

Why we're here

There is no such thing as a free lunch

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Publishers embracing Facebook, Google & Apple platforms are merely shining light on their own technical incompetence

Where is here?

1. Majority of news sites are terrible for readers:
 - They're slow as molasses.
 - They disrupt reading with pop-ups, auto-play video, etc.
 - They freely proffer readers data.
2. Ad-tech, search and social platforms dictate the future.
3. Journalism infrastructure not being used as an asset; it's being dismantled.

What's next?

More of the same!

- The Tech titans are stepping up their battles with each other (Facebook *Instant Articles* gets answered by *Apple News* which gets answered by *Twitter's Lightning* which gets answered by *Google's AMP*).
- Each new skirmish has some type of collateral damage for journalism.
- Readers/viewers stepping up their efforts too. Ad blockers on the rise.

What's next? (Alternate view)

- Empower journalism publishers to take charge.
- Enable publishers to distribute their content beyond their own subscribers and get paid for it.
- Nurture an industry-backed and industry-driven solution.
- Satisfy publishers, readers/viewers and advertisers all at once.
- We call it the **Information Trust Exchange**.

The ITE – Will it work?

- Need to create the rules of the road (standards) for collaboration among publishers
- Standards, rules, protocols have been a path for tremendous opportunity for other industries. (railroad, credit cards, Bluetooth)
- Need to test prototypes of elements of the ITE
- **Start small. End big!**

How you can help

- Advocate for the ITE testing
- Offer to participate in prototype testing
- Provide funds to create testable elements

