



ABOUT THE IVP AND “CIRCULATE”

The Information Valet Project at the Donald W. Reynolds Journalism Institute (RJI) is organizing the an information-industry collaborative to build, own and operate a shared-user network layered upon the basic Internet. The first service is called Circulate™ under development by CircLabs Inc., a startup spun out of this research. (see <http://www.circlabs.com>)

Circulate™ will:

1. Allow end users to own, protect — and optionally benefit by sharing — their demographic and usage data, with the help of their competitively chosen InfoValet™ — such as their local newspaper.
2. Allow online users to easily share, sell and buy content through multiple websites with one ID, password, account and bill.
3. Update the role, effectiveness of, and compensation for online advertising and marketing services.
4. Provide a platform for customizing and personalizing the end-user web experience — a “news social network.”

“Circulate is a service that allows you to have an account at your most trusted Information Valet -- like your local newspaper or public radio station,” says Bill Densmore InfoValet project director. “You can optionally -- it's your choice -- provide profile information about you and you information preferences. The Circulate discovery engine goes to work and finds information around the web that's relevant to you. Privacy, personalization, relevant and unique information and a news social network-- all from Circulate.”

Key value propositions for newspapers

- Framework for sharing revenue when referring your readers to other peoples' stories (“billable hypertext links”)

this page available at: <http://newshare.com/ivp/about.pdf>

- Connective tissue for otherwise siloed advertising, personalization and syndication efforts. (Yahoo, QuadrantONE, Google, Berkman-VRM) Enables a shared-user network for demographics, privacy, content, advertising.
- Method for sharing – yet maintaining and extending value -- of account relationships among nearly 50 million print subscribers for an array of value-added web and wireless services. New revenues from content sales and advertising and sponsored-content views.
- Framework for sharing permission-based demographic profile and personalization information across corporate silos. Revenue from higher CPMs from advertisers and from referral fees for user ownership.
- Tracking, aggregation and settlement of advertising and content syndication relationships by anonymous but unique user. Value ad services to consumer based upon “valet” advisory because of permission-based knowledge about where and what they do on the web.

SELECTED LINKS

- HOME PAGE: <http://www.circlabs.com>
- INFOVALET HOME PAGE: <http://www.infovalet.org>
- JOURNALISM TRUST INITIATIVE: <http://www.journalismtrust.org>
- CONCEPT VIDEO: <http://tinyurl.com/6zguf8>
- EDITORS WEBLOG REPORT: <http://tinyurl.com/aq2f43>
- KEY BLOG: <http://tinyurl.com/6nbz9q>
- SLIDESHOW: <http://www.newshare.com/ivp/rji-process.pdf>
- NINE-MINUTE VIDEO: <http://tinyurl.com/5k8qw8>
- ABOUT REYNOLDS: <http://tinyurl.com/6zkzr4>
- TWITTER STREAM: <http://search.twitter.com/search?q=infovalet>
- RSS FEED: <http://feeds.feedburner.com/infovalet>
- WRAPUP OF DEC. 3-5 SUMMIT: <http://tinyurl.com/5rqp5v>
- WHO PARTICIPATED: <http://tinyurl.com/62yazu>
- THE MIT GATHERING REPORT: <http://mediagiraffe.org/mit>



The Information Valet Project at the Reynolds Journalism Institute
Missouri School of Journalism / 201 RJI Building / Columbia MO 65211
573-882-9182 / mail@informationvalet.org / <http://www.informationvalet.org>