

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 possible formation of task groups within the Interim Steering Committee of the Information Trust Exchange project. Each would be asked to meet and collaborate virtually to contribute to a coordinated “Request for Proposals” to be presented at the steering group’s first (and probably only) meeting in QT2 near New York.

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?