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# Ideas to practice:
# The Information
# Valet Project

Bill Densmore, consulting fellow to the

## Donald W. Reynolds Journalism Institute

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Nov. 4, 2010 / "Brown Bag"
Tucker Forum / Gannett Hall
This presentation will be at:
http://www.newshare.com/tucker.pdf

IDEAS.

EXPERIMENTS.

RESEARCH.

SOLUTIONS.

rji donald w. reynolds journalism institute

Missouri School of Journalism
University of Missouri

**InfoValet** v

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# Slides detail (we'll just skim)

- Content convergence – info from anywhere

- 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/tucker.pdf**

Information
**T R U S T**
Association

# How it started

BUILDING THE INFORMATION VALET ECONOMY:
Sustaining news and information through a shared-user network

A research proposal for the
Donald W. Reynolds Journalism Institute,
August, 2008-May-2009

By Bill Densmore[1]

April 21, 2008

To sustain an information valet economy — and along with it both participatory democracy and journalism — the next-generation Internet needs a user-focused system for sharing identity, and for exchanging and settling value for digital information.

This system should provide payments for the sharing of text, video, music, game plays, entertainment, advertising views, etc., across the Internet. It could, for example, manage background payments for newspaper content that is repurposed for advertising gain by bloggers.

## Excerpting "The State of the Media, 2007": Finding an economic model

The Project for Excellence in Journalism produces an exhaustive annual report entitled "The State of the News Media". The 2007 report includes this statement:

*The evidence is mounting that the news industry must become more aggressive about developing a new economic model. The signs are clearer that advertising works differently online than in older media. Finding out about goods and services on the Web is an activity unto itself, like using the yellow pages, and less a byproduct of getting news, such as seeing a car ad during a newscast. The consequence is that advertisers may not need journalism as they once did, particularly online. Already the predictions of advertising growth on the Web are being scaled back. That has major implications*

**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

# Using the RJI process:

- 1. Ideas

- 2. Research

- 3. Experiments

- 4. Solutions

  . . . FELLOWSHIPS

# IDEA: 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?

# First, the need to collaborate

- Opportunity: D.W. Reynolds Journalism Institute
- Urgent task: Advance methods to sustain journalism
- Trust, identity, privacy, advertising, commerce
- Many contributors of ideas (via "Blueprint" events)
- (http://www.ivpblueprint.org  -- Dec. 3-5, 2008)

# PRIVACY : / TRUST

- LEGAL CONFORMANCE
- CONSUMER: OPT-IN + CONTROL
- INFORMATION WITH CONTEXT
- NON-PROFIT ENFORCEABLE OASIS?
  OMBUDSMAN STDS ORG. ISO? NIST?
- REALITY: ANTICIPATE STATE LAW, SOME FED. LAW
  PROACTIVE EFFORTS BY ORG'S, TECH, JOURNALISTS
- TRANSPARENCY: BY PROVIDERS TO CONSUMERS
- TECHNOLOGY MUST BE DESIGNED TO REFLECT
  PRIVACY POLICY — RIGHTS
                   — LAWS

# SERVICES

- CONNECT:

READERS /
PAYMENT BY CONSUMERS
BY ADVERTISE[RS]

TO:

CONTENT CREATORS

- JOURNALISTS
- BLOGGERS / STRINGERS

FACILITATING TECHNOLOGY:
MEDIA REP. (NEWSPAPERS)

- REALITY: MICROPAYMENTS

DIRECT CHANNEL (LONG TAIL)
WORKS WITH EXISTING STRUCTURES:
- WEB PRESENCE (NEWSP)
- BLOGS, SOCIAL NETWOR[K]

DATA SHARING: FOLLOWS OECD GUIDELINES
: TRUSTED, OPT. IN

# Next: Undertake 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)

# RESEARCH: Starting points

- Less than one percent of time spent online is at daily newspaper Web sites. (Nielsen, NAA)

- The average newspaper site visitor spends about one minute per day. (Nielsen, NAA)

- Daily newspaper print readership has been in steep demographically driven decline. (Pew)

- More people get their daily news from the Web than from daily newspapers. (Pew)

- The question: how to pay for, and profit from, an online news ecosystem

## 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

| Options | Example | Perceived Advantages | Perceived Shortcomings |
|---|---|---|---|
| Charge for online only<br><br>Online premium info | Tulsa World<br>Arkansas Democrat-Gazette<br>Bend Bulletin | Promotes perception that content has value for specific online access;<br><br>Generates revenue | Can reduce visits and viewership and impact ad revenues<br><br>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*

# 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 stead fast 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

• People in their 50's were especially uncomfortable with 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 ages groups were noticeably uncomfortable 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 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.

# 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.

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# Testing the millenial 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
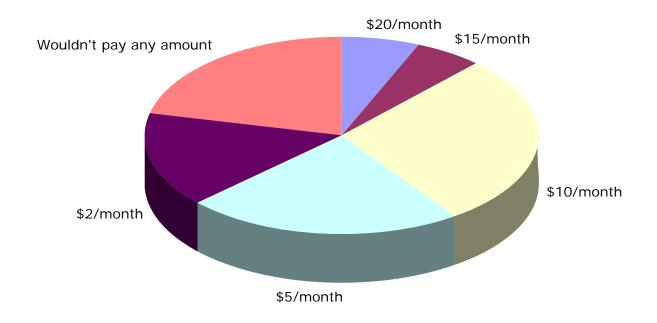
# Selected findings -- Privacy

- <u>Younger consumers are willing to give up information about them if they get value in return</u>. 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

**Willingness to pay per story**

# Selected findings  -- paying



25 cents per item

15 cents per item

10 cents per item

Wouldn't pay any amount

5 cents per item

1 (one) cent per item

2 cents per item
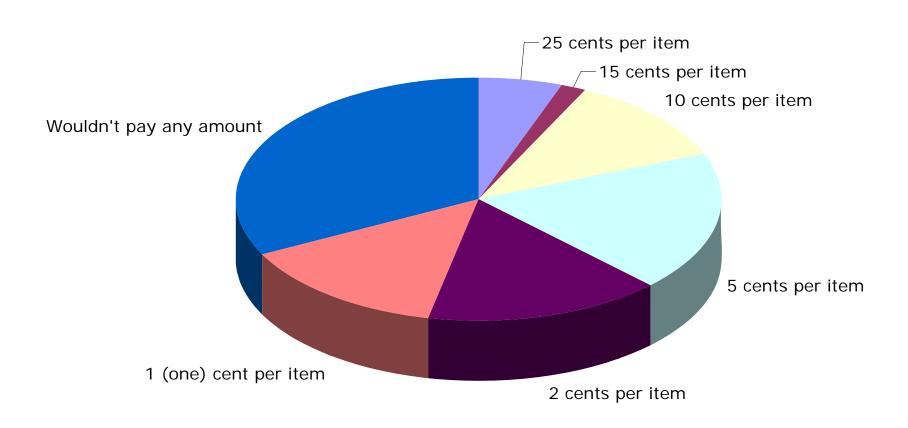
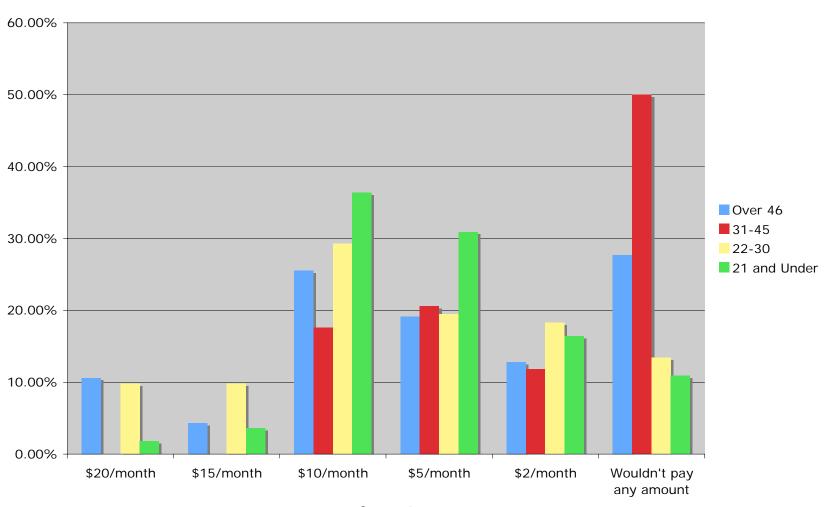# Value questions

## Willingness to subscribe



Willingness to pay for subscription

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# 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

# Solution #1: Discovery

**Circulate™ -- A news social network for users, publishers and advertisers**
*A turnkey social buying solution
for newspapers via
a news discovery add-on/app*

• Incubate at RJI; initial support from The AP

• Mizzou owns 35% of the company

"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*
*was VP search/user experience*
*(now in charge of "local" for Google)*

# 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 <u>or a browser app.</u>

# 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

# 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.
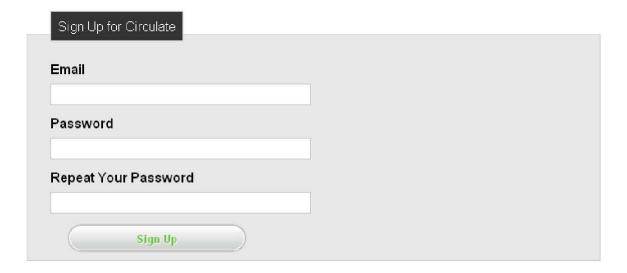
# How users find Circulate:
# via home base

# Circulate Bar: Signing up

CIRCULATE

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CIRCULATE™    Back to Browsing

| Places | People & Organizations | Topics |

**Add New Topic**

**My Topics**

- Affirmative Action ✖
- Alternative Energy ✖
- Carbon Footprint ✖
- Economic Recession ✖
- Economic Stimulus ✖
- Energy Independence ✖
- Environment ✖
- Green Energy ✖

TRY IT:

www.gocirculate.com

(quiet please – ask for invite:
beta@circlabs.com)
(limited content)

**Suggested Topics**

- Paraguay (2010 World Cup) ✚ Add
- Essex County Cricket Club ✚ Add
- New York Fashion Week ✚ Add
- RV Travel ✚ Add

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## 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 ▶

Were you Seen at the Capital Pride Parade and Festival?

Did Ward Stone miss West Nile virus signs?

Game developers preparing for diverse E3 show

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.
- Fresh start for Spa park spring pavilion 6:44 a.m.
- A new try on school plans 6:44 a.m.
- Saying it with pride 6:44 a.m.

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... watching the World Cup at Wolff's?

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- Obama plans fourth tour of Gulf oil spill
- Police: 20th body found in Ark. flooding disaster

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### Sea Of Love

With its Big 12 marriage of convenience over, Nebraska found a perfect match. Its leap into the waiting arms of the Big Ten sparked a Lincoln lovefest. Ivan Maisel »   Blog »

- Nebraska joins the Big Ten »
- Smart choice » Big Ten bonanza »
- Buffs to Pac-10 » Watson: CU joy »
- Blogs: Big 12 » Big Ten » Pac-10 »

Christopher Hanewinckel/US Presswire

Colorado Excited About Joining Pac-10

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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
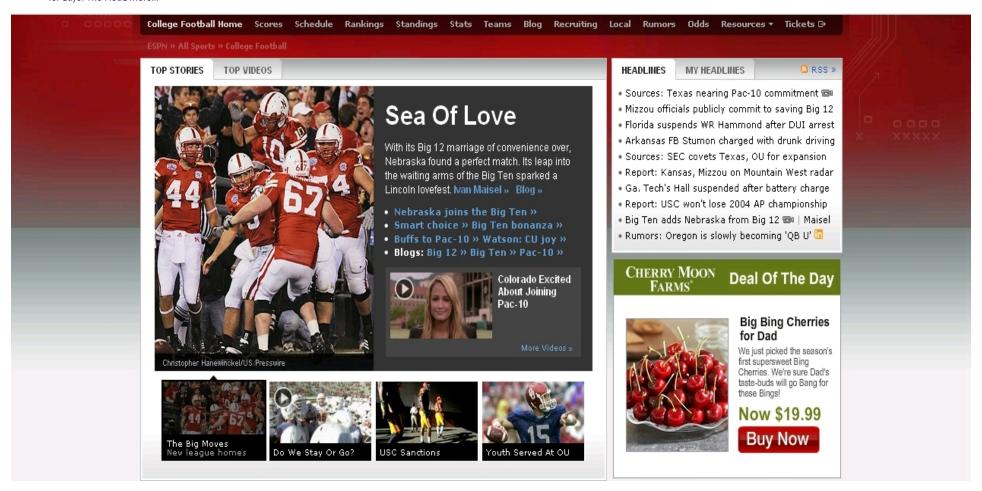- Rumors: Oregon is slowly becoming 'QB U' 🔗

## 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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Christopher Hanewinckel/US Presswire

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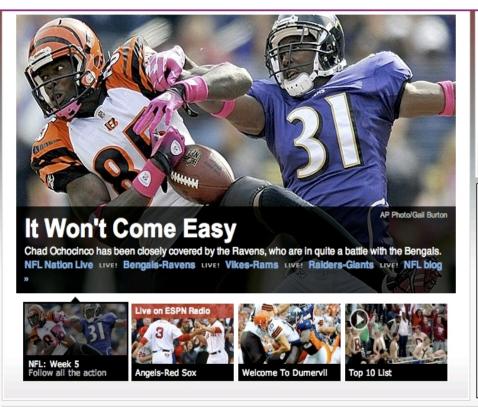- Rumors: Oregon is slowly becoming 'QB U' 🔗

## Economic conditions predicted to ease in Midwest (Quad-City Times)

By Jonathan Smith
October 11, 2009

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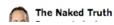
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## Obama Plans First Oval Office Speech to Put Pressure on BP



Sean Gardner/Reuters

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

By JACKIE 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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WilliamsCollege RT @interndcps: @WilliamsCollege @NorthwesternU @UCLA App Deadline for DC Public Schools Summer Internship - 3-31. Spread the word! http ...

WilliamsCollege RT @HarvardResearch: Astronomers find 2 quasars that may date from an epoch when dust was first being made in the universe http://ow.ly/ ...

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**Kris Krüg** "The Evolution of the Modern Blockbuster" by Matt Zoller Seitz, and Aaron Aradillas http://bit.ly/qsdwL was my fav & a good place to start
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**Kris Krüg** watch Matt Zoller Seitz's video essays at L Magazine. he's really, REALLY good. i watched every single one last night http://bit.ly/Toxyv
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**Christen Lien** "They" being the radio... 107.1 FM
18 minutes ago via Mobile Web · Comment · Like

**Christen Lien** They played several songs from the album. *swoon n' gasp*
19 minutes ago via Mobile Web · Comment · Like

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2

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Summer 2009

**Dan Reines** The kid's alright.
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**Janice MacDonald** where was he?
6 minutes ago

**Emma Tourtelot** How grounded is balloon boy's brother?
!
4 minutes ago

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**Christina Larsson** has realised what it is that makes her feel so 'uneasy'... Skara is too 'quiet', apart from two incidents there's been nothing really?!! Feels a bit eery...
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**Janice MacDonald** Make your own Kanye West for a friend with Kanye West your friends, only takes 30 seconds –
http://apps.facebook.com/kanyewest_fb/index.php

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Chavez says Obama did "nothing" to deserve Nobel  Reuters
Washington Post - Seattle Post Intelligencer - cbs4denver.com - Wikipedia: 2009 Nobel Peace Prize
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### Pakistani Police Had Warned Army About a Raid

New York Times - Jane Perlez - **2 hours ago**
ISLAMABAD, Pakistan - The mastermind of the militant assault on Saturday that shook the heart of the Pakistani military was behind two other major attacks in the last two years, and the police had specifically warned the military in July ...
Video: Pakistan Army Rescues 22, Ends Siege of HQ The Associated Press
Pakistani Taliban Raid on Army Command May Speed Counter-Strike  Bloomberg
Hindu - Reuters - Daily Times  - Wikipedia: 2009 Pakistan Army General Headquarters attack
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# Benefits to the consumer

- Discovery – better than search / info finds consumer
- A hyperpersonalized news stream – content relevant to user-expressed preferences, demographics, and browsing paths
- Privacy control – opt-in or out; access, edit or delete your data
- Choice of most trusted "home base" publisher
- Advertising tailored to your expressed preferences
- Simple access to valuable content with one account across multiple websites

# Benefits to the publisher

- No technical integration required for basic implementation

- Easy to explain and sell to consumers

- Enhances publisher's Web site traffic

- Local and national interest-based advertising

- Local brand "always on" across Web surfing

- Enhance, solidify relationship with customers

- Platform for experimentation with different models of paid content

# Multiple revenue opportunities

- Increased, higher-value traffic to participating sites: local site revenue
- Preference-targeted text ads on the bar
- Preference-targeted display ads in expanded mode
- Future: affiliate and lead-generation revenue
- Future: branded and paid-curation channels
- Subscription and per-time content sales

# Revenue options

- Subscription – channels, packages
- Per click – or "public radio"
- Advertising – user specific
- Commerce – Referral fees
- Publishers maintain user
- Share revenues across network

# Business models – ADVERTISING

- Rewards for activities, viewing ads, sponsor material

- Example: The Ford Explorer PDF download

- Ad network based on interest not just inference

- Higher CPMs for the news industry

- Consistent with FTC privacy guidelines

# CircLabs / Circulate Status

- Firefox-only browser-add-on private beta

- But … Java-script issues / pulled back from public launch

- Now developing web-page interface for Missourian

- Should go live in December / January

- Looking at iPad solution (Safari / HTML5)

- Methods to charge in 2011 / ad personalization

- "News social network" / Twitter-feed analysis

**Request beta access:  beta@circlabs.com**

**Scoping problem**

# 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

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# The new marketplace

- Mass markets splintering

- Information unbundled, copyright laws can't fix

- Consumers sensitive to privacy, see value of their attention

- Advertising morphs to opt-in, targeted, direct marketing

- Gatekeeping publishers will be left out of social stream

- Trust, identity building blocks of new info ecosystem

# The missing piece

- Internet assumed trust and identity

- User names/passwords only partially portable

- Financial accountability not portable

- Opt-in universal accuont desirable

- Enables instant sharing of valued information

# SOLUTION #2: Collaboration

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

# Google saw this in 2001

- "One risk of that is that people don't get paid for their content, which is clearly a problem. I'd personally like to see a model where you can buy into the world's content. Let's say you pay $20 per month and get access to everything in the world. Somebody else needs to figure out how to reward all the people who create the things that you use."

  - *Larry Page,Google co-founder in speech to The Commonwealth Club, March 21, 2001*

# And in 2005:
# Schmidt: Compensating all parties

- "Everyone is waiting for a good way to reach a new set of customers in a way that provides appropriate compensation for all the parties . . . It's just not been invented yet. People are experimenting, I'm sure it will come."

  ■ *Eric Schmidt, Google CEO, quoted by The Financial Times, June 27 2005, in an article about paying for video content on the web.*

**GAME ON!**

**•AGGREGATORS VS. NEWSPAPERS AND THE FUTURE OF ONLINE NEWS**

# The Biggest Overall Problem?

**The Post-Scarcity Economy\* --
Information is abundant.
Insight isn't.**

# U.S. newspapers serve:

- 40 million+ paying customers;
- 100+ million "users"

# Challenges:

- Extend relationships beyond news(paper)
- Add users to a 'news social network'
- Empower consumers to own 'persona'

# 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

# 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

# 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"

# Siloed "solutions" considered

- Protect print by charging for all online content
- Charge for niche content and archives
- Membership model: Special privileges, services
- Associated Press' 3 Ps: protect, point, pay
- Proprietary bundled applications (iPad)

# SOLUTION / working "hypothesis"

- An information-industry collaborative

- Build, own and operate a shared-user network layered upon the basic Internet.

- Allowing end users to:

  - Own, protect, share demographic and usage data
  - Update role, effectiveness, compensation for advertising
  - Advertising delivered directly, publisher "marketplace" gone
  - Easy sharing, selling, purchasing of online content
  - One ID, one account, one bill

Information
**T R U S T**
Association

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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.

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# Why now?

- Newpaper 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)*

# 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

# InfoValet v

# rji

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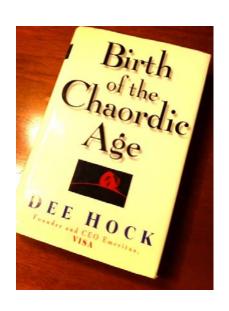- The story of Dee Hock, Bank of America and Visa

  BOOK REVIEW: http://www.globalhome.com/news/chaordic/bookreview.html
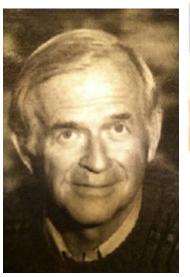
# Create playing field, not plays (or prices)

• 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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**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**

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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)*

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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

# ACTION STEPS

FTC testimony: JTA/ITA

# ACTION STEPS

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# Board/member composition

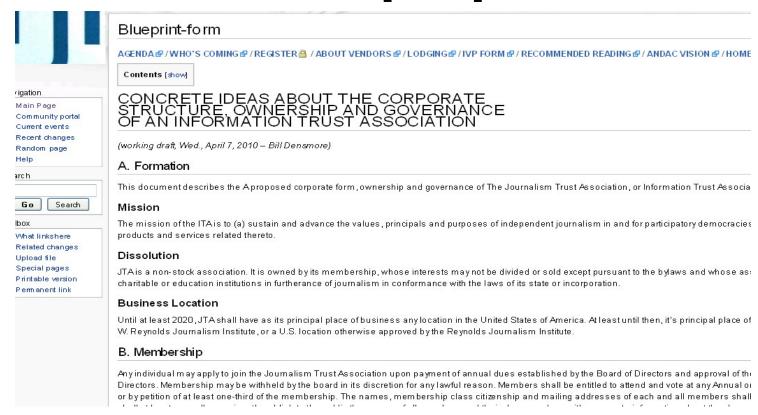| Class | Max. seats | Terms | Dues |
|---|---|---|---|
| A – Founding Members | 7 | 1 – Four-year / initial four<br>2 – Four-year / initial three<br>3 – three-year / initial three<br>4 – Three-year/ initial two<br>5 – Three-year / initial one<br>6 – Two-year / initial two<br>7 – Two-year / initial one | Initial:<br>$50,000<br>Annual:<br>$10,000 |
| B – Publishing Members | 5 | 1 – Four-year / initial three<br>2 – Three-year / initial two<br>3 – three-year / initial one<br>4 – Two-year/ initial two<br>5 – Two-year / initial one | Initial/Annual:<br>$100,000 –<br>$1,000 depending on<br>revenue/size formula<br>TBD |
| C – Contributing Members | 4 | 1 – Three-year / initial three<br>2 – Three-year / initial two<br>3 – three-year / initial one<br>4 – Two-year/ initial two | Initial/Annual:<br>$250,000-<br>$1,000 depending on<br>revenue/size formula<br>TBD |
| D – Technology Members | 3 | 1 – three-year / initial two<br>2 – Two-year/ initial two | Initial/Annual:<br>$250,000- |

Stalking horse . . . Founding members will sort out . . . React?
(http://www.newshare.com/wiki/index.php/Blueprint-form)

# ACTION STEPS

## Information **TRUST** Association

![rji logo]

# JTA structure proposed



### Blueprint-form

AGENDA / WHO'S COMING / REGISTER / ABOUT VENDORS / LODGING / IVP FORM / RECOMMENDED READING / ANDAC VISION / HOME

Contents [show]

#### CONCRETE IDEAS ABOUT THE CORPORATE STRUCTURE, OWNERSHIP AND GOVERNANCE OF AN INFORMATION TRUST ASSOCIATION

(working draft, Wed., April 7, 2010 – Bill Densmore)

#### A. Formation

This document describes the A proposed corporate form, ownership and governance of The Journalism Trust Association, or Information Trust Associa

#### Mission

The mission of the ITA is to (a) sustain and advance the values, principals and purposes of independent journalism in and for participatory democracies products and services related thereto.

#### Dissolution

JTA is a non-stock association. It is owned by its membership, whose interests may not be divided or sold except pursuant to the bylaws and whose as charitable or education institutions in furtherance of journalism in conformance with the laws of its state or incorporation.

#### Business Location

Until at least 2020, JTA shall have as its principal place of business any location in the United States of America. At least until then, it's principal place of W. Reynolds Journalism Institute, or a U.S. location otherwise approved by the Reynolds Journalism Institute.

#### B. Membership

Any individual may apply to join the Journalism Trust Association upon payment of annual dues established by the Board of Directors and approval of th Directors. Membership may be withheld by the board in its discretion for any lawful reason. Members shall be entitled to attend and vote at any Annual or or by petition of at least one-third of the membership. The names, membership class citizenship and mailing addresses of each and all members shall

Navigation: Main Page / Community portal / Current events / Recent changes / Random page / Help

Search: Go | Search

Toolbox: What linkshere / Related changes / Upload file / Special pages / Printable version / Permanent link

http://www. Counsel: Bluetooth (Eskelson); ONA,NCN (Hart)

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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

# Opportunities for businesses

- Incremental revenue beyond closed networks
- Sites maintain control of "their" customers
- Affinity relationships
- "Rewards" or advertising reverse payments
- Share customers registered elsewhere
- Avoids explosion of one-to-one agreements

# Convenience for consumers

- Easy way to buy information
- Account at one site
- One-click buying from many sites
- Aggregate one-bill, one-ID simplicity
- Customized/personalized service
- Privacy protected purchasing

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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)

# How might it work?
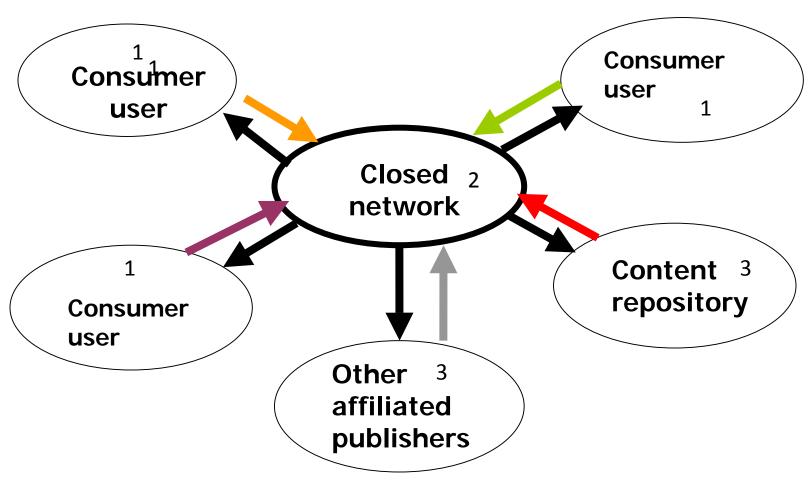
- Enables network access to existing customer "home bases"
- Home base "presents" user to network auth-logging service
- User access to network sites tracked
- Aggregated settlement of affinity payments
  - Charges for content (text, music, video)
  - Payments for ad views

  - Enables customization / personalization

# "Closed" (3-party) system

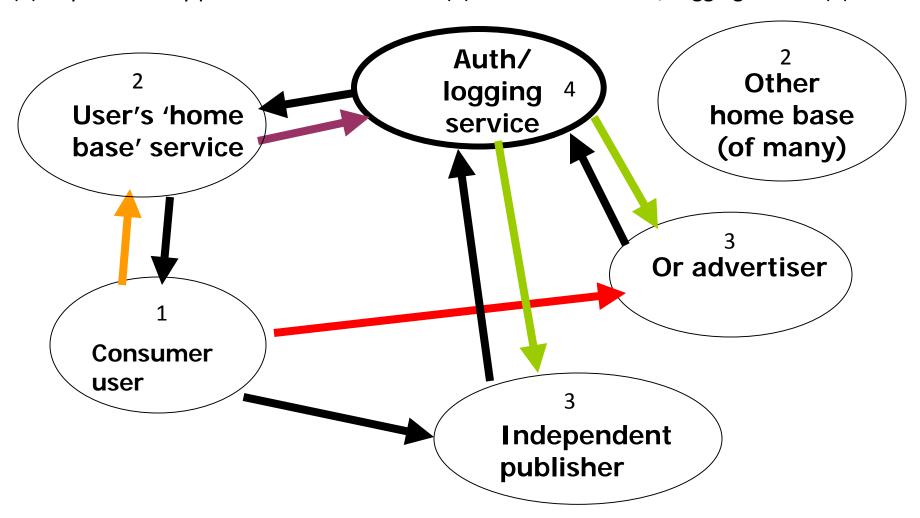Consumers (1) join single network manager (2) through which all content flows (3)

# "Open" (4-party) system
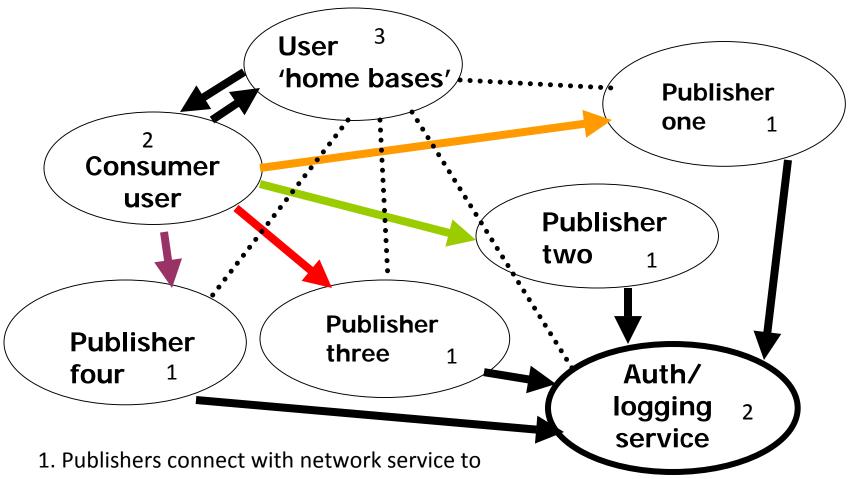
Consumers (1) choose among home bases
(2) buy from many publishers or advertisers (3) via authentication / logging service (4)

# The 'Easy Pass' equivalent

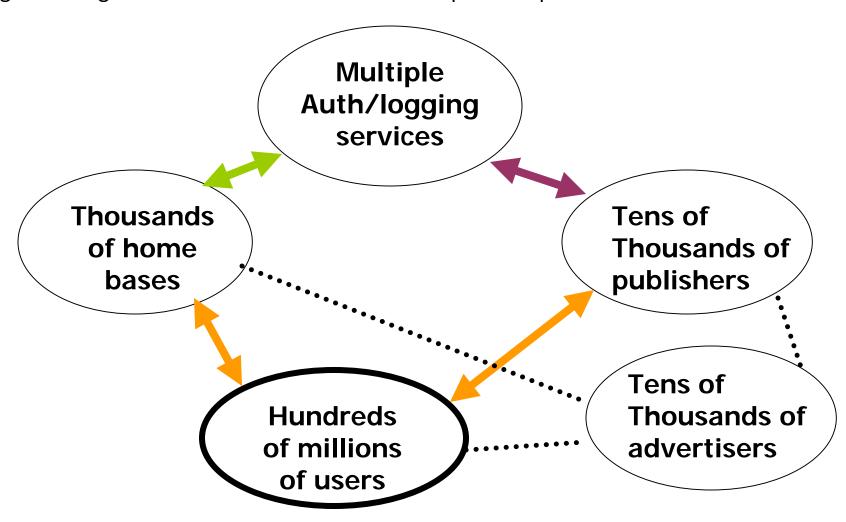'Digital calling card' introduces consumer at independent publisher sites



**User 'home bases'** 3

**Consumer user** 2

**Publisher one** 1

**Publisher two** 1

**Publisher four** 1

**Publisher three** 1

**Auth/ logging service** 2

1. Publishers connect with network service to
2. check user authenticity, log activity;
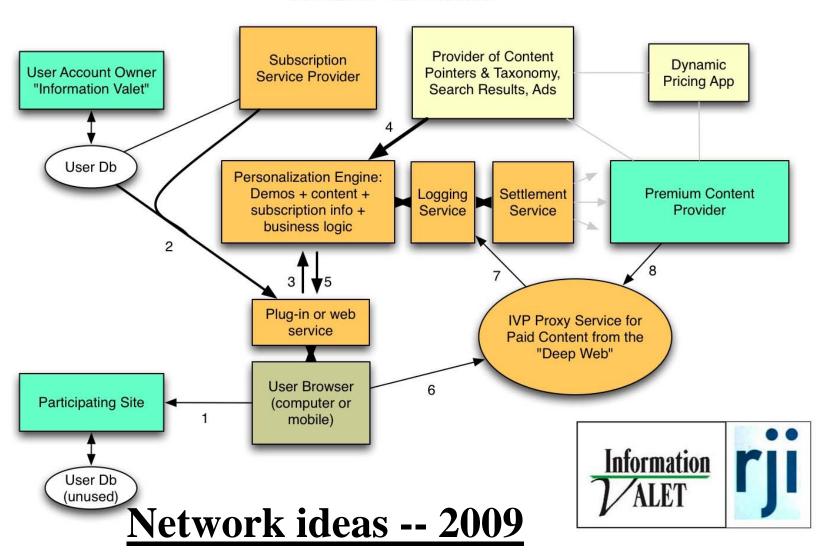3. home bases authenticate digital calling card

# Scaling the 'Easy Pass' network

'Digital calling card' introduces consumer at independent publisher sites

# Information Valet: The Emergence of the Deep Web
## Confidential - Rev. 20090301

Network ideas -- 2009

# O Ongoing R&D partner with Reynolds Journalism Institute

- PAST: InfoValet research on privacy, charging

- LAUNCHING: Interdisciplinary research on dynamic (real-time, variable) digital content pricing

- PROPOSED: Convene formation of Information Trust Assn.

Information **TRUST** Association

- Trust, identity platform for information commerce owned by nonprofit; but users profit

# What's needed? Four elements

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

- PERSONALIZED information stream

- ADVERTISING made more effective through interest-based customization

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

# SUMMARY: Key Needs

- *Users:* finding/discovery, trustworthy curation, personalization, privacy, convenience

- *Advertisers:* One-to-one, preference targeting, social engagement

- *Publishers:* branding, reach and engagement, monetization via social buying; network effect

- TRUSTWORTHY, PERSONAL, SOCIAL, COMMERCE

- RESEARCH / LAUNCH PARTNER . . .

**InfoValet v**

**rji**

# Elements of relationship

- Community / sense of belonging / appreciated

- Personalization / the digital "me"

- Experience leading to knowledge not just data

- Public or non-proprietary information discovered or collected in new and insightful ways that leads to unexpected insight or knowledge.

- Services that deepen relationships, make our day go faster or more easily, or give us exclusive or empowering knowledge.

- Services that allow us to make money or save money.

**InfoValet v**

**rji**

# SUMMARY: After mass market:

# Customize, personalize, 'atomize'

- Create intimate, personalized, customized, permission-based relationship . . .

- Between the consumer and "InfoValet"

- Whether that consumer is part of a "mass" irrelevant to their needs and value

- Make money providing service, not just (or even) content. Saving time, money.

- "Porous paywall" or . . . "the unwalled garden."

# LAST SLIDE!

# 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

**Bill Densmore / densmorew@rjionline.org**

**http://www.newshare.com/tucker.pdf**