



Content Convergence: Making the Market For Digital Information / The Info Trust Assn. idea

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Oct. 12, 2010 / Convergence & Society Conf.
University of South Carolina



Studying landscape



About Reynolds Journalism Institute

- Foster ideas, research, experiments
- That sustain journalism's values, principles purpose
- Fellowships, seminars, reports, incubator
- Digital Publishing Alliance (publishers)
- More than 2,500 journalism students

IDEAS.
EXPERIMENTS.
RESEARCH.
SOLUTIONS.



IDEAS
THAT WILL
TRANSFORM
JOURNALISM

TODAY



What we'll cover (too fast!)

- Intent of Information Valet Project – sustainability!
- Research undertaken 2008-2009 / privacy / charging
- Development cycle (CircLabs Inc.)
- Need for collaboration (Information Trust Association)
- A platform for trust, identity and info commerce

<http://www.newshare.com/converge>

Information
TRUST
Association

SEPT 2008



Challenge: How to sustain values, principals, purposes of journalism?

- Mass markets splintering / mass customization
- Search advertising effective competitor
(Google's Schmidt: "invent something")
- Classifieds done better on the web
- Atomization of content / consumer bundles
- We go anywhere for information-without-walls
- What sustains journalism in this environment?



RJI privacy research

- Situation analysis (Steve Mott)
- Privacy (Lee Wilkins) – trading persona for value
Presentation <http://www.ustream.tv/recorded/1567965>
 - *National CASR random phone N =404*
 - *Age groups: Under 30, 30's, 40's, 50's, 60 and up*
- Three focus-group panels by capstone strat-comm students (undergrad seniors)

SITUATION ANALYSIS



A Research Report on How Embracing Digital
Media Can Save (rather than keep hurting)
Conventional Media Businesses

Conclusions:

Paid Content Options: No Clear Winner

Results from research commissioned
under the InfoValet Project

by the Reynolds Journalism Institute

<http://newshare.com/wiki/index.php/Jta-event>

Steve Mott / May 27, 2009

<u>Options</u>	<u>Example</u>	<u>Perceived Advantages</u>	<u>Perceived Shortcomings</u>
Charge for online only Online premium info	Tulsa World Arkansas Democrat-Gazette Bend Bulletin	Promotes perception that content has value for specific online access; Generates revenue	Can reduce visits and viewership and impact ad revenues Readers might not value what's 'premium'
Restrict access to subscriber log-ons	NYT (2007)	Avoids spiders and crawlers and Google scraping free items	Lose visibilty in search engines (up to 30% of traffic)
Install donations model	Kachingle	Provides readers with option to pay	Relies on generosity of readers
Standard online access for payment	PayPal, Amazon	Tens of millions of accounts already in-use online	\$.07-\$.10/item cost won't support content for "a few pennies"
Prepaid/aggregated transactions for end-of-month billing	Click-and-Buy, Clickshare	Simple mechanism for billing	Installs payment card credentials with biller; customers can lose track
Club model	Washington Post's PostPoints	Gets reader buy-in on value of participation	Value of content not overt (but gets reader involved in promotions)

Sources: Paul Berger, Dinah Eng, David LaFontaine and D.J. Siegel for the NAA, 3/2009; BBD

SITUATION ANALYSIS



Conclusion: Need to collaborate

- Drivers for collaboration
 - Many newspapers are suffering financially and can't afford—each one—to invest aggressively in new technology
 - Can't waste precious cash going down unproductive blind alleys
 - Need qualified vendors/providers to speed project initiation and development
 - Need to leverage platform assembly and reference implementations to design projects as effectively as possible from the outset
 - Need to show negotiating strength/leverage with Google et al

Narrative results, national phone

- Consumers do want to retain control over their personal information, regardless of age, gender or ethnicity.
- Consumers are also extremely concerned about sharing their information with 3rd parties.
- Older consumers are more steadfast in their ways. Younger consumers are more variable.
- Consumers are more concerned about corporate invasion of privacy than government.
- Consumers are most concerned about sharing cell phone records, medical records and social networking sites.

Narrative results

- All age groups were noticeably less comfortable sharing details about private life and the recording of purchases they had made online (except for iTunes which they were extremely comfortable).
- All age groups except for people in their 30's were comfortable with Facebook.
- All age groups varied within neutral to somewhat comfortable when filing taxes through the mail.

Narrative results

- All age groups felt it was important that corporations disclose collection of their information. Although all age groups felt corporations would not self-regulate.
- All age groups felt it was very important that they should be able to control how their personal information is gathered and used.

Narrative results

- All age groups were more likely to share personal information to receive news than to receive ads.
- All age groups were extremely likely to share personal information to have their doctor treat them.
- People under 30 were far more likely to share information on Facebook in almost all situations.

Narrative results

- People in their 50's were especially uncomfortable for sharing access to email.
- People in their 30's were especially uncomfortable with government access to cell phone records.
- All age groups were extremely uncomfortable with corporate access to cell phone records.
- All age groups were unlikely to share personal information for ads.

Narrative results

- All age groups were very comfortable with background checks.
- All age groups were very comfortable with being checked in an airport.
- All age groups were very comfortable a urine sample to receive a job.
- All age groups were somewhat comfortable to share medical records with insurance companies.

Privacy studies



Testing the millennial market

- The strat-comm capstone: “Campaigns”
- The IVP strat-comm marketing team:

Left-to-right

Jenny Beaudine
Rebecca
Goldkamp
Katie Stasko
Eve Lofthus
Andrew Sheper



- Online survey of 220 student respondents
- Focus groups in Kansas City, St. Louis
- Individual interviews by strat-comm team

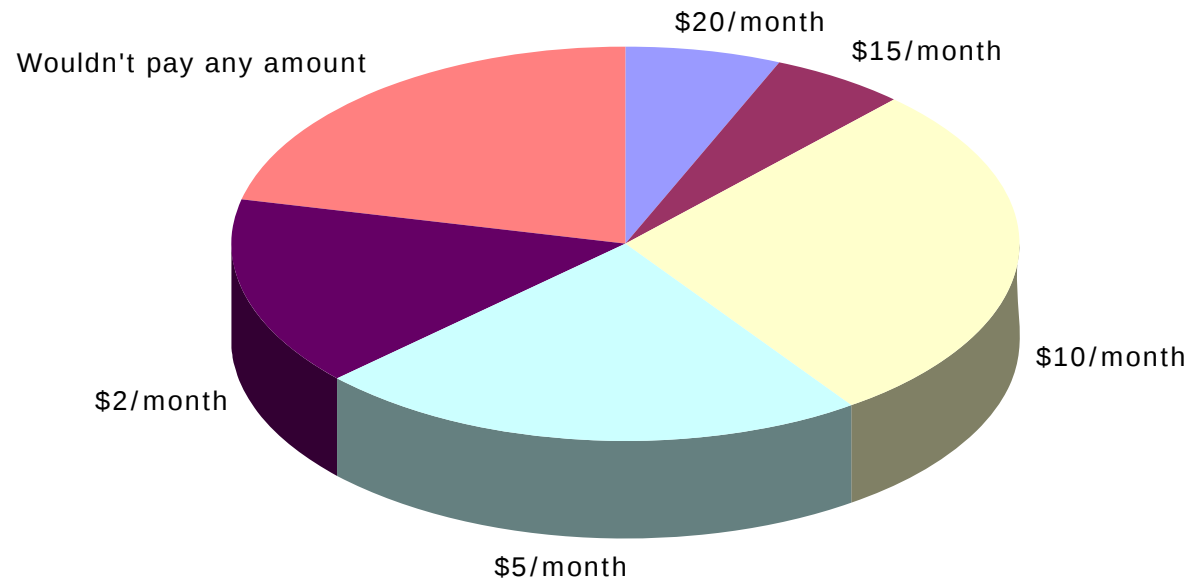
<http://vimeo.com/4907842> / <http://vimeo.com/4907790> / <http://vimeo.com/4907687>

Selected findings -- Privacy

- Younger consumers are willing to give up information about them if they get value in return. Older consumers -- more skeptical. (Results now 20 months old)
- 31.2% don't like info used when gathered without permission
- 17.5% had no problem with being targeted based on a profile
- Scale – 1-10 with 1 being least willing to give up information
- Age = over 46 – 40.4% answered 1 or 2 (very unwilling)
- Age = 22-30 – 38.8% answered 5 or 6 (quite willing)

Selected findings -- paying

- 32.6% wouldn't pay per story
- 21.5% wouldn't pay on a subscription basis

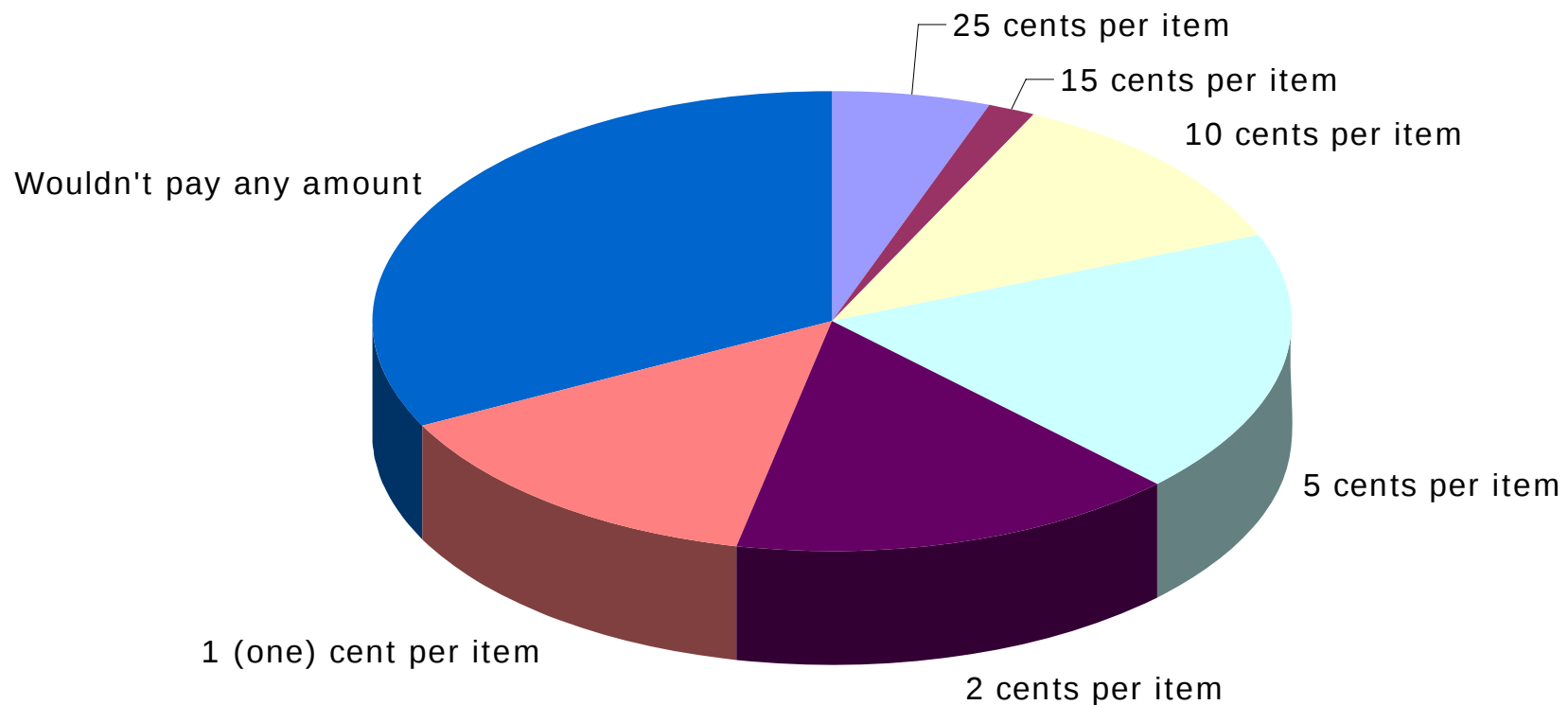


Value questions



Willingness to pay per story

Selected findings -- paying

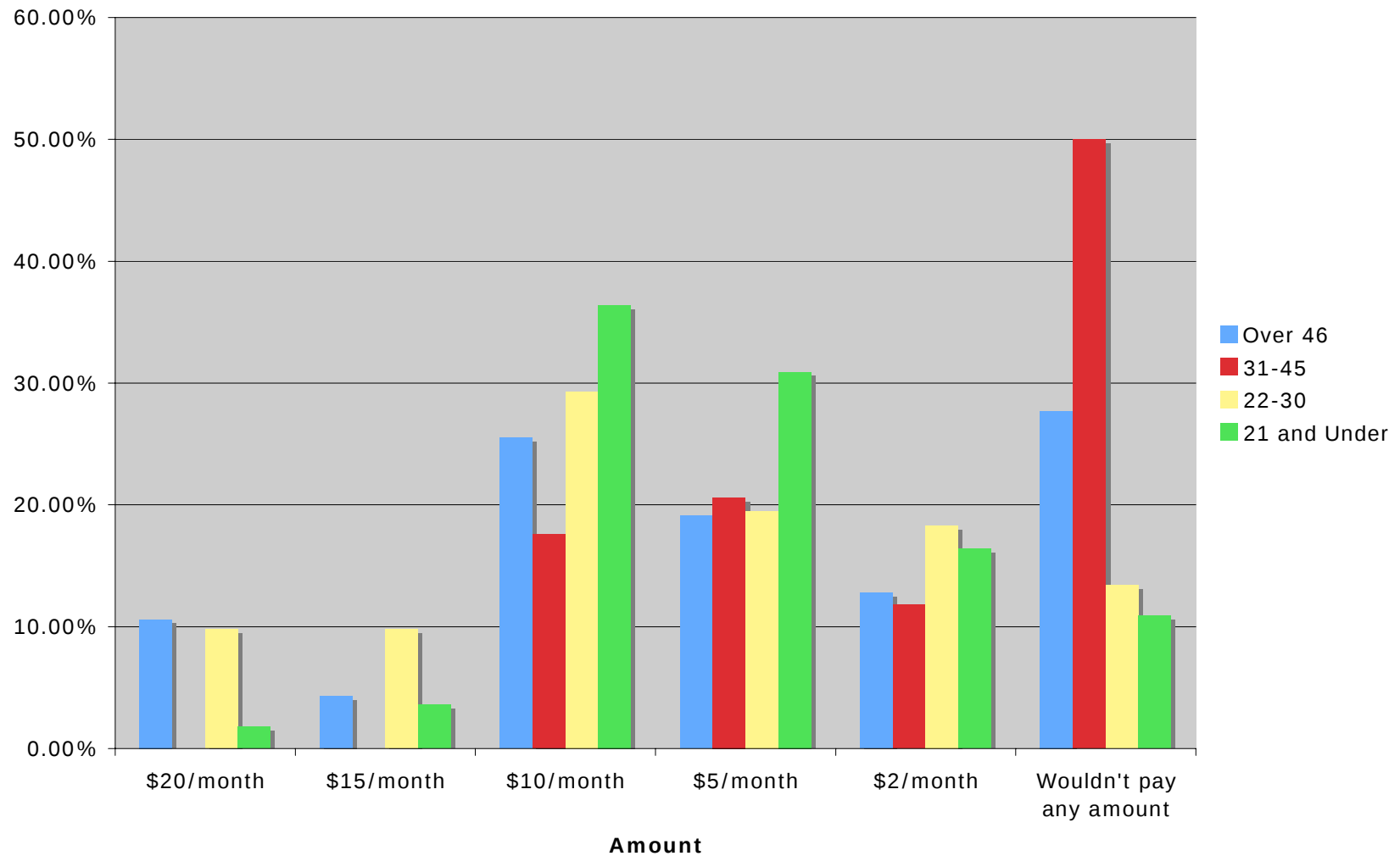


Value questions



Willingness to subscribe

Willingness to pay for subscription



New/old challenge for news media

- *Finding* (or originating) unique, actionable info
- *Sharing* it with right people, right time
- Demonstrating consistent *trustworthiness*
- Assert *value* in doing so
- WHAT'S CHANGED: Platforms, 24/7, “audience”

End of mass markets

- What comes after publishing, broadcasting?
- Automated, customized, one-to-one
- Share payments for custom info, sponsorships
- From gatekeeper to infovalet

Participation: End of advertising?

- Is marketing one-to-one advertising?
- Vendor-delivered direct: Publisher bylass?
- What is your attention worth? To whom?
- Upending marketing: Project VRM

Trust, identity, info commerce

- Journalism not sustained outside print, b'cast
- Advertising abundant, rates fall \$5/CPM vs. \$50
- Result: Journalism not sustained by ads alone
- Value goes to aggregators – Google, Yahoo
- Possible solution: Information Trust Association



The missing piece

- Internet assumed trust and identity
- User names/passwords only partially portable
- Financial accountability not portable
- Opt-in universal account desirable
- Enables instant sharing of valued information

Making the marketplace

- Information unbundled, copyright laws can't fix it
- Consumers sensitive to privacy, see value of their attention
- Advertising morphs to opt-in, targetted, direct marketing
- Gatekeeping publishers will be left out of social stream
- Trust, identity building blocks of new info ecosystem
- Infovalet services earn value by finding what's needed



Blueprint: Gatekeeper to InfoValet

- Information base camps; “infovalets”
- Find, access information from anywhere
- But with method to pay / one account/ID/bill
- Subscriptions, per-click, rewards
- Seven examples – including Visa

News as service -- not product

- Paper merely one delivery system
- Helping user discover, access info from anywhere
- Creating a conversation, community ... network
- Not just about the story; smaller, larger remix
- Convenient, simple access and value exchange
- The news social network . . . TRUST

Elements of new news ecosystem

- “Publisher” ... “broadcaster” anachronistic
- From gatekeeper to InfoValet
- Content atomized, remixed, customized
- So, can’t “own” it all: Content or consumer

NEXT:

- Other industries faced with collaboration challenge

EXAMPLES

InfoValet 



Create playing field, not plays (or prices)

- Underwriters' Laboratories / Bluetooth Association
- Internet Corp. for Assigned Names/Numbers
- Railroad gauge; power grid AC cycles/second
- National Automated Clearing House Assn.
- Digital Publishing Alliance (unincorporated)
- Associated Press / Some trade associations
- The story of Dee Hock, Bank of America and Visa

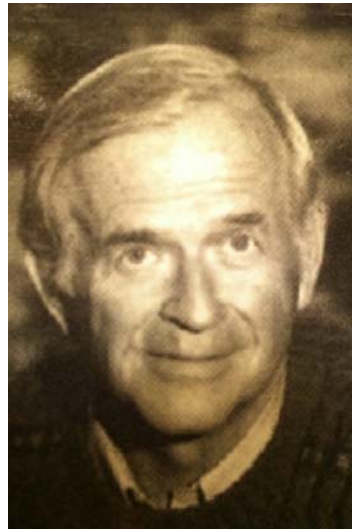
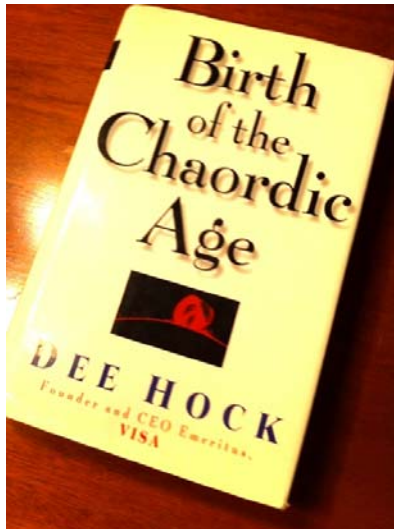
BOOK REVIEW: <http://www.globalhome.com/news/chaordic/bookreview.html>

EXAMPLES



Create playing field, not plays (or prices)

- The story of Dee Hock, Bank of America and Visa



- Biggest challenge: Multiple, diverse constituencies

<http://www.cryptosmith.com/archives/842>

SOLUTION

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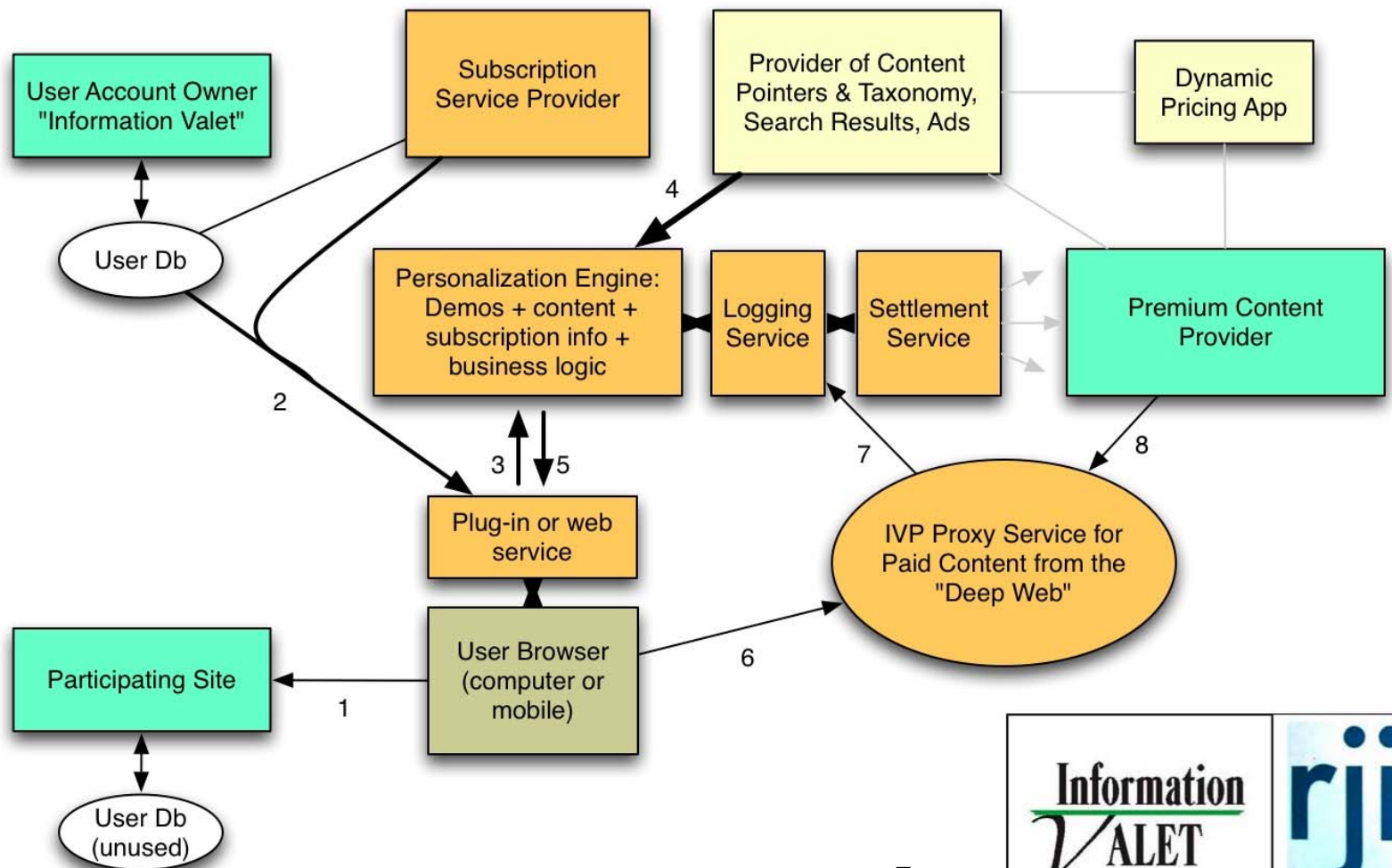
An idea, not yet “proposed”

Information Trust Association

A non-profit association to lead creation of a free market for digital information. It builds on standards, ensures consumer choice and trust, and enables price and service competition. It is broadly, and openly, governed, with a global perspective. The operations it sanctions first benefit journalism, democracy and freedom, ahead of private interest.

Information Valet: The Emergence of the Deep Web

Confidential - Rev. 20090301



How No. 2 can work



SOLUTION

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Why now?

- Newspaper industry in slow, non-cyclical decline
- Some leadership print-focused / survival mode
- Relationships must transcend legacies
(*newspaper, magazine, books, entertainment → new media*)
- Major players moving in key areas
(*Facebook – identity / Facebook Credits*)
(*Google / News Corp. / Ongo / NIM – commerce*)
(*Government – privacy, copyright enforcement*)

SOLUTION

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POTENTIAL ITA ROLES?

- Sustain journalism values, principles, purposes
- Establish voluntary privacy, trust, identity standards
- Research, test, commission key technologies
- Sanction protocols for sharing users/content
- Direct multi-site user authentication services
- Enabling consumer choice for commerce, privacy
 - * *“One account, one bill, one ID, purchase anywhere”*
 - * *But no single owner of all users*

SOLUTION

Information
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PROPOSED ITA STRUCTURE:

- Not-for-profit association, as open as possible
- Initially contracts with RJI-Mizzou for logistics
- Staggered board, 27 seats allocated by 7 types
 - * *Founding members (foundations); publishing members*
 - * *Publishing members; technology members; public members*
- Can own for-profit operating entities
- Or contract with existing services
 - (Such as (not inclusive): Google, JO, Apple, Amazon, AP, Clickshare, CircLabs others)*

SOLUTION

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What are the results and benefits?

- Enables web-wide microaccounting / subscriptions
- Supports “atomized” content, wholesale/retail pricing
- Broadens “deep web” access; not on web today
- Protects privacy: Anonymous, yet identified users
- Enhanced-CPM, precisely-targeted marketing
- RESULT: Convenient, secure access to valued content

Wrapping up

Information
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ITA scenario: Everybody wins?

- World-focused, not-for-profit
- Broad constituencies among directors
- Funding by memberships, transaction fees
- Sustain journalism's values, principles, purposes
- Potential convening host: RJI-Missouri
- (but Mizzou is not owner or controller)



CIRCLABS INC.



One operating idea

- Incubated at the Donald W. Reynolds Journalism Institute at the University of Missouri
- Developed with support from The Associated Press
- Mizzou owns 35% of the company
- First serve went into private beta June 1





CIRCLABS INC.

Circulate™

**News social network for
users, publishers and advertisers**

*A turnkey social buying solution
for newspapers via
a news discovery add-on/app*



CIRCLABS INC.



“So why can’t I have a portable stream of news that I can take with me everywhere? Why can’t it take into account my preferences, my location, the veggies so to speak of news that I should know? **I call this the hyper-personalized news stream.** What form it takes is unclear.”

-- Marissa Mayer, Google, Dec.2009



CIRCLABS' INITIAL SERVICE:

The InfoValet Discovery Service

. . . A tool for knowledge discovery

A customized, user-authorized service which interactively manages local newspaper branding, advertising, personalized news links and social-networking features via a persistent bar across the top of the browser window or a browser app.



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Information discovery

- Circulate discovers and recommends news, info and commercial content relevant to the user's profile preferences
- Preferential recommendations to home base and other Circulate partners
- Over time, asks more questions, makes preference suggestions, improves its recommendations
- Invites optional subscription to premium content; offers per-item priced content; possible network subscription



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Circulate Bar: How it works

- User signs up with home-base participating news site.
- Circulate Bar installs with one click, appears in user's browser window with home- base brand
- User offers voluntary 'persona' -- demographics, information preferences, interests.
- Circulate Bar discovers relevant, trustworthy info
- Invites optional subscription to network resources
- Circulate travels with you wherever you go on the Web.



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How users find Circulate: via home base

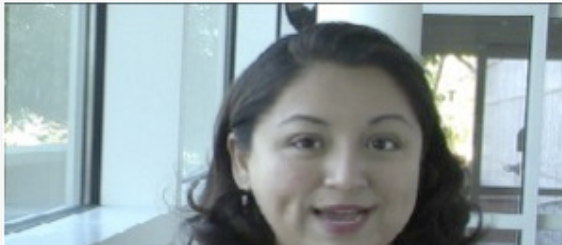
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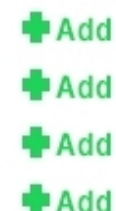
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69°F Overcast | Closings | Mobile | Traffic | Monday, June 14, 2010



Celebrating with pride

Were you Seen at the Capital Pride Parade and Festival in Albany?

- Pride week ends with parade, concert
- PHOTOS: Seen gallery | Parade, festival
- KEVIN MARSHALL: Showing Capital pride
- LIBBY POST: Blog on LGBT issues

More photos ►



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Game developers preparing for diverse E3 show



Did Ward Stone miss West Nile virus signs?



True Mom Confessions: What bad traits did you pass on?



Will they or won't they?

It's decision day for state Senate

- Capitol Confidential | State Worker

LATEST NEWS

- Cops training at Proctors 11:10 a.m.
- Troy man arrested on child sex charges 10:23 a.m.
- State shutdown: Will they or won't they? 12:34 a.m.
- Tea Party favorite Al Roney gets WGDJ show 10:32 a.m.
- Trial begins in death of 3-year-old 8:28 a.m.
- Ward Stone's research role raises doubt 10:19 a.m.
- A comfort zone for new leaders 12:34 a.m.
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- A new try on school plans 6:44 a.m.
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Christopher Hanewinkel/US Presswire

Sea Of Love

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- [Nebraska joins the Big Ten »](#)
- [Smart choice » Big Ten bonanza »](#)
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Do We Stay Or Go?



USC Sanctions



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- Mizzou officials publicly commit to saving Big 12
- Florida suspends WR Hammond after DUI arrest
- Arkansas FB Stumon charged with drunk driving
- Sources: SEC covets Texas, OU for expansion
- Report: Kansas, Mizzou on Mountain West radar
- Ga. Tech's Hall suspended after battery charge
- Report: USC won't lose 2004 AP championship
- Big Ten adds Nebraska from Big 12 | Maisel
- Rumors: Oregon is slowly becoming 'QB U'

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Obama Plans to Force BP's Hand on Oil Spill Fund

The New York Times - 2010-06-13 14:38:51

"The president will use his legal authority to compel them," said Robert Gibbs, the White House spokesman. Mr. Gibbs did not elaborate on the legal basis for such a move but said that White House lawyers have been researching the matter for days. The Read more...



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Obama Plans First Oval Office Speech to Put Pressure on BP



Sean Gardner/Reuters

Workers used pumps to suck up pockets of oil in Bay Barataria near Grand Isle, La., on Sunday.

By JACQUE CALMES

Published: June 13, 2010

WASHINGTON — Searching for a way to satisfy both the United States government and its own shareholders, the board of BP was examining three options for what to do with its next dividend, a person with direct knowledge of the board's discussions said

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CNN - 24 minutes ago

WASHINGTON (CNN) -- Calling for an end to the "don't ask, don't tell" policy and equality in marriage, thousands of gay rights supporters marched by the White House and on to the Capitol to rally.

[Video: Raw Video: Gay Rights Advocates March on DC](#)  The

Associated Press

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Washington Post - Oct 8, 2009 - [all 67 articles »](#)

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MLB.com - 3 hours ago - [all 3,498 articles »](#)

H1N1 flu taking off in U.S., officials say

Reuters - 9 hours ago - [all 6,141 articles »](#)

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FOXNews - 4 hours

The Nobel committee's morning news shows the Peace Prize before the

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By Jonathan Smith

October 11, 2009

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It Won't Come Easy

Chad Ochocinco has been closely covered by the Ravens, who are in quite a battle with the Bengals.

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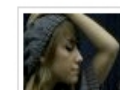
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