DISCUSSION DRAFT

The Information Trust Association

MISSION, VISION, OBJECTIVES *(discussion draft-06-14-10)*

The mission of the Information Trust Association is to help sustain, update and enrich the values and purposes of journalism through collaboration with news media, other enterprises, the public and public-focused institutions to discover and champion viable business models for online journalism.

Our vision, in collaboration with others, is to build an online ecosystem that delivers value to networked end users and sustains news content creators. We will do this while providing strong control for users of their demographic and financial data within a redefined reader-advertiser relationship.

Six strategic objectives face the news industry if it is to "cross the chasm" from the old world of mass market content-reader-advertiser *products* to a new *service* world of social networks, collaboration and customized value exchange. As *core objectives,* the industry must leverage:

> a. Multimedia, unique local or topical information
> b. Social networking through news and information sites
> c. Contextually relevant content delivery (personalization)
> d. Broadened "Deep Web" access
> e. Enhanced-CPM, precisely-targeted ad delivery
> f. Convenient, secure access to paid content

ITA will therefore act to enable:

- Migration of the news industry to a new trust relationship with users of multimedia platforms, leveraging the value of deep, unique, local or topical information.

- Social networking that operates through news and information content web sites at all levels from local to international.

- Delivery of contextually-relevant content resources to networked site visitors through persistent search and other methods.

- Easy, low-cost access to "Deep Web"[1] and other content now stored behind pay, registration, membership and proprietary barriers.

- Delivery of high CPM, precisely targeted advertising and other commercial content relevant to a reader's expressly shared demographic profile, social networking connections, ad content preferences and browsing history.

- Convenient, secure access to paid content.

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[1] -- A "vast Web of hidden data: financial information, shopping catalogs, flight schedules, medical research and all kinds of other material stored in databases that remain largely invisible to search engines." (The New York Times, Feb. 22, 2009, "Exploring a deep web that Google can't grasp," by Alex Wright.)