<u>**THE INFORMATION TRUST EXCHANGE**</u>
Trust, identity, personalization,
content and user sharing for the news industry

10 Questions for Participants in RJI ITE task groups

Prepared by Graf Mouen

INSTRUCTIONS TO PARTICIPANTS:
Please write reply to these questions inline. You can download and use a Microsoft Word version of this questionnaire found here . . .

http://newshare.com/ohare/questionnaire.doc

. . . and email it back to gvmouen@gmail.com . . . Or you can just reply to this email and insert your comments inline after each question. If you are not a publisher, please begin by describing the perspective from which you are answering the questions.

A. **A principal goal of The Information Trust Exchange is to implement an efficient market for news and entertainment content sharing.**

1. What role do you see for sharing content (with other publishers or content providers) at your company or institution, now or in the future? If it made financial sense, would you make your content available to other publishers on a per view basis? Would you buy such content from them if the price were attractive?

2. One of the reasons that a company might not present content from outside sources is that it will dilute the company brand or in some way overshadow the company's own content. To what extent would you consider this a factor against participating in a content share?

3. If making your own content available is out, would you consider participating as a content purchaser only? Or, in the reverse case, participating as a paid content provider?

B. **To fulfill the mission of a real time exchange, the ITE must be able to match users to a stream of content of interest to them.**

4. Is the content that you provide currently tagged with metadata that could be used by an exchange to find interested users? Keywords? Genre? Subject Categories? If not, could you reasonably assign resources to achieve this tagging given your volume of production?

5. Do you collect interest information for each of your users, a personal profile that could be used to match them to content from other sources?

C. **One of the purposes of the ITE would be to establish standards for exchanging content and user info.**

6. Have you ever exchanged such info with another publisher or other entity or between systems within your company? Did you establish a data schema or use a standard for doing so?

7. Are you or others in your company aware of standard schemas already established in the area of news such as NITF (News Industry Text Format), AP Web Feeds Content Metadata Standard, or News-ML (markup language)?

D. **One of the benefits of the ITE would be to afford users a trust relationship with a local newspaper or news outlet that would respect rules of confidentiality regarding personal information and online behavior (while giving the user the benefits of personalization across a wide range of content sources).**

8. To what extent would your company or institution find value in playing this role of privacy keeper, making the user an anonymous consumer of content to outside sources, in return for a percentage of all content transactions?

E. **Another benefit of the ITE would be to afford your users the convenience of a single periodic payment to your company giving them access to paid-for content from many sources, without their having to subscribe to these sources individually.**

9. Do you believe that a sufficient number of your users would understand and embrace this model to make it worth giving it a try?

F. **Taking advantage of the ITE might involve some degree of re-conceiving your company's brand, your value proposition to your users, and your business model.**

10. Assuming that there are reasons to at least try the ITE, from what sources would you anticipate the greatest resistance? What are the strongest arguments that leadership at your company might offer against the ITE?

Your name and affiliation please: