InfoValet™

From IVP and the RJI Innovation Engine:

CIRCULATE ™

The news discovery network

(DRAFT – CONFIDENTIAL)

Bill Densmore & collaborators
May 5, 2009

GoCirculate.com   (under construction)

MISSION

Support authoritative journalism . . . by deploying a disruptive service which will combine a user self-profiling, a networked content discovery and customization service, a news database and one or more registration and/or transaction processors . . . to create a new way for users to discover and – optionally subscribe to – free and premium news and information on the web or mobile.

FIRST APPLICATION

A customized, user-authorized service which interactively manages a persistent bar across the top of the browser window, populating it with local newspaper branding, advertising and personalized news links.

What is Information Valet Project?

- Research effort incubated at D.W. Reynolds Journalism Institute

- Bill Densmore, Jeff Vander Clute, Martin Langeveld, Lee Wilkins, Seth Ashley, Emily Sussman, Steve Mott

- Many other contributors of ideas
  (via http://www.ivpblueprint.org)

Challenge: How to sustain values, purposes of journalism?

- Mass markets splintering

- Search advertising effective competitor *(Google's Schmidt: "invent something")*

- Classifieds done better on the web

- We go anywhere for information-without-walls

- What sustains journalism in this environment?

Rethink: News as service not product

- Helping user discover and access info from anywhere

- Creating a conversation about interests

- Convenient, simple access and value exchange

- The news social network

What's needed? Three elements

- PRIVACY management for consumers; getting value for your 'persona'

- ADVERTISING made more effective through interest-based customization / targetting

- COMMERCE for content – enabling subscription networks and vicarious (per-click) sale to the right person at the right time.

SOLUTION: The Circulate Engine

- A step beyond search – to discovery
- First product: The Circulate Toolbar

HOW IT WORKS

- Consumer signs up with most-trusted local/topical source
- Voluntary "persona" -- demographics, info preferences
- "Circulate Bar" discovers relevant info / offers value
- Optionally makes continuous recommendations
- Applies to news, advertising and new services
- Invites optional subscription to network resources ($3/mo?)

My Circulate News Feed Updated: Monday, May 3, 2:42 p.m. EDT

My News Sources | My Account | Privacy | About Circulate

- Ashfield selectman holds onto seat
- First two towns OK Mohawk-Hawlemont merger
- Keir backbones Pioneer's 7-0 victory

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Tuesday, May 5, 2009

Mayor's family SUV disappears from drive

By Steven H. Foskett Jr. TELEGRAM & GAZETTE STAFF
sfoskett@telegram.com
23 comments | Add a comment

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Post as my status
Post first 100 words
Post as a note

▸ Share this link on Twitter

▾ Recommend this story to Circulate users
Recommend to all my friends
Recommend to specific friends

▾ Recommended by 5 friends
  ▸ Bill Densmore, Williamstown, MA
  ▸ Jeff Potter, Shelburne Falls, MA
  ▸ Barack Obama, Washington, DC
  ▸ Alan Smithee, Hollywood, CA
  ▾ Joe Gunther, Brattleboro, VT
     Facebook | Twitter

12 comments
▸ so the mayor calls the police...
▸ I think 'Enough' got it right...
▸ I agree that this is an irrelevent...
▸ Q, you should work for MSNBC. ...
▸ Are you kidding Mayor Lukes? ...
▸ Dear Ms. Lukes, Are you....
▸ How can people be so calous...
▸ This so called story isn't worth ...
▸ Just a guess....maybe someone ...
▸ no cheap shot 'same ole' ...
▸ It's only the month of May and...
▸ Forget the car, this is one ...
Expand all

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My News Preferences and Sources

▸ Show me local news within `10` miles of zip code `01001`

▾ My news sources

The Washington Post | The Washington Times | The Boston Globe

Washington Post
Add as source

Washington Times
Add as source

Boston Globe
Add as source

See more sources...

▾ My news feeds

  ▾ International news feed

NONE   MAXIMUM

Tanzania, sea turtles, pachyderms, Idi Amin, Nehru, oligarchy, Comcast, LOLCats, World Court, recycling, boustrophedonic writing, Bernard Madoff, Donald Duck

CUSTOM TAG LIST

▸ National news feed

▸ Arts and entertainment news feed

▸ Style news feed

▸ Sports news feed

▸ Opinion/commentary news feed

Circulate: Four core benefits

- Enhanced consumer privacy, personalization, choice

- Method for newspapers to drive traffic to each other's websites.

- Platform for interest-based advertising, increasing its value and relevance to consumers and advertisers.

- Testing network for multi-site subscription service, without arbitrarily "putting up the gates" on news content.

ANALOGIES: Profit by info from anywhere

- *The "Miracle on 34th Street"*

- *Marshall Field: "Give the lady what she wants."*

BENEFITS to the consumer

- Discovery – better than search / info finds consumer

- Privacy control – opt-in or out

- Choice of most trusted "InfoValet"

- Interest-based advertising choice and viewing

- Simple access to valuable content with one account across multiple websites

BENEFITS to the publisher

•No technical implementation required

•Initial approach simple, convenient

•Easy to explain, sell

•Local advertising position on "toolbar"

•Local brand "always on" across web surfing

•Migrate customer relationship to web

•Network-effect for user/content sharing

Making the market for digital information – ADVERTISING

- Rewards for activities, viewing ads, sponsored material

- Example: The Ford Explorer PDF download

- Advertising network based on interest not inference

- Higher CPMs for the news industry

- Consistent with FTC privacy guidelines

InfoValet

Making the market for digital information – NEWS/CONTENT

- Subscription access to selected premium content

- BUT – No arbitrary "pay walls"

- Access by bundle or time across multiple sites

- Publisher can control user relationship
 (unlike Amazon, Apple, Google)

- an earlier iteration . . . Illustrates personalization

InfoValet v
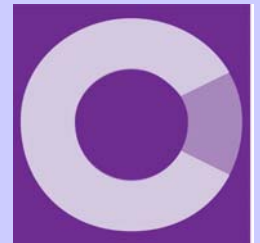
USE CASE: Jeff is a software engineer. Using the Circulate Toolbar, he has profiled himself as follows:

The profiling which informs the news served:

•He is interested in the semiconductor industry.

•He follows John Deere & Co. stock prices.

•He graduated from the Univ. of Kansas.

•He listens to WBUR's "On Point" regularly.

The profiling which informs the text/display ad offers:

•His occupation as a software engineer.

•His expressed interest in cuisine.

•His expressed interest in music.

WHAT HAPPENS?

Customer Care
Place an Ad
Buy Photos
E-Edition Log-in

○ timesunion.com ○ Web Search by YAHOO! **SEARCH**

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BUSINESS ROUNDUP

Intel's challenge to a licensing agreement may present an obstacle to AMD's plans in Malta. (Associated Press)

Intel moves to cancel AMD pact

Six Flags says debtholder won't meet
Momentive posts higher loss for '08
BLOG: Plug Power's $64.3 million loss | The Buzz
MORE: Business section | AMD special section

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Bernanke says recession could end in 2009 📹
MORE: News on the economy

LATEST LOCAL NEWS   More Stories | Photos | Video

Police identify man found dead in Coeymans 📷 NEW
Rash of violent thefts on Albany streets 9:41 a.m.
Several injured in Lake George accident 12:00 a.m.
Momentive posts higher loss for '08 11:11 a.m.
Six Flags says debtholder won't meet 11:13 a.m.
High drama Buskirk man expected to survive 55 a.m.

BEFORE

Soon you can say mail it to Malta 12:36 a.m.
Dunn Memorial job didn't lend itself to night work NEW
Red flags a sign of state's aging spans 📷 7:06 a.m.

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ST. PATRICK'S DAY

St. Patrick's Day celebrations
View photos from around the region
Were you Seen at the parade in Albany on Saturday?
Submit your photos

PHOTO GALLERIES   Buy Photos | All Photos

SIENA SEEN

Were you Seen celebrating Siena's NCAA tourney selection?

TIMES UNION CENTER

Mar. 17
Fleetwood Mac
(Cancelled)

Apr. 17
The Dead

All Event Tickets

Customer Care
Place an Ad
Buy Photos
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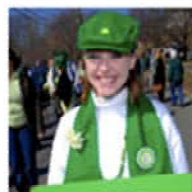
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AFTER

Jeff's InfoValet
Your earnings: 915 credits

InfoValet

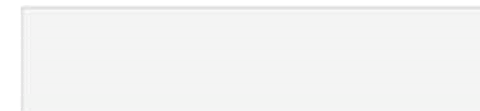### Info for You:
Intel moves to cancel AMD pact
Quad-City unemployment rate jumps to near 7%
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Ad served by InfoValet

SIENA SEEN

Were you Seen celebrating Siena's NCAA tourney selection?

TIMES UNION CENTER
Apr. 30
Dane Cook

Mar. 17
Fleetwood Mac (Cancelled)

All Event Tickets

FUTURE ENHANCEMENTS

- Microaccounting network for content sales

- Aggregate and settlement payments

- Platform agnostic (mobile / eReader) ; multiple "InfoValets"

- Economic purchasing on a per-item basis (music, video, text)

- Enables "public radio model" too (Kachingle, others)
  for third-party trusted content and revenue sharing

Circulate is DISRUPTIVE

Circulate shifts power of consumer relationship back from aggregators (Google, etc.) to content creators/owners as "InfoValets." Initial offering is for news industry.

Circulate is CONVENIENT

The browser function is always with the consumer and provides relevant content wherever they are online. Content comes to consumers, who then click through to participating sites.

Circulate is COMMERCE

Authoritative sources of news and other content now have options for monetizing their property (e.g. subscriptions, per-click) and the ability to experiment with different models. Revenues are shared among publishers.

InfoValet

Circulate is SOCIAL

Vast potential for social-networking tools to stimulate relationships between and among publishers and consumers and among/between publishers.

InfoValet™

CIRCULATE™

. . . Consumers circulate

. . . News circulates

. . . Advertising circulates

. . . Subscribers circulate

Concept demonstration partners for May 27 event in Washington, D.C.
(http://www.journalismtrust.org)

The Associated Press (AP Exchange database)
Lee Enterprises (Quad City Times)
Hearst Corp. (Albany Times-Union)

- InfoValet vision requires multiple steps
- "Circulate" Toolbar is first step
- Vision helps focus next steps

WHO, WHERE, WHEN

- Martin Langveld, Jeff Vander Clute, Bill Densmore

- RJI/Mizzou seeding development

- Startup based in Silicon Valley

- Prototype launch by Aug. 31

Measuring success – outcomes

• Reinvented relationship with citizens

• New business for news organizations

• New ecosystem for news aggregation, customization, sharing

• New revenue besides advertising

• A news social network
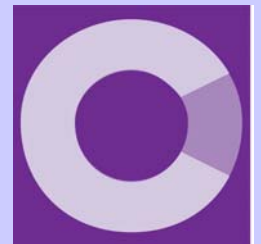
YOU CAN HELP

- •Is this story starting to be clear?

- •How should we illustrate it May 27?

- •Are you interested in testing?

- •Email: densmorew@rjionline.org

- •Bill Densmore: 573-882-9812 / GoCirculate.com