privacy – that's a potential value point of ITEGA. Another potential value point would be if ITEGA's standards process could draw in other players in the media ecosystem to make the ITEGA user ecosystem leapfrog that of Google or Facebook.

People matter more than devices, we need scaled people-based marketing. A recent survey of ad marketers predicts almost two thirds of current ad buyers will be out of the third-party cookie-matching business within two years.   He thinks a goal should be around acquiring new relationships with people and "pairing them" in anonymous interest-cohorts like public media does, and getting permissions to acquire "rich, first-party data" from individual users. And in some ways doing so as Facebook does, but responding to the end-user's right to control over what is done with their personal data. The goal is to drive greater value by delivering ad messages to people, not machines, in an acceptable and desired (e.g. opt-in) fashion. The strategy: (1) Assemble the cult of the willing (2) create a plan and (3) go.

Is there a lingering challenge? Yes. Figuring out the best way to obtain data-consent from users.

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