



TRANSCRIPT OF LIVE BLOG – Dec. 4, 2008

The following is a transcript of a “live blog” of the “Blueprinting the Information Valet Economy,” summit. This account was moderated by Chuck Peters, president/CEO of Gazette Communications of Cedar Rapids, Iowa. This represents contemporaneous comments made by Peters and other participants in the summit during sessions on Dec. 4, 2008. For more summit information, go to: <http://newshare.com/wiki/index.php/Blueprint>

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Blueprinting the Information Valet Economy

(12/04/2008)

8:30 **Chuck Peters:** Hello all - Chuck Peters here (cpetersia on Twitter), opening up the live blog of the InfoValet gathering at the Donald Reynolds Journalism Institute at the University of Missouri. Participants are gathering.

8:32 [Comment From Noel B]
good morning

8:33 **cpetersia:** Several Twitterers will be joining directly into the conversation at #infovalet

8:34 **Chuck Peters:** Use Twitter tag of #infovalet

8:36 **Chuck Peters:** There is a video/audio stream at <http://www.ustream.tv/channel/infovalet>

8:39 **Chuck Peters:** If you just have access to email, the email address is infovalet@gmail.com

8:39 **Chuck Peters:** We are being joined by NNA board members who will be meeting here tomorrow.

8:40 **Chuck Peters:** Several participants here are very interested in Semantic Web.

8:42 **thinkbigsmaller:** Excited about starting the #Infovalet program this morning.

8:43 **Chuck Peters:** Greg Schermer of Lee Enterprises is starting his presentation now.

8:43 **Chuck Peters:** We are "oversold" with bad news.

8:44 **Chuck Peters:** Local news and information is still our franchise.

8:48 **Chuck Peters:** Newsrooms are embracing internet, but problems are with system support and process support to manage digital assets appropriately

8:49 **Does your newsroom embrace the internet?**

Yes, and no system changes needed

(0%)

Yes, but slight systems changes needed

(9%)

Yes, but fundamental changes needed

(73%)

No

(18%)

8:50 **Chuck Peters:** Perfect storm of factors causing worst revenue declines in generation according to recent NAA statistics

8:53 **Chuck Peters:** New digital tools include contests, SEM, social networking, banners, SEO, online directories, BT ads, email newsletters, coupons, video, email blasts, mobile alerts, etc

8:55 **Chuck Peters:** APT is Yahoo consortium common ad platform, allowing print advertisers to join with Yahoo to reach 80% of market with behaviorally targeted ads, but all this is not sufficient

8:56 **Chuck Peters:** Community is the heart of "social enablement", integrating social networking, UGC, content aggregation and personalization and integration - Beta site in Racine, url coming

8:58 **cpetersia:** Learning of Lee Racine experiment in integrated Social Enablement at #infovalet

9:03 **Chuck Peters:** Is anyone using video/audio stream?

9:07 **jschooltiger:** I figured there might be younger people here -- no offense to my fellow conferees #infovalet

9:07 **jschooltiger:** #infovalet Just checking to see if the hash tag works. Do I have to be invited?

9:07 **jschooltiger:** #infovalet I'd like to see Lee's numbers for the Post-Dispatch.

9:09 **Chuck Peters:** Metcalf's law of networks shows need for large networks.

9:13 **Chuck Peters:** Once you establish critical mass local network of information, it is a hard position to assail

9:16**Chuck Peters:** 100/10/1 rule All users don't communicate equally. Of 100 users, 90 are lurkers, 10 will interact in easy ways (polls, quick comment), only 1 will be significant contributor

9:17**Chuck Peters:** So, in order to make a network going, need large numbers of users to make it interesting.

9:20**Chuck Peters:** I should have introduced change in speakers. Greg Schermer of Lee was transitioned to Tom Evslin at 9:05, and Tom gave network perspectives.

9:21**Chuck Peters:** We are now taking questions on networks, and standing by for Steve Mott of BetterByDesign

9:21**Chuck Peters:** Examples of effective small networks. Baristanet in New Jersey?

9:24**Chuck Peters:** Steve Mott is being introduced to fill in commerce piece of networks.

9:24**Chuck Peters:** His focus now is on issues of mobile commerce - interoperability and security - for example

9:26**Chuck Peters:** The problem with cash is that it is anonymous - no usable information with transaction

9:27**Chuck Peters:** Social networking allows personalization of buyer experience, permissions allow effective transactions

9:28**Chuck Peters:** Refers to Abe Abreu of e-Me ventures, Web 3.0 connecting concepts, also called Semantic Web

9:29**Chuck Peters:** With 3.0, your preferences need to change dynamically, over time and in various contexts

9:29[Comment From Greg Schermer]

Steve is defining the common terms now in use: Web 1.0 flat data which you sought and were delivered. Web 2.0 where we submit personal information as consideration for joining an interactive network.

9:30**Chuck Peters:** Conclusion - payments are not the thing, getting paid and capturing information is critical

9:31  **thinkbigsmaller:** Presenter discussing my analogy of web 1.0 (connect pages and objects); 2.0 (connects people); 3.0 (connects concepts and meaning).

9:31**Chuck Peters:** Doc Searls is being introduced - Berkman Institute at Harvard - with Vendor Relationship management

9:31**Chuck Peters:** Half of infovalet group familiar with CRM - customer relationship management

9:32**Chuck Peters:** CRM now \$9 billion business worldwide

9:33**Chuck Peters:** VRM - Vendor Relationship Management reverses direction - makes consumers better able to deal with various vendors - not hostile to CRM, both VRM and CRM will evolve

9:34**Chuck Peters:** Currently our consumer data is not portable.

9:35**Chuck Peters:** Need service portability - can't take service history with e-Bay to Amazon. Stuck in "walled gardens"

9:35[Comment From Beth Lawton-NAA]

Vendor Relationship Management... not competitive, but cooperative with Customer Relationship Management by providing users with tools.

9:36**Chuck Peters:** Within a year - NPR tuner on i-phone, with ability to pay what you think service is worth

9:38**Chuck Peters:** Questions for Doc Searls?

9:38**Chuck Peters:** What role does media have in VRM system?

9:39**Chuck Peters:** NPR type app could apply to newspapers or magazines as well.

9:39**Chuck Peters:** Third business model - 1st - subscriptions, 2nd - advertising, third - Paychoice - paying for ala carte use

9:41 [Comment From Greg Schermer]

Doc's vision if it could be achieved could break the chains for newspapers which bind us to advertising as the sole support mechanism for our websites. The notion is to allow content to seek its own level of value.

9:42  **gregschmer:** Great future view by Doc.

9:43  **thinkbigsmaller:** Good discussion about VRM Project:
<http://tinyurl.com/2dsrbp>

9:43 [Comment From Beth Lawton-NAA]

"I've never been able to donate money in under 3 minutes online...." - Doc

9:44  **infovalet:** listening to Doc Searls describe VRM, via Skype

9:44  **cpetersia:** Live video/audio of #infovalet at <http://www.ustream.tv/channel/infovalet> How does it look?

9:44**Chuck Peters:** Introduction of Lillie Coney, discussing Washington views of privacy issues

9:45 [Comment From Damon Kiesow]

I am getting 'offline' indicator at the Ustream channel

9:46**Chuck Peters:** Lillie - We are in a unique historical time - comparing to fundamental evolutionary events

9:46**Chuck Peters:** If ustream channel for live video not working, try <http://univofmo.acrobat.com/infovalet>

9:48**Chuck Peters:** Newspapers had big voice, consumers had very small voice - letters to editor

9:50  **thinkbigsmaller:** Lille Conroy: "We now have our first Internet President". Technology role in campaign's success huge -still, quite powerful as a statement.

9:53**Chuck Peters:** Will we legislate personal information as property right?

9:53**Chuck Peters:** With the first internet president, and millions engaged in the discussions for the first time, how will this affect legislation?

9:54  **thinkbigsmaller:** Lille Conroy: "We now have our first Internet President". Technology role in campaign's success huge -still, quite powerful as a statement.

9:54  **thinkbigsmaller:** Check out project page for live feed platform being used at #InfoValet: <http://www.mediagiraffe.org/>

9:57 [Comment From Beth Lawton-NAA]

Lillie notes that when politicians' constituency is the Internet, it change things in Washington...

9:57**Chuck Peters:** We are taking a break, then heading into breakout sessions, I am

not sure how this will work during breakout sessions. More later

9:58  **thinkbigsmaller**: Check out this ustream Show:

<http://www.ustream.tv/channel/infovalet> InfoValet

9:59 **Chuck Peters**: I will continue live blog in 10 minutes. We are working on live video streaming now.

10:02  **cpetersia**: Restarting live blog of #infovalet in 10 minutes at

<http://tinyurl.com/55ypkv>

10:02  **cpetersia**: Restarting live blog of #infovalet in 10 minutes at

<http://tinyurl.com/55ypkv>

10:05  **cpetersia**: Restarting live blog of #infovalet in 10 minutes at

<http://tinyurl.com/55ypkv>

10:19 **Chuck Peters**: Gathering again, with description of InfoValet project by Bill Densmore

10:20 **Chuck Peters**: What would the entity look like that would allow one ID, and allow enhancement of services by many providers

10:22 **Chuck Peters**: How does InfoValet help sustain journalism? By making it easier to access desired information.

10:24 [Comment From Dan McCabe]

At what point does intellectual property and personal property divide? How will we claim ownership in the future and decide what is personal information and what is intellectual property in an open source world?

10:35 **Chuck Peters**: Break out groups - Advertising/Privacy issues; Business Models, Legal and Marketing; Content; Technology/IP rights

I will continue this blog with Business Models, Legal and Marketing issues.

Intent of each group is to outline structure for new entity - tech and network services company to enhance user experience. What should it be? What are issues?

10:38 **Chuck Peters**: Elizabeth Osder - Need to "amplify" content creation to strengthen network.

10:39 **Chuck Peters**: Now - Content, Advertising, Business Models are focal points for breakouts, with tech attending all three.

10:44  **infovalet**: Breaking into targeted groups at IVP-Blueprint Conference to discuss what the IV would look like

10:45 **Chuck Peters**: Check out <http://densmore.newshare.com/wiki/index.php/Event-blueprint> to review overview of Information Valet project

10:47 **Chuck Peters**: People are leaving for breakout sessions, I will stay here to report on Business Models, legal, marketing issues of Information Valet

10:52 **Chuck Peters**: Elizabeth Osder is moderating discussion.

10:52  **infovalet**: Heading into the content/syndication breakout group

10:53 **Chuck Peters**: Definition of problem - Bill - both practical consumer and social

policy - Social Policy - need journalism - watchdog role - how support?
Consumer - not able to find best information to meet their needs.

10:56 **Chuck Peters:** Elizabeth - Four issues - People are hemorrhaging personal info, others are profiting and giving them less than they need, consumers need to take back control, newspapers could facilitate

10:57 **Chuck Peters:** Problem - advertising model not supporting online content creation

10:58 **Chuck Peters:** Elizabeth - need to focus on creating value in digital economy, product development, not saving newspaper companies

11:03 **Chuck Peters:** How do we get consumers to sign up?

11:04 **Chuck Peters:** Consumer value - More convenient, better info, more secure

11:09 **Chuck Peters:** IV system needs to allocate out money to content providers

11:10 **thinkbigsmaller:** Does news/media have a role in brokering consumer information or is media a participant in a tech-based privacy network?

11:12 **gregschermer:** I am now in the Advertising Privacy session. We are beginning discussions around the needs of those consumers who will use the technology.

11:14 **gregschermer:** Our privacy experts and ethicists note that there needs to be structure and clarity on the business rules prior to deploying the service.

11:15 **Chuck Peters:** Information Valet project suggests that control is in the hands of consumer, and what is the consumer interested in?

11:15 **Chuck Peters:** News and information providers cannot be limited by "packages" whether news stories or coupons

11:15 **thinkbigsmaller:** Correction on earlier name: Lillie Coney, Electronic Privacy Information Center, Washington, DC

11:15 **gregschermer:** Our privacy experts and ethicists note that there needs to be structure and clarity on the business rules prior to deploying the service.

11:17 **Chuck Peters:** How do we make IVP a business?

11:18 **Chuck Peters:** IVP was attractive because we do not live in a trustworthy world. Can IVP bring up level of trust?

11:20 **Chuck Peters:** Check out <http://densmore.newshare.com/wiki/index.php/Event-blueprint> to review overview of Information Valet project

11:24 **Chuck Peters:** Research question - what will people pay for ala carte content?

11:28 **Chuck Peters:** IVP as "connective tissue", allowing process to proceed without interfering. Need - people to participate, ability to adjust profiles, system of governance

11:29 **thinkbigsmaller:** Group discussion stuck on interpretation of privacy issues. See: <http://tinyurl.com/5osf78>

11:29 **Chuck Peters:** Potential entities - legal entity to negotiate rules of interaction, but not into transactions, similar to Bluetooth.

11:31 **Chuck Peters:** Royalty free licenses if you play by rules

11:31 [Comment From Cynthia]

I'm still wondering about the biz model for IVP.

11:32 **Chuck Peters:** Bluetooth is a not for profit trade organization, with membership

fee, toward perpetuation of organization

11:33 **Chuck Peters:** Another way would be cooperative, based on usage. Another way is LLC, which is a "pass through" to participants

11:34 **Chuck Peters:** Tom Moody explaining LCCC.

11:40 **gregschermer:** The bottom line: There must be transparency and clarity between the user and the business who would capture and use the user's information.

11:43 [Comment From Greg Schermer]

Greg is twittering from the advertisers/privacy session.

11:45 **Chuck Peters:** Consumers need maximum anonymity and maximum access to information

11:46 [Comment From Cynthia]

www.reelchanges.org & www.spot.us just mentioned

11:47 **gregschermer:** Three different problems: A policy management issues, implementation is the newspaper the destination or an independent service

11:47 **gregschermer:** Finally there is the relationship between the consumer and the service.

11:51 **gregschermer:** The permissions granted need to be transitory, not permanent. There must be opt-in and opt-out mechanisms.

11:54 [Comment From Cynthia]

Biz model just proposed -- you can see teaser of article but you either have to pay for whole article OR you can agree to reveal some demographic info. This implies an advertising model that uses that demographic info. But how effective is non-search online advertising as a revenue stream?

12:00 **Chuck Peters:** Has to be started by major players, then opened up to bloggers.

12:06 **Chuck Peters:** Need to change how we present information to people.

12:08 **gregschermer:** Small payments to the contributors is critical to sustaining the model. Greg is Twittering from Advertising/Privacy group

12:09 **gregschermer:** Small payments to the contributors is critical to sustaining the model. Greg is Twittering from Advertising/Privacy group

12:09 **Chuck Peters:** Stakeholders - Content creators, content consumers, commerce players, aggregators of content, Content subjects (educators, regulators, local governments)

12:12 **Chuck Peters:** Value created for content creators - focused reach, extended reach (long tail), making money (rents), a business that works

12:13 **Chuck Peters:** Value for consumers - convenience, security, privacy, monetize relationships, relevant content, (saving time and money), reduced friction, ability to influence development,

12:14 **Chuck Peters:** Value for commerce partners - trusted access to nodes, access to content, unique access to consumers, more effectively

12:19 **Chuck Peters:** Value to aggregators - easier customer access, antidote for Google, scale (open ID), new customers from platforms, differential pricing

12:19 **Chuck Peters:** Educators value - access to different genres of communication, access to new business models, narrowcasting, instead of broadcasting

12:20  **gregschermer**: There is agreement around the need for a trusted valet with rights management which can provide portability to facilitate transactions.

12:21  **gregschermer**: Newspapers do not want to invest in building the commerce engine,

12:21  **gregschermer**: Would prefer to focus on the content aggregation and new services which can be marketed to consumers and advertisers.

12:23 **Chuck Peters**: Value to regulators - (beneficiary not stakeholder?) - self policing organization, better regulation, ability to generate new ideas and better ways of doing things

12:23 [Comment From Cynthia]
Greg -- is advertising the biz model?

12:24 **Chuck Peters**: Break for 10 minutes

12:30 [Comment From Greg Schermer]
Not necessarily. With the Valet concept you could create new compensation schemes. Some directly for micro payments from consumers to providers.

12:53 **Chuck Peters**: Content group questions -

Definition of content - news as process, not product

Define role of journalists and journalism

Define information valet? Possible definition - centralized place in which news providers exchange with each other and users things about value, relationships, reputation, information and money - Ex - common registration and paypal

12:59 [Comment From Cynthia]
Advertising group focused on legal structure. What about ad revenue? Aren't display ads dead?

1:00 **Chuck Peters**: Advertising group issues -

Privacy - Legal conformance, consumer opt-in and control, information within context, non-profit like ISO?, need to be proactive so bad laws not enacted, transparency with consumers as trust is critical

Services - Connect payments - micropayments to consumers, needs to work with existing systems (blogs, etc)

1:00 [Be Right Back Countdown] 60 minutes

2:06 **Chuck Peters**: Back to work on creating architecture for Information Valet

2:09 **Chuck Peters**: Summary of morning session breakouts at <http://newshare.com/wiki/index.php/Blueprint-bullets>

2:11  **thinkbigsmaller**: Group trying to write elevator pitch for #infovalet.

2:16 **Chuck Peters**: Getting something started - need visionary entrepreneur, builder

and marketer

2:24 **Chuck Peters:** Need visibility and ease of use for adoption of new technologies, so need large early adopters to get sufficient scale.

2:28 **Chuck Peters:** IVP - A computerized community-based ecosystem that enables consumers to opt in to convenient, secure and private information exchange with trusted providers of online content, products and services where the relationship value of the consumer is captured and married, to optimized positioning of seller offerings

2:29 **Chuck Peters:** How would you explain the above to your grandmother?

2:29 [Comment From Beth Lawton-NAA]

What is the simple proposition that a consumer is going to buy into the same way they bought into Google... Trying to craft a statement that explains the benefits of the Information Valet service to consumers.

2:33  **infovalet:** Trying to nail down a proposition about Information Valet that's easy to understand.

2:34 [Comment From Cynthia]

How can InfoValet corral private info when sites like Facebook, Digg, Friendfeed, StumbleUpon, Flickr, Amazon, Google, Twitter, etc. etc. already have tons of private info about people? To say nothing of what's generally available with a simple Google name search. Are we trying to close the doors after the horse is already out of the barn?

2:42 [Comment From Greg Schermer]

Information Valet is an enabling technology which facilitates information exchange and commerce. It is not a service which creates walled gardens of information. That is up to the provider and the consumer and online users will judge the value.

2:51 [Comment From Cynthia]

<http://venturebeat.com/2008/12/04/facebook-to-google-my-connect-is-bigger-than-yours/>

2:51 [Comment From Cynthia]

above URL is from VentureBeat titled: Facebook to Google: my Connect is bigger than yours

2:57  **cpetersia:** Trying to define tool of Information Valet at #infovalet at

<http://tinyurl.com/55ypkv>

3:06  **infovalet:** Gravitating towards

Version 4

3:09  **infovalet:** "a permission-based ecosystem assuring privacy to share your information so that content providers and partners can create a structure...

3:09  **infovalet:** "...to provide you with content, applications and incentives tailored to you and your needs."

3:10 **IVP - A permission-based tool that allows you to, in a trustworthy way, share your information so that content providers and partners can provide you with content & applications tailored to your needs**
Sufficient definition?

(50%)

Needs work

(50%)

Suggest other ideas on live blog?

(0%)

3:10[Comment From Beth Lawton-NAA]

Version 4: fitting in the opt-in piece, the privacy protections and commerce abilities...

3:15[Comment From Bob Brown]

Still doesn't clear define customer benefit... similar to the ABS Brake analogy, we don't care how we just need to know what the outcome is to expect... save time and money enrich your experience in a secure web environment

3:17[Comment From Cynthia]

Remember AllAdvantage? "Get Paid to Surf the Web"?

<http://en.wikipedia.org/wiki/AllAdvantage>. Are we headed there?

3:31 **Chuck Peters:** Stuck on definition of Information Valet. Progress soon?

3:36  **cpetersia:** Checking out #MrTweet, a personal assistant for discovering the great followers and influencers in my network: <http://mrtweet.net?c=6!>

3:41[Comment From Cynthia]

I'm checking out MrTweet too...thanks for the tip. I signed up I am waiting for it to tweet me.

3:46 **Chuck Peters:** Looking at video - Google the term " User-Centric Identity "

3:47[Comment From Greg Schermer]

Or.... See user centric identity on You Tube for a great video on this concept.

3:49[Comment From Beth Lawton-NAA]

<http://www.youtube.com/watch?v=edrcv-xUFtM>

3:56 **Chuck Peters:** Still discussing video at <http://www.youtube.com/watch?v=edrcv-xUFtM>

3:59  **infovalet:** Listening to Charles Andres talk about the Information Card

4:05[Comment From Mo Krochmal]

FYI -- MrTweet takes a few days (5 in my case) to process your information and reply back to you.

4:05[Comment From Beth Lawton-NAA]

Link to Information Card Foundation: <http://informationcard.net/>

4:17**Chuck Peters:** Hey Nancy, Twitter was down this morning, when you get this message can you call, I'm dying to know what you had for breakfast? Thanks.

From <http://danhollings.posterous.com/lol-8-silly-twitter-jokes-that>

4:18**Chuck Peters:** With that, a 10 minute break!

4:20[Be Right Back Countdown] 10 minutes

4:47**Chuck Peters:** If I only have 10 minutes to live, I want to go on a 10 minute break at a conference!

4:59[Comment From Cynthia]

Here is what I think about advertising and news...“Is longtime marriage between news & advertising one of convenience? Both needed delivery platform. Internet enables divorce. #infovalet” It makes sense to split content and ad apart...even if I as a consumer are ready to by a refrigerator, and the news site even KNOWS this, it doesn't help to display a refrigerator ad next to the news I'm reading about Mumbai. I'm not thinking about that refrigerator right then. News and ads have only been bundled because they needed a delivery platform (print, radio, broadcast) and it was cheaper to bundle them together (although some unbundling has happened already e.g. QVC, infomercials). But if I am thinking about buying a refrigerator, I want to see all the ads at once, at MY convenience. That's why search advertising is so effective. A site that ONLY delivers advertising could be very useful.

5:01**Chuck Peters:** Signing off for now. See you tomorrow morning at 8:30. Probably new address!

Chuck

5:03



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