



Making a common market for digital information: The case for the Information Trust Exchange

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- **PROBLEM – No viable way to sell NETWORKED content on the web**
 - Services are proprietary, inconvenient, expensive
 - Solution requires collaboration on federated authentication
 - Also requires ability to aggregate charges among multiple sites
 - Google, Facebook, Amazon, Apple could “make rules”
 - But their leadership would be opposed by others
- **SOLUTION – Public/industry collaborative establishes framework**
 - Make/create a free, open market for digital info exchange
 - Like Visa, ICANN, 60-cycle power, railroad gauge, FAA, N.Y. Stock Exchange
 - Non-stock, membership, possibly PRIs
 - Can start, invest in or contract with for-profits
 - Self-sustaining through transaction fees
- **INITIAL CONVENOR – Reynolds Journalism Institute at Univ. of Missouri**
 - Ground work laid (“Blueprinting the InfoValet Economy”)
 - Rational in two RJI reports, 2011, 2015
 - Could be coordinated from “neutral turf” – the Midwest
 - Mizzou has “chops” in journalism, could partner for tech (Mozilla?)
 - RJI has facilities and staff to host operation if compensated
 - Seeks broad collaboration with foundations, academia, industry
- **TASKS – A safe haven for collaboration / standard-setting**
 - Careful avoidance of antitrust problems
 - Enable dynamic pricing competition, mixing “atomized” content
 - Extend SAML2 / Shibboleth / OpenID to include transfer of “persona,” commerce
 - Specify transfer protocols; “box car”
 - Specify base terms of service for public users
 - Establish info exchange rules (like stock exchange)
 - Certify compliance (like Underwriters Laboratories)
 - Managing cross-licensing (like BlueTooth Association)