DONALD W. REYNOLDS JOURNALISM INSTITUTE

Missouri School of Journalism 🇲 University of Missouri

to: ITE Task Group member **invitees**
from: Randy Picht, RJI director / Bill Densmore , RJI Fellow
date: **August 6, 2015**
subject: **Meetings of four ITE TASK GROUPS**

AN INVITATION

Thank-you for participating in the Information Trust Exchange (ITE) formation.   You're receiving this note because *either* you joined us May 7, 2015 at the RJI-O'Hare Hilton roundtable submit, "From Paper to Persona to Payment: Considering a New(s) Ecosystem for News," or you otherwise have become part of the post-gathering launch process.

The Reynolds Journalism Institute is pleased to invite you to help make a market for digital information that will addresses trust, identify, privacy and information commerce. During September and early October, four task groups will meet to: (1) Organize collaboration and support and (2) Draft functional specifications and business rules for the ITE. Each will choose a chair and set their own agenda with topics for consideration listed in Appendix A to this invitation.

- **RJI is underwriting travel and lodging costs for invited participants in the four task group meetings during September or early October.**
- RJI also will provide staff support and manage online collaboration

These are the four task groups:

- Member and partner development -- Sept. 8-9 at RJI-Mizzou in Columbia, Mo.
- User data and privacy-preferences exchange -- Sept. 16-17 in NYC
- Authentication and identity management -- Sept. 22-23 in Boston
- Content description, tagging, sharing and selling -- Sept. 29-30 in Portland, Ore.

Each task group will have approximately seven members. After these initial F2F meetings they will carry on their work via phone, teleconference and document sharing. Sometime in November we'll see how their work is proceeding and determine if an additional F2F meeting -- or a plenary meeting of all the task-group members -- would be necessary or productive.

WHAT DOES THIS MEAN FOR YOU?

- **Please reply to this invitation in the next few days so that we can finalize the membership of the four task groups and let you know the other members.**

- At this point, you are committing only to attend your task group's September organizing meeting. You will need to watch for email with pre-meeting information requiring at most a couple of hours of your attention.

- We intend that work of the task groups be stimulating, businesslike and actionable. We believe this work will be transformational for journalism and information commerce and your role will be a key one. But whether you continue to participate in the ITE development process after the first meeting is entirely up to you.

WHAT YOU SHOULD DO NOW

- **Please call (617-448-6600 or email (densmorew@rjionline.org) RJI Fellow Bill Densmore today to advise if you can make your task group's meeting and to get information about travel planning.**

B. RESOURCES

- A one-page, bullet-point summary of the problem, solution and tasks for the ITE is on page four of this note. Last month, we shared with you RJI's proposal for a next step: http://newshare.com/ohare/proposal.pdf

- For a sense of the consumer opportunity, you might read: http://newshare.com/ohare/consumer-use-case.pdf

- To review an invitation to publishers to join the ITE-in-formation view: http://newshare.com/ohare/collaborators.pdf

C. CONCLUSIONS

This is what we learned from interviewing participants in the May 7 gathering at O'Hare:

a. There is strong agreement that a collaborative initiative setting open standards for network user-identity management and the tagging for use and sale of content would help journalism -- as well as elements of the news industry that are able and willing to participate. Placing creation and governance with a non-stock collaborative is seen as having distinct advantages.

b. Based on statements in interviews, potential participants in prototyping include the Respect Network, the Mozilla Foundation, Public Media Platform, Clickshare, Piano Media/Press+, Lifestream/Taxonometrics, Town News, the Institute for Nonprofit News and the Media Consortium.

c. One or a few working prototypes are the required next step; the time for research and discussion is past; operational testing is required to confirm value to end users and assert credibility with potential members and partners. A consensus is that single-sign on and user personalization are good features to start with, with multi-site aggregation of billing for both content and advertising views a planned-for follow-on feature.

FIVE PROBLEMS, FIVE DESPARATE SOLUTIONS FOR THE NEWSPAPER INDUSTRY?
(source: http://newshare.com/ohare/dire-straits-winter-wurzer.pdf

PROBLEMS

1. Lack of scale - no single newspaper company, no single newspaper, can compete on its own
2. Lack of money - fear of risk led to a policy of managing decline and low investment
3. Low competitive value - news is a commodity, local is a weak differentiator
4. No digital culture - products reflect low digital sensibility and are failing in the marketplace
5. Diminishing leverage – transaction throw-weight is declining every day

SOLUTIONS

1. Need a single voice and platform
2. Must be willing to put current traffic at risk
3. Must hire different people to build new digital products unencumbered by parent newspaper company interest
4. Must build shareable databases of local-registered users for our own product development, marketing and ad sales use
5. Must put in place our own sales force

    d. RJI is an appropriate facilitator and initial leader of the process; rapid solicitation of other co-convenors and prominent publishers as test participants or observers is essential. Consultation with and support from other journalism research centers would be desirable.

    e. Certain foundations, although not contacted directly, are cited as promising funders for prototype testing and specifications-development leading up to it. The member and partner development task force will contact each.

    f. A simple, short description of the ITE initiative should be circulated to key publisher groups who's leadership have requested it – the Alliance for Audited Media, the Interactive Advertising Bureau and Digital Content Next.

    g. Based on interests expressed in interviews, up to three task groups could meet and develop draft functional specifications for the ITE prototype:

        1) User data and exchange
        2) Content description, tagging, sharing and selling
        3) Authentication and identity management

    Each group will need representation from publishing, technology, privacy/identity and advertising/marketing interests.

D. ACTION STEPS – JULY-AUGUST

Given the perceived consensus, RJI has undertaken the following action steps:

    a. Recruit membership and provide staff for executing work scope and deliverables for FOUR TASK GROUPS meeting during September.

    b. Prepare working notes for functional specifications and desired user experiences

    c. Line up technical and publishing participants for at least one prototype trial of ITE-compliant services demonstrating personalization and one-account, one-ID single signon.

    d. Explore equity and foundation funding for development of ITE authentication, logging and financial settlement services and initial operation of the Information Trust Exchange consortium entity.

We have be talking about groups of people willing to be active to get news and information. It does not describe the audience of the future. The millennial audience does not seek news, it expects it to come to them through social media otherwise it does not exist. The other 80% of the audience might initially be seen as passive. "But they are not passive. They are doing things all the time. Our job is to give the information that will be valuable to them in the moment they are doing it." The ultimate passivity was watching your TV and waiting for the paper to arrive. People are doing more to seek out the information that's relevant to them than I ever did. They still have to do more to get what is really relevant to them. We may be going from the most centralized thing -- from sites -- into networks. That may be the next step moving beyond centralized social networks to distributed networks.

*   -- A participant in RJI-O'Hare, May 7, 2015*

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

- **PROBLEM – No viable way to sell NETWORKED content on the web**

    o Services are proprietary, inconvenient, expensive
    o Solution requires collaboration on federated authentication
    o Also requires ability to aggregate charges among multiple sites
    o Google, Facebook, Amazon, Apple could "make rules"
    o But their leadership would be opposed by others

- **SOLUTION – Public/industry collaborative establishes framework**

    o Make/create a free, open market for digital info exchange
    o Like Visa, ICANN, 60-cycle power, railroad gauge, FAA, N.Y. Stock Exchange
    o Non-stock, membership, possibly PRIs
    o Can start, invest in or contract with for-profits
    o Self-sustaining through transaction fees

- **INITIAL CONVENOR – Reynolds Journalism Institute at Univ. of Missouri**

    o Ground work laid ("Blueprinting the InfoValet Economy")
    o Rational in two RJI reports, 2011, 2015
    o Could be coordinated from "neutral turf" – the Midwest
    o Mizzou has "chops" in journalism, could partner for tech (Mozilla?)
    o RJI has facilities and staff to host operation if compensated
    o Seeks broad collaboration with foundations, academia, industry

- **TASKS – A safe haven for collaboration / standard-setting**

    o Careful avoidance of antitrust problems
    o Enable dynamic pricing competition, mixing "atomized" content
    o Extend SAML2 / Shiboleth / OpenID to include transfer of "persona," commerce
    o Specify transfer protocols; "box car"
    o Specify base terms of service for public users
    o Establish info exchange rules (like stock exchange)
    o Certify compliance (like Underwriters Laboratories)
    o Managing cross-licensing (like BlueTooth Association)

- **CONSUMER – Unique selling propositions enabled by the ITE**

    o Manage your persona
    o Help you find the information that matters to you
    o Privacy protection
    o Make money from offers
    o One ID, one account, one bill
    o Reliability
    o Choice of service providers
    o An "easy pass" for information commerce

INFORMATION TRUST EXCHANGE
PROPOSED TASK-GROUP ASSIGNMENTS (draft)

For a series of "design statements" about ITE services please review:
http://newshare.com/ohare/design.pdf
For an initial set of "design requirements", please review pages 4-7 of:
http://newshare.com/ohare/proposal.pdf

Member/partner development

- Verify assumptions about requirements for pain/gain both with consumers and media
- Encourage emergence of pilot publisher participants
- Confirm staff's estimates of funding required
- Conduct presentations to target funders; assess and regroup
- Facilitate preparation of grant proposal(s)

User data and exchange

- Survey best-practice for data fields among data-service-providers, publisher legacy subscription services and technology platform companies (if available)
- Create draft schema for user data formats
- Draft exchange sharing rules covering user authorization, data types and data usage.
- Share with Content, authentication and member task forces for feedback
- Circulate informally for comment among cohorts, including key platforms, associations, privacy groups and regulators.

Authentication and identity management

- Confirm business requirements for service
- Survey best and emerging practices for federated-authentication / SSO
- Select optimum combination of existing technology extended with ability to be extended for sharing of user data (preferences, attributes) as part of authentication and events.
- Facilitate prototype development and concept testing.

Content description, tagging, sharing and selling

- Survey best practices for content type tagging, access and usage control and pricing among wire services, archival services.
- Create draft schema for content type and authorized-usage tagging.
- Describe preferred method(s) for content owner to dynamically "show" price in 1-to-1 sale and buyer to accept/reject, with variability as to type of content and use authorized/rejected.
- Share with data, authentication and member task forces for feedback
- Circulate informally for comment among cohorts and key publishers