

FROM PERSONA TO PAYMENT

Could a public-benefit collaboration sustain journalism -- and privacy -- in a new market for digital information?



Here are seven areas for consideration by task groups within the Information Trust Exchange project. These lists were [initially developed](#) by participants in [“Blueprinting the Information Valet Economy.”](#) in Dec. 2008 at the Donald W. Reynolds Journalism Institute.

1. Legal/corporate form/governance

- Draft mission, key objectives
- Select corporate form(s); single or dual entity approach – profit/non-profit
- What is the governance? How are decisions made about who gets admitted?
- Participation rules?
- Described practices required to respect antitrust laws globally
- Assess/explain vs. comparables: Bluetooth, Cable Labs, NCN, NewsRight, etc.
- Determine how to handle an intellectual-property rights issues
 - Are there any patent issues?
 - Who owns any unique intellectual property created?
- Payment guarantees and liabilities -- who bears
- Should this be trade association to mitigate all the legal/liability issues?
- What is role of traditional journalism entities?
- Collaborate with privacy/demographics/identity task group

2. Technology

- Work with other task groups on mission, objectives
- Assemble list of operating requirements including:
 - Single-sign-on and network authentication
 - Dynamic, real-time, competitive object pricing
 - Exchange of user data regarding query threshold, markup, usage rights, PII, preferences
 - Off-Internet aggregation, billing, settlement
- Develop draft RFP for network operators
- Payments exchange – methods, timing, operational funding
- Credit/risk issues / especially physical vs. intangible goods

3. Revenue Streams – Consumer direct

- Subscription, per-use, single site, affiliate networks
- How does the economic status of user affect access?
 - Study/propose “library pass” feature to address digital-divide issues

4. Revenue Streams -- Advertising / “advisortising”

- Investigate relationships with programmatic exchanges, brokers
- Understand “two-way” nature of service – facilitate pay users to view ads?
- Describe ITE role in advertising by moving money around ecosystem
- Articulate all feasible revenue streams – advertising, “native”, commissions, etc.
- Is “advertising” too limiting term in niche-market future? “Advisortising”?

5. Marketing strategy / B-to-B and B-to-C

- Figure out staging of ITE launch / what is “minimum viable service?”
- Is this marketed B-to-B or B-to-C or both? In what sequence?
- Affiliate vs. direct marketing challenge / market-requirements document
- Dual go-to-market strategy? Big network vs. incremental testing
- Define the rewards system is for consumer users
- Invent/define terms/brands -- name of agent (news organization) vs. name of the operating service.
- How to position the news organization as a information repository handler (trust/privacy)
- How to co-operatively market value of “atomized” content

6. Privacy/demographics/identity

- Stress transparency, end-user focus in all respects
- Define, use/ownership/custodianship of personally-identifiable information (PII)
- Use, ownership, exchange/repurposing, use of aggregated, non-PII
- Describe framework for valuing exchange of PI I
- Propose a framework for rules (example: [OECD Privacy Principles](#))
- Rules about use of information collected in service; what if companies go out of business; is information asset of company.
- Literature review on ownership of identify; opportunities and liabilities of being “custodians” of peoples’ personal information. Is there a core of information that can’t – or shouldn’t -- be traded/sold?
- Collaborate with legal/corporate form/governance task group

7. Content support

- Identify and engage early adopters
- Who does the “trust” filtering? Is the ITE a filter, or a neutral pipe?
- Describe system for distributed, independent, competitive content pricing
- Pricing by article, subject, domain, phrase, concept?
- Support variable pricing based on time, market, user metrics?
- Recognize that advertising is content too because it attracts readers -- e.g., CraigsList and so-called “native” advertising.

- How to get money in hands of people who create “atomized” content (non-subscription) such as free-lance writers
- Determine what types of content are going to be involved:
Examples: News, academic, medical, legal, other trade/niche, music, audio, video/movies, self-help, games, databases, other multimedia?
- What standard metadata protocols are required?
- Who is going to provide content? Traditional media? Individuals? Both
- Is this processing of content (service) rather than owning content (product)?
- How are IP rights in content affected, assured, controlled?