



INFORMATION TRUST EXCHANGE GOVERNING ASSOCIATION

SCHEDULE

Beyond Platforms: Making the Market for Digital Identity, Privacy and Information

Thursday/Friday April 19-20, 2018
Pocantico Center, Tarrytown, N.Y.

Thurs., April 19

1:30-2:30 pm -- Tour Kykuit house, grounds and art gallery

Tour of Kykuit: Home to four generations of the Rockefeller family. The tour will take you to the main rooms of the first floor, view some of the gardens, and see the underground art galleries including Picasso tapestries.

2:30-3:00 MEET YOUR CONVENING PARTNER

For early arrivals, coffee, tea healthy snacks, fruit and a chance to find and follow up with your pre-convening dialogue partner; to establish focus for the group discussion.

3:00-3:15 WELCOME / Lecture Room

ITEGA history and a transformational moment

3:15-4:30 CONVENING QUESTION | SHARING EXPERTISE

How do we restore user trust, protect user privacy and safeguard user identity in a way that serves to sustain the values and purposes of journalism?

We ask each participant to consider the question in TWO MINUTES around two frames: What expertise and ideas do they bring and what actions do they want use to support?

4:30-5:15

CONVERSATION CATALYSTS

Three of our participants each offer five-minute solution frameworks and then discuss among them and with the group:

- Drummond Reed, Sovrin Trust Framework
Digital wallets and distributed ledgers: Creating trusted online identity
- Don Marti, Mozilla:
Interest cohorts, ethical tracking and the Audience Profile Book: Reinventing advertising for quality publishers.
- Information: Maja Mrkoci, CPB:
The promise of PBS Passport: Building a national collaboration for distributed, local public media

5:15-5:45

MAPPING OUR WORK

- Designate topics for six optional dinner-table discussion (tables will be labeled)
- Propose break-out sessions for Friday morning

5:45-6:00

PRE-DINNER BREAK

6:00-6:30

PRE-DINNER RECEPTION / Loggia and courtyard

6:30-7:15

DINNER

7:30-8:00

THE ECOSYSTEM CHALLENGE/ Lecture Room

*"Doc" Searls -- Linux Journal, Customer Commons and the Berkman Project VRM
Christian Hendricks, president -- Local Media Consortium*

THE CHALLENGE: "Making an Open Market for Digital Information"

8:00-?

After dinner conversation in the *Hayloft*

Those participants who wish to continue conversation around "The Challenge" or other topics may gather on the second floor of the Coach Barn, in the "Hayloft" -- a relaxed, living-room atmosphere. In particular, Drummond Reed will be available in the Hayloft to answer questions about the Sovrin Trust Framework.

Friday, April 20

7:00-8:00 Buffet breakfast available

8:00-8:30 EXPECTATIONS/ Lecture Room

We gather in the round and hear briefly about the plan for the day and invite reflections on desired outcomes. Two sets of morning breakouts, one with pre-set topics and assigned facilitators, the second called by participants on Thursday evening and below.

8:30-8:45 PLANNING SESSION TWO BREAKOUTS

Participants review breakout proposals from Thursday evening and conflate, modify or propose new ones for the 11 a.m. break-out period.

9:00-10:15 OUTCOME-BASED BREAKOUTS: SESSION ONE

Each task group should designate a raconteur to summarize discussion. Each group should report a least one specific action-step recommendation for ITEGA

- 1. Governance / membership / exchange rules / protocols / fees / diversity**
What are the key motivators that will drive membership?
Core participants: Larry Strickling, Kirk Kordeleski, Joyce Searls
Location: Breakout Room
- 2. Privacy / GDPR and data ownership / targeting / tracking / anonymizing / personalization**
Why will publishers / platforms give up control over user data?
Core Participants: Don Marti, Brendan Riordan-Butterworth, Elizabeth Renieris
Location: Main Conference Room
- 3. Identity / federation / wallets / authentication / "blockchain" / security**
Is a "wallet" in every phone the goal, and what will back it up?
Core Participants: Scott Bradner, Drummond Reed, Maja Mrkoci
Lecture Room
- 4. Payment / membership / donors / content tagging / networked subscriptions**
Will sharing users and payments make the journalism pie bigger for everyone?
Core Participants: Esfand Pourmand, Brian Muller, Linda Miller, Kathy Merritt
Location: Loggia

10:15-10:45 BREAK -- *Coffee, tea, muffins*

During this period, callers of Session Two breakouts modify or consolidate -- goal -- no more than five sessions.

10:45-12 OUTCOME-BASED BREAKOUTS: SESSION TWO

12:15-1:00 OUTCOMES HARVEST/Commitments

In five minutes each, breakout raconteurs explain next-step recommendations.

1:00-2:00 LUNCH and RACONTEURS' REPORT

Raconteur: Nic Dias

2:00-3:00 NEXT STEPS

What's next for ITEG: Governance, prototyping, funding.

3:00 p.m. -- ADJOURNMENT

Guests are welcome to stay until 4:00.