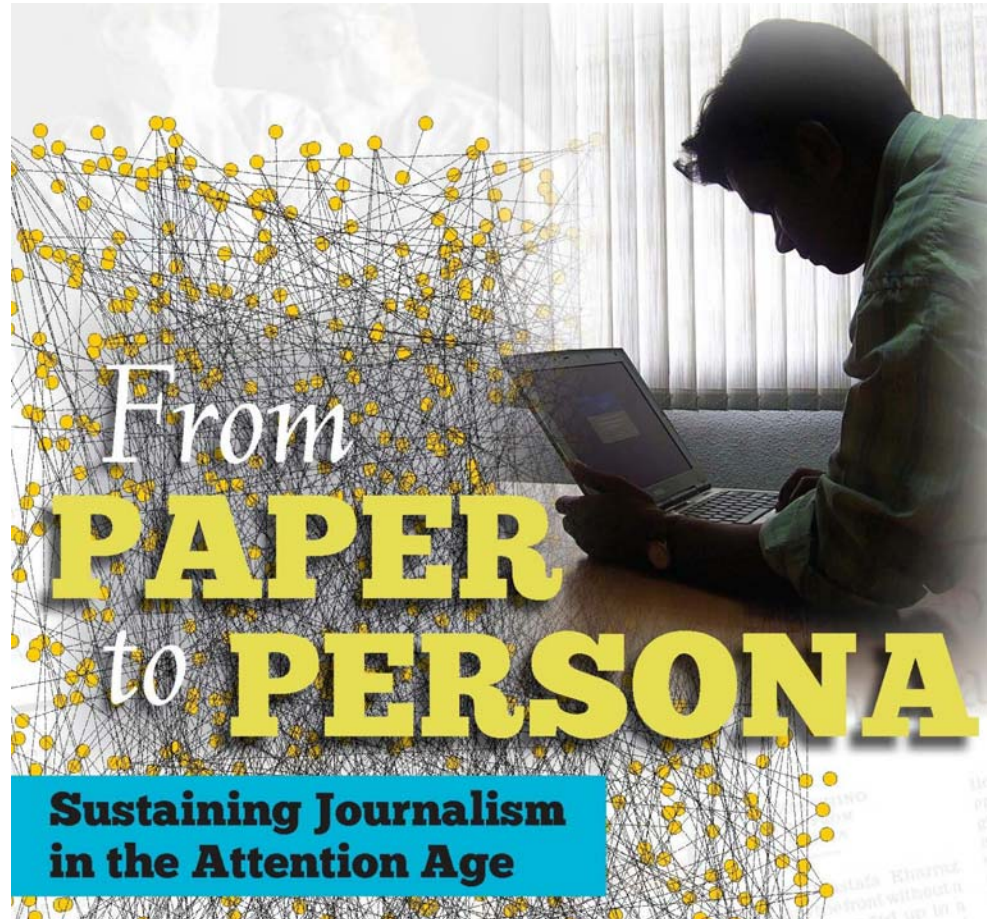


# From Paper to Persona:

Managing Privacy and  
Information Overload;  
Sustaining Journalism  
in the Attention Age

April 27, 2011  
Bill Densmore  
RJI Consulting Fellow  
<http://www.papertopersona.org>





## What's this discussion about?

- Making the market for digital info
- Managing info overload
- Moving beyond silos
- “Easy pass for info”




## What's this discussion about?

- Exchange, choice of relationships
- Convenient access, trusted knowledge
- Managing privacy, identity, commerce
- New relationship with readers
- Creating, governing shared-user network
- How to define new game, new field



## The 20-minute overview

- Where did this start? **InfoValet** 
- Check Landscape – Attention Age
- Assertions about what it means
- Hypothesis about a solution
- BREAKOUT/DISCUSSION
  - Assess validity
  - Steps to action



## How it started



# Working collaborations

- “Blueprinting the InfoValet Economy,” Dec. 3-5, 2008:

[PROGRAM LINK](#) / [PARTICIPANT LINK](#)

- “From Gatekeeper to InfoValet,” May 27, 2009:

[PROGRAM LINK](#) / [PARTICIPANT LINK](#)

- “From Blueprint to Building,” June 23-25, 2010:

[PROGRAM LINK](#) / [PARTICIPANT LINK](#)





## Four trends

- Mass market ads, journalism unglued
- Abundant info → → Attention Age
- Social networks success / end of silos
- Privacy now front-burner issue  
(National Strategy for Trusted Identities in Cyberspace)
- 'Persona' valuable in privacy context

# Trend results

- Users go anywhere for information (Doctor)
- Consumers more in charge than ever (copyright)
- Publisher / gatekeeper as one-to-many fading
- Trust and identity new building blocks (privacy)
- Advertising is old – now “advisor-tising”
- Gatekeeping publishers left out of social stream

The Biggest Overall Problem?

**The Post-Scarcity  
Economy\* --**

**Information is abundant.**

**But . . . insight isn't.**

Leading to a few assertions . . .

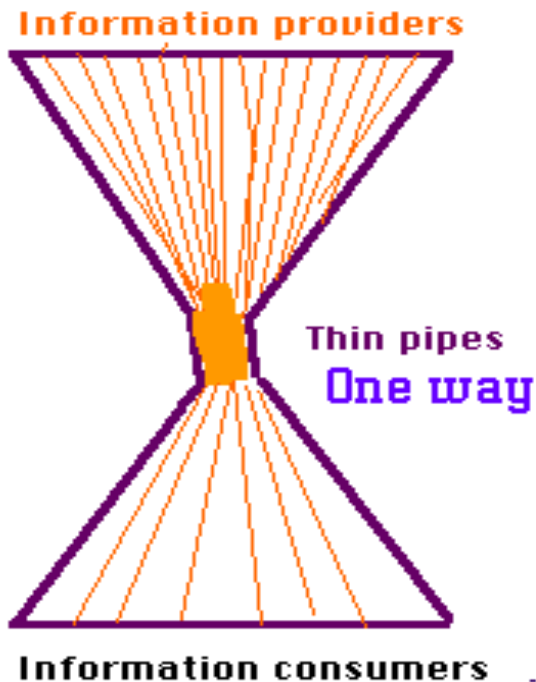


## Assertions



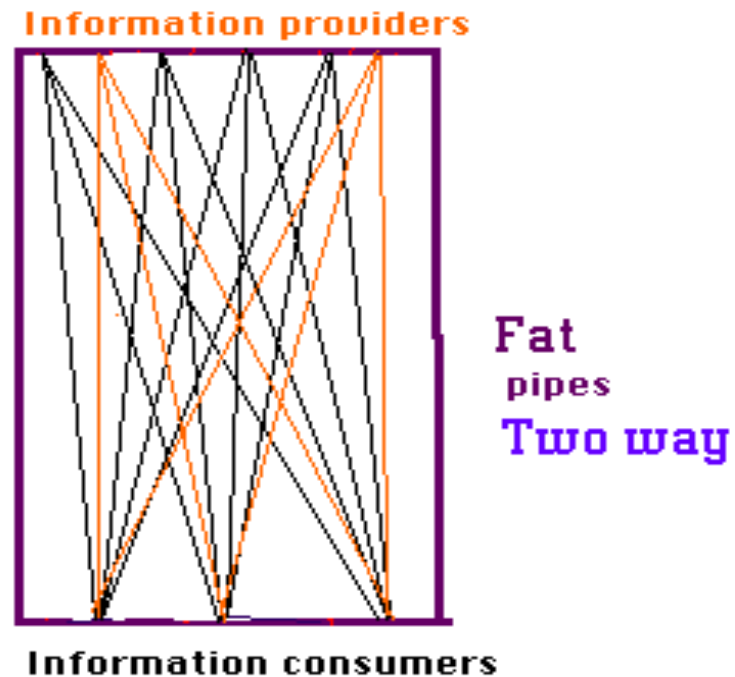
# Hour glass and the cylinder

Information in the  
20th Century



**Hourglass**

Information in the  
21st Century



**Cylinder**

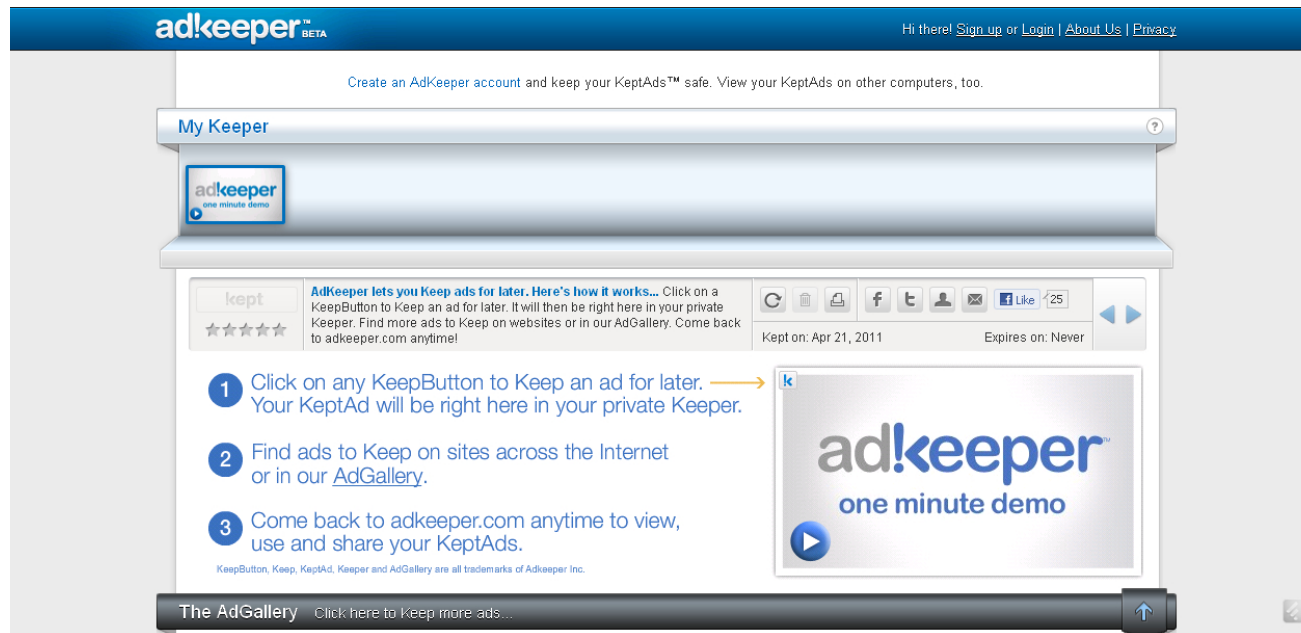
**But ...**

### **From gatekeeper to ... “infovalet”?**

- Curator, advisor, agent, broker, concierge
- Help find, assemble “atomized” personalized info
- One ups traditional newspaper function
- Missing piece: A way to get paid
- But . . . who are the infovalets now?

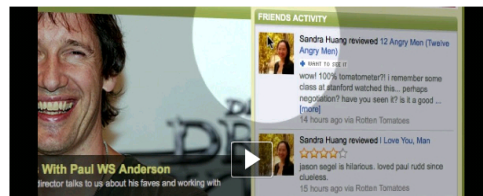
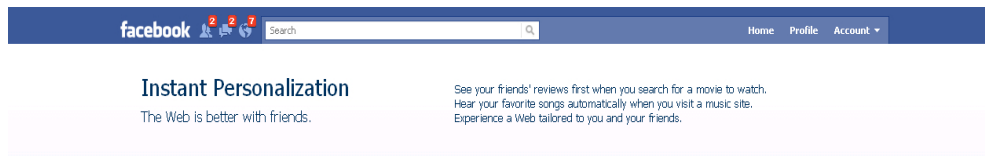
# Infovalet example: AdKeeper

- Scott Kurnit (ex-Prodigy / About.com founder)
- Ads you can “keep” for later viewing
- Your action builds a profile of your interests



## Infovalet example: Facebook

- “Facebook instant personalization”
- Delivers you ‘persona’ to partners
- You see ads related to your identity



You control what information is available to these partners by managing the information set in your privacy settings. Or you can turn off instant personalization altogether, at which time your information will no longer be instantly available to any partner sites. Find out more about instant personalization in the Help Center.

# Facebook knows us

ays. because you really want to. And do it with a smile all the time."

weren't such a litigious society," she says.

## Facebook boosts Groups, unveils Deals

New feature lets users share experiences, save money when shopping

By Jon Swartz  
USA TODAY

SAN FRANCISCO — Facebook announced refinements to its social-networking site Tuesday.

The company upgraded its Facebook Groups feature and unveiled Facebook **Technology** Deals, which is designed to let the site's 500 million users easily share their shopping experiences with one another, and save money in the process. Users can buy the deal with a credit card, share it or like it.

Deals is making its debut in San Francisco, San Diego, Austin, Atlanta and Dallas. (After testing for an unspecified period, it will become available in other cities.)

In November, Facebook introduced a

service for check-in deals.

"This announcement is all about bringing people together," says Facebook's Emily White. "They can discover daily deals through the experiences of their friends."

The new service might pit Facebook against Groupon, LivingSocial and Yelp in a bid to tap into the multibillion-dollar market for daily deals online.

But Greg Sterling, senior analyst at Opus Research, sees Facebook Deals going head-to-head with Google's emerging Offers service.

"Facebook has a huge brand, so this gets its foot in the door with local merchants," Sterling said.

Despite its breakneck growth, Facebook remains on the prowl for ways to expand its revenue beyond advertising.

Ads accounted for 93% of its revenue last year, or \$1.9 billion, according to market researcher eMarketer.

That's expected to dip to 90% in 2011.

Meanwhile, Facebook's update of

Groups adds its popular Photo albums and Questions features and greater administrative control to limit who joins groups.

In effect, prospective members require approval before they are added to a group.

The tweaks come just six months after Facebook introduced Groups, a popular feature that has led to the creation of about 50 million groups on the website, where individuals can gather with those of similar interests and chat.

Facebook has discovered through internal research that the most popular types of groups are for family, friends, academics, sports and other topics, such as religion, games and hobbies.

Facebook also unfurled a new social plug-in — the Send button — that lets users share content they discover on the Internet with specific friends via messages and groups, rather than on their Facebook wall.



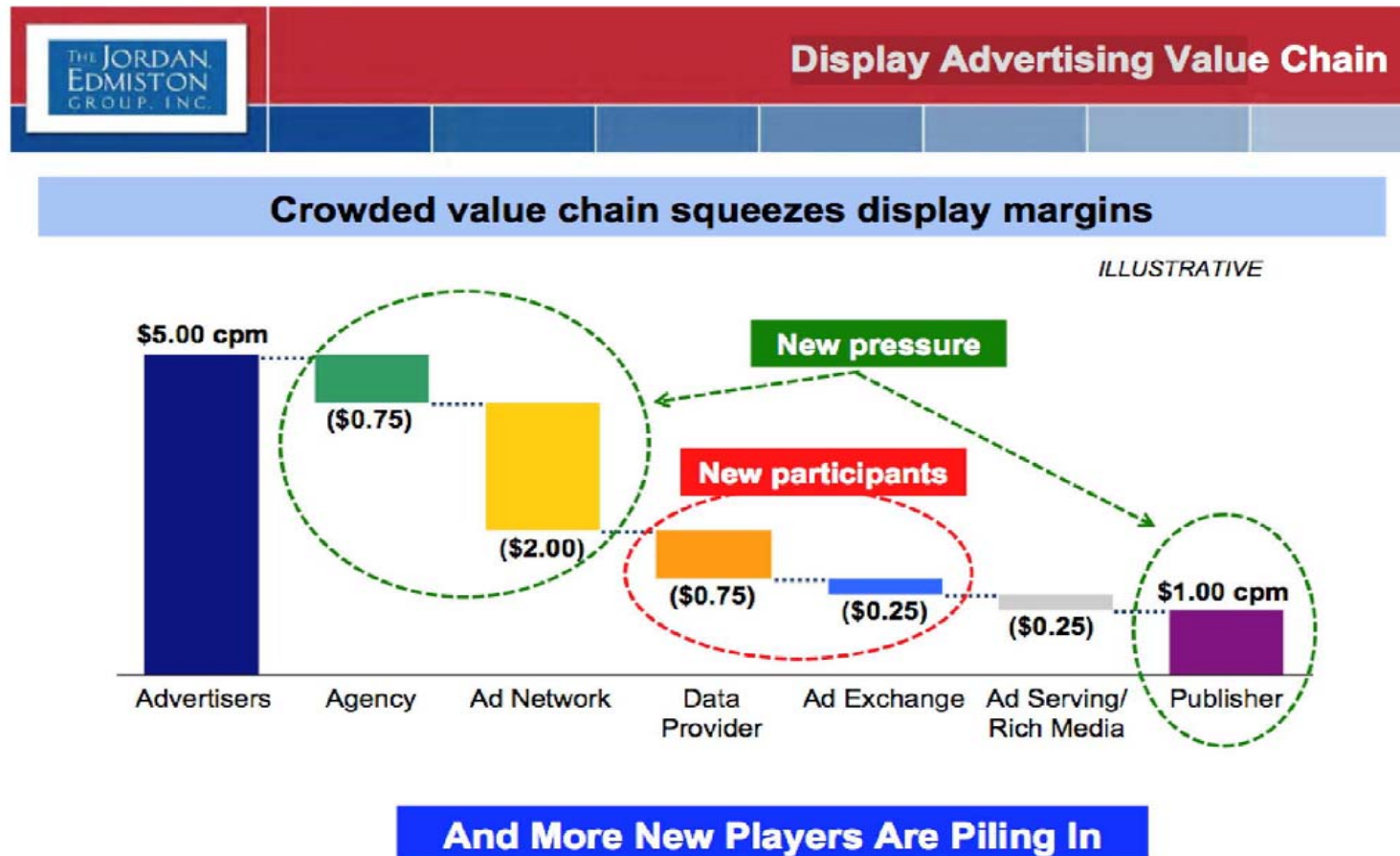
# **News as service -- not product**

- 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

# Sustaining the network?

- Global online display \$100b in several years?
- Google: 'We have \$2.5b of \$25b display now'
- Google search: At least \$10b today
- Combined all U.S. dailies: \$2.7b for *all* online
- Conclusion: Not just advertising

## Can news orgs retain a share?



Source: JEGI estimates

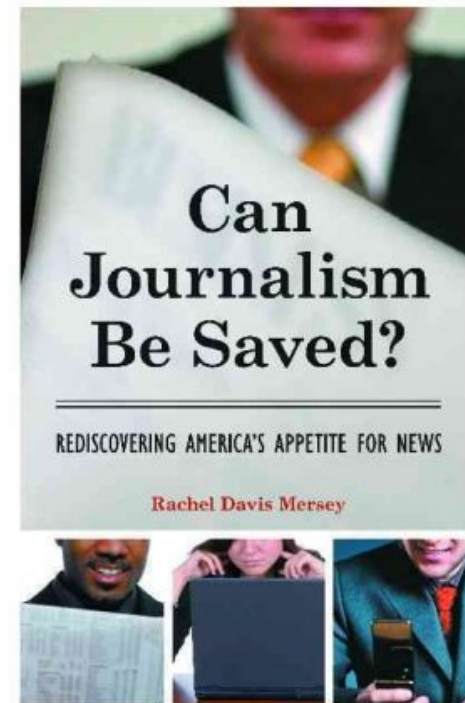


# Assertions

- Silos doing OK, but not enough
- Key need: 'Know the user'; opt-in services
- It starts with registration
- Facebook, iTunes, Google . . . newspapers?
- One ID, one account desirable
- Enable instant sharing of valued information

# New journalism: Earn trust

- Same as always, new medium
- Focus on individual
- Understand their networks
- Earn their trust
- Then they will 'eat vegetables'



Rachel Davis Mersey



# 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”



# What's needed in the game?

- *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

# Why now? The missing pieces

- Internet assumed trust and identity
- User names/passwords only partially portable
- Financial accountability not portable
- Opt-in universal account desirable
- Enable real-time sharing of valued information
- Useful in medicine, not just news/entertainment



### **SOLUTION / working “hypothesis”**

- An information-industry collaborative
- Public purpose, private participation
- A point to consider whole system in motion
- Faciliate (not own) shared-user network layered upon the basic Internet

### **Desirable features?**

- Beyond silos – lots of choice
- Own, protect, share demographic, usage data
- Platform for customization, ‘news social network’
- Update advertising role, effectiveness, payment
- Easy sharing, selling, purchasing atomized content
- One ID, one account, one bill



## **SHARED USER NETWORK**



### **Hard, but been there**

- Google AdSense – microaccounting
- Multiple ad networks
- Amazon Marketplace – multiple vendors
- Visa/MC/ACH – Thousands of banks
- Only difference: Across the web



# GOALS

## Convenience for the public

- 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
- Control of “persona”



# GOALS

## 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

## SOLUTION

Information  
**TRUST**  
Association

# Information Trust Association

<http://www.infotrust.org>

A public-benefit entity 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.

# SOLUTION

Information  
**TRUST**  
Association

## 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**

Information  
**TRUST**  
Association

### **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

# Revenue options

- Share revenues across network
  - Subscription – channels, packages
  - Per click – or “public radio” (Spot.us/Kachingle)
  - Affinity payments/rewards
  - Commissions and referral fees
- Multiple service/content providers
- Multiple user owners (“InfoValets?”)

## **But still durable – 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

# Who should act?

- An information-industry collaborative
- Publishers, telcoms, Silicon Valley
- Foundations, J-schools, philanthropists
  - See white paper, Page 41 for “aspirational” list
- Nine months to:
  - Establish governance
  - Codify business rules
  - Contract with network operators

# Key challenge: Who owns/controls?

- Network creator must be benign
- Or major competitors won't participate, thus . . .
- Cede entrepreneurial opportunities to operating levels:
  - *Content aggregation, packaging, presentation*
  - *Reward systems / advertising*
  - *User 'persona'/personalization service ("InfoValets")*
  - *Network authentication / logging*
  - *Event aggregation ("microaccounting") / settlement*

# EXAMPLES

Information  
**TRUST**  
Association

## Create playing field, not plays (or prices)

- NYSE – non-profit until 2008
- Underwriters' Laboratories / Bluetooth Association
- Internet Corp. for Assigned Names/Numbers
- Railroad gauge; power grid AC cycles/second
- National Automated Clearing House Assn.
- Associated Press / Some trade associations
- And . . . Digital Publishing Alliance (unincorporated)

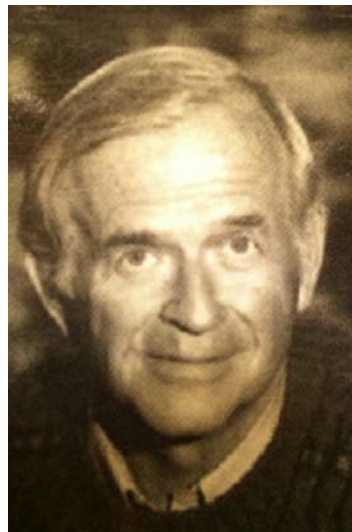
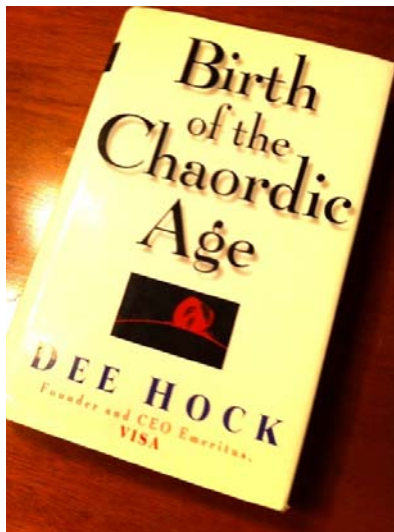
# EXAMPLES

Information  
**TRUST**  
Association

## Create playing field, not plays (or prices)

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

BOOK REVIEW: <http://www.globalhome.com/news/chaordic/bookreview.html>



Biggest challenge: Multiple, diverse constituencies

<http://www.cryptosmith.com/archives/842>

# SOLUTION

## PROPOSED ITA STRUCTURE:

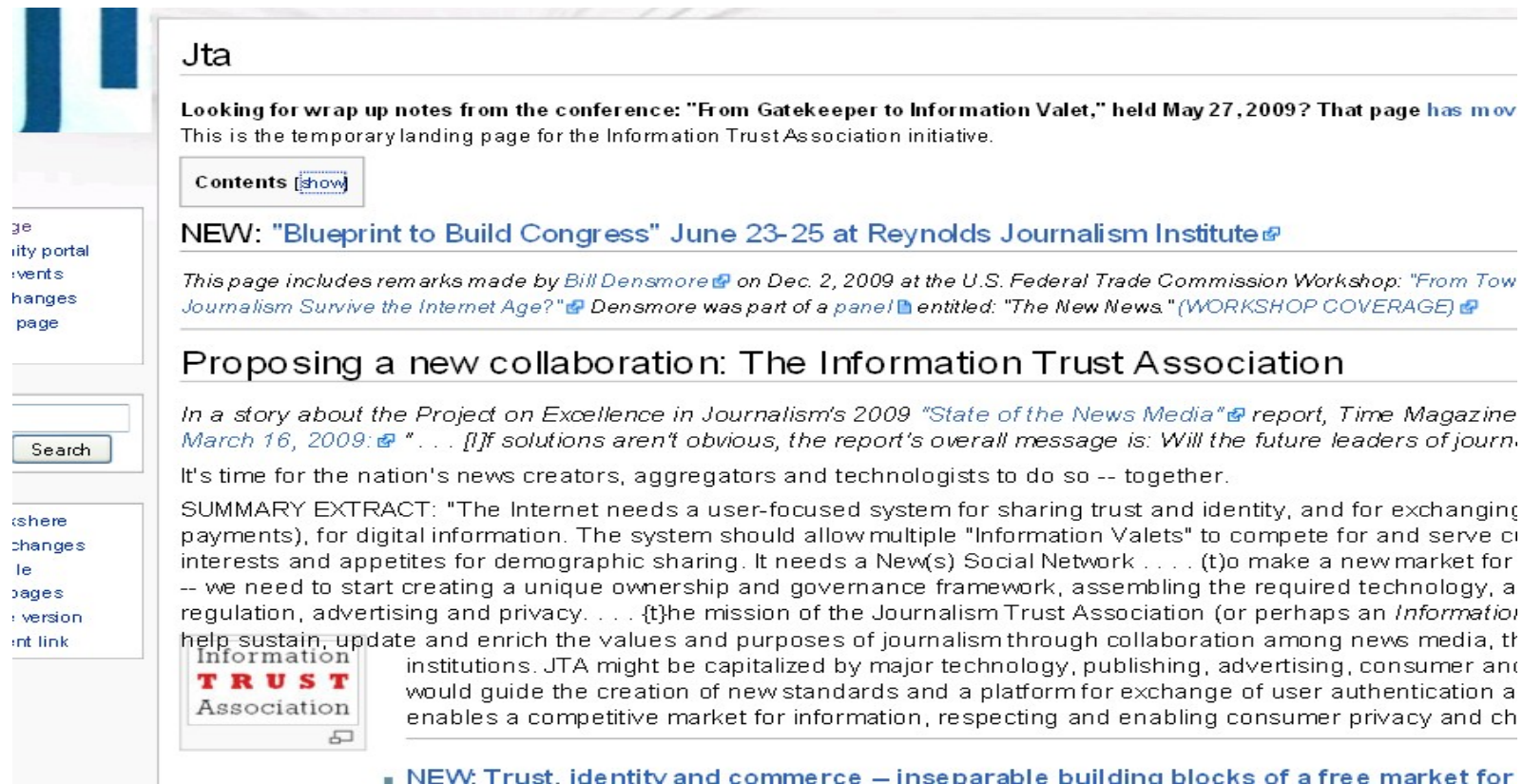
- Not-for-profit association, as open as possible
- Staggered board, 27 seats allocated by 7 types
  - \* *Founding members (foundations); publishing members*
  - \* *Publishing members; technology members; public members*
- Can own for-profit operating entities
- Or contract with existing services
  - Such as (not inclusive): Google, JO, Apple, Amazon, AP, Clickshare, News Licensing Group*



# ACTION STEPS

Information  
**TRUST**  
Association

## Some work done: FTC testimony



Jta

Looking for wrap up notes from the conference: "From Gatekeeper to Information Valet," held May 27, 2009? That page [has moved](#). This is the temporary landing page for the Information Trust Association initiative.

[Contents](#) [\[show\]](#)

**NEW: "Blueprint to Build Congress" June 23-25 at Reynolds Journalism Institute**

*This page includes remarks made by [Bill Densmore](#) on Dec. 2, 2009 at the U.S. Federal Trade Commission Workshop: "From Tow Journalism Survive the Internet Age?" [Densmore was part of a panel](#) entitled: "The New News." (WORKSHOP COVERAGE)*

### Proposing a new collaboration: The Information Trust Association

*In a story about the Project on Excellence in Journalism's 2009 "State of the News Media" report, Time Magazine March 16, 2009: "... [i]f solutions aren't obvious, the report's overall message is: Will the future leaders of journalism...*

It's time for the nation's news creators, aggregators and technologists to do so -- together.

SUMMARY EXTRACT: "The Internet needs a user-focused system for sharing trust and identity, and for exchanging payments), for digital information. The system should allow multiple "Information Valets" to compete for and serve citizens' interests and appetites for demographic sharing. It needs a New(s) Social Network ... (t)o make a new market for -- we need to start creating a unique ownership and governance framework, assembling the required technology, a regulation, advertising and privacy. ... {t}he mission of the Journalism Trust Association (or perhaps an *Information Trust Association*) help sustain, update and enrich the values and purposes of journalism through collaboration among news media, technology and other institutions. JTA might be capitalized by major technology, publishing, advertising, consumer and other groups. JTA would guide the creation of new standards and a platform for exchange of user authentication and data. JTA enables a competitive market for information, respecting and enabling consumer privacy and choice."

**Information TRUST Association**

■ **NEW: Trust, identity and commerce — inseparable building blocks of a free market for**

# ACTION STEPS

Information  
**TRUST**  
Association

## Board/member composition

### INFORMATION TRUST ASSN. BOARD COMPOSITION

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

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

## ITA scenario: Everybody wins!

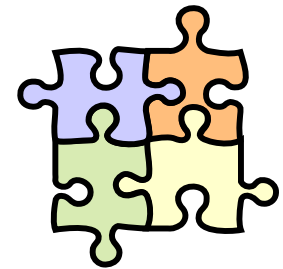
- World-focused, public benefit
- Broad constituencies among directors
- Funding by memberships, transaction fees
- Sustain journalism's values, principles, purposes
- Potential convening host: RJI-Missouri
- (But Mizzou is not owner or controller)

# SHARED USER NETWORK

Information  
**TRUST**  
Association

## How might it work?

- ☞ Enables network access to existing customer “home bases”
- ☞ Home base “presents” user to network authentication 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

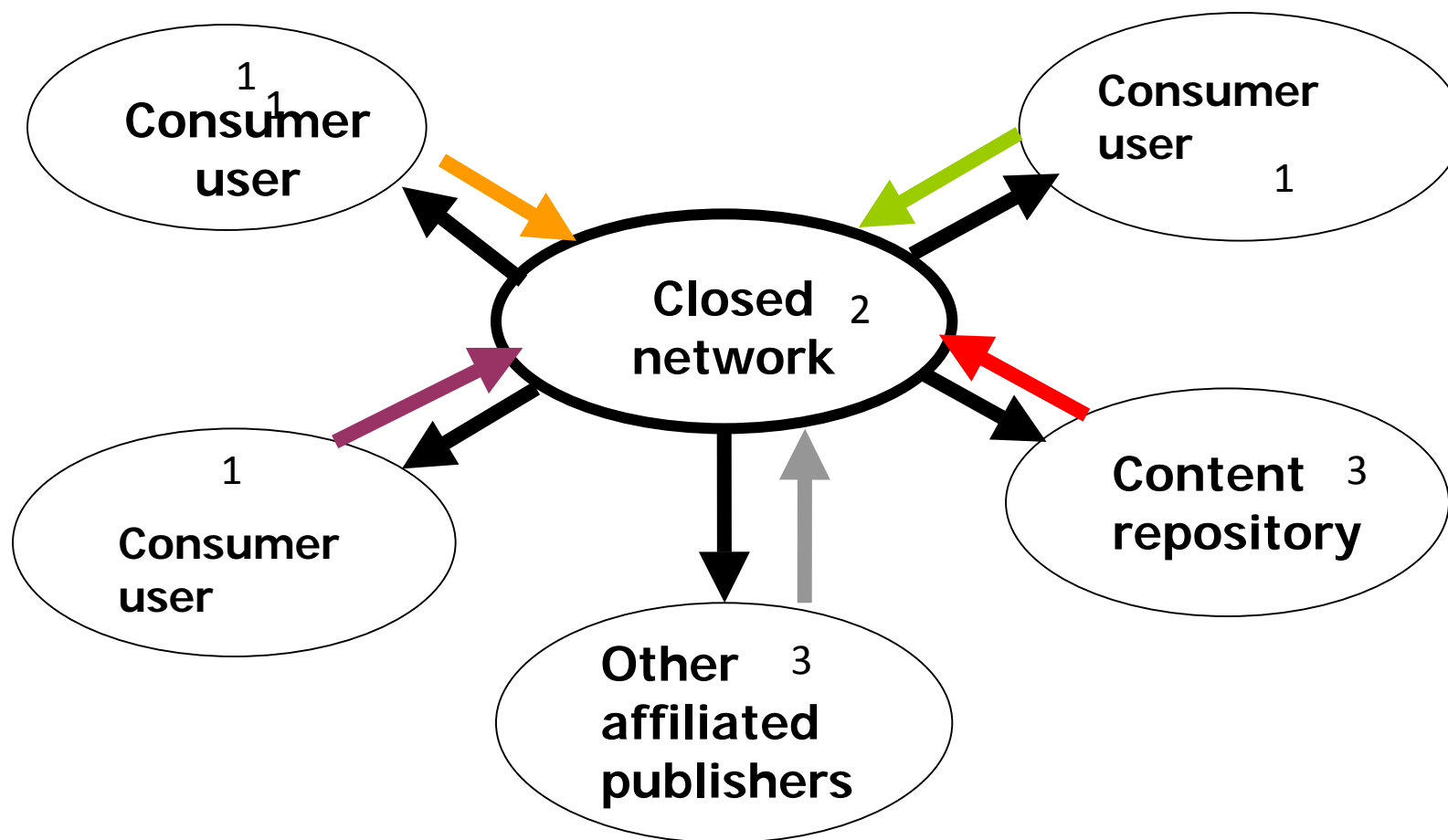


# The 'four parties'

- Consumer (analogy: EasyPass driver)
- Trusted authenticator (analogy: Visa, license issuer)
- Vendor/publisher (analogy: store, record label)
- User's home base (analogy: bank, broker)

## “Closed” (3-party) system

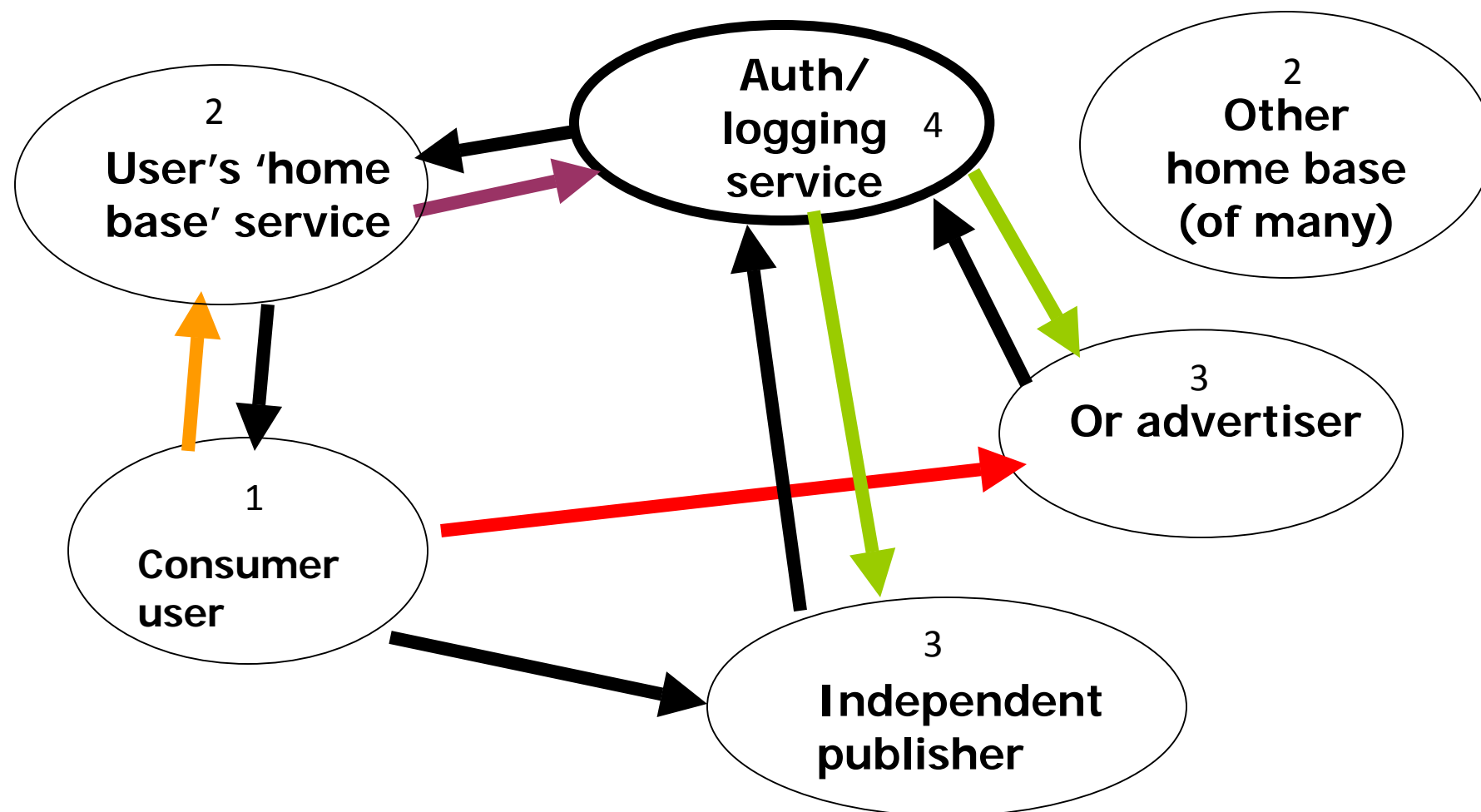
Consumers (1) join single network manager (2) through which all content flows (3)



## “Open” (4-party) system

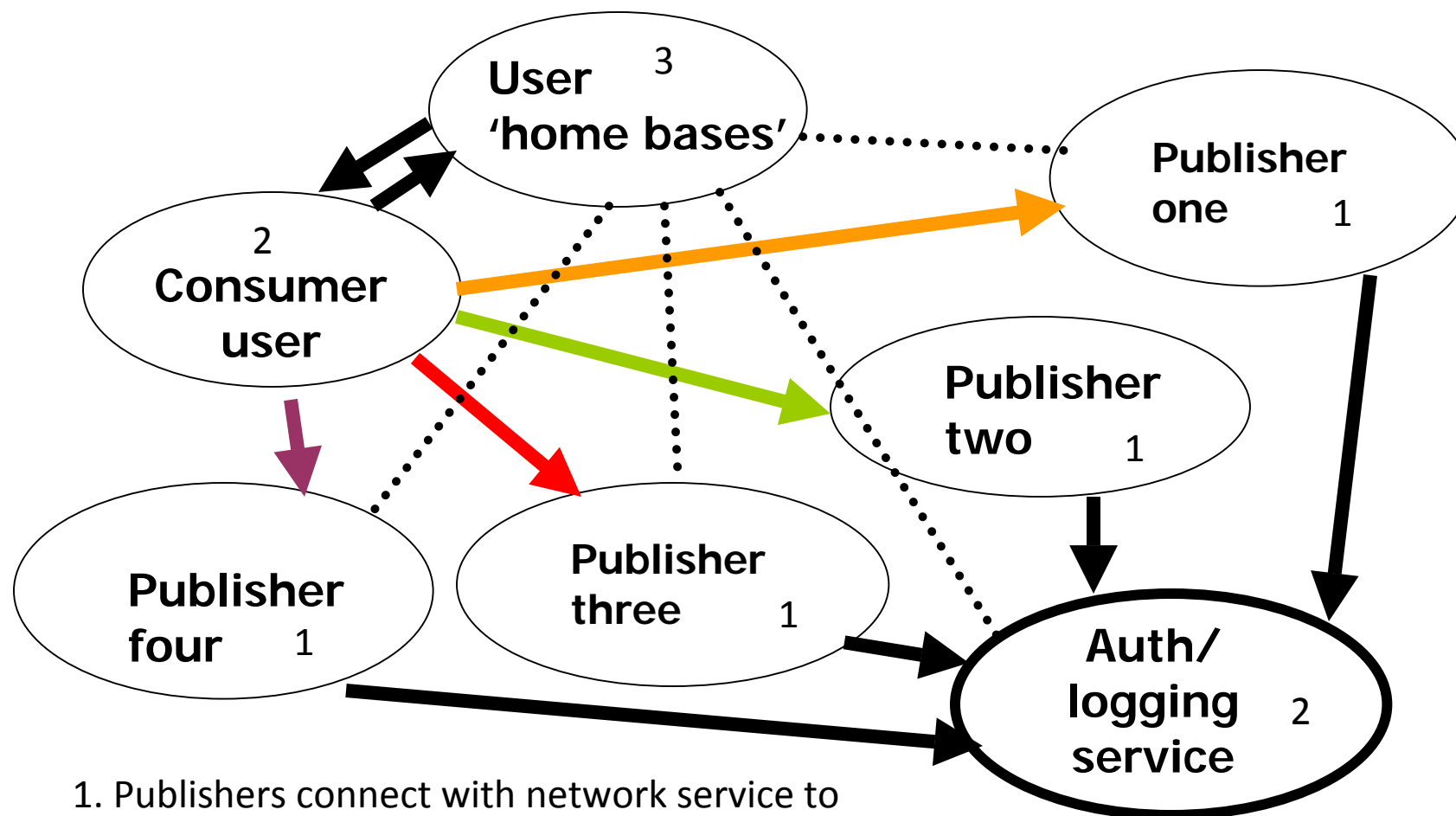
Consumers (1) choose among home bases

(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

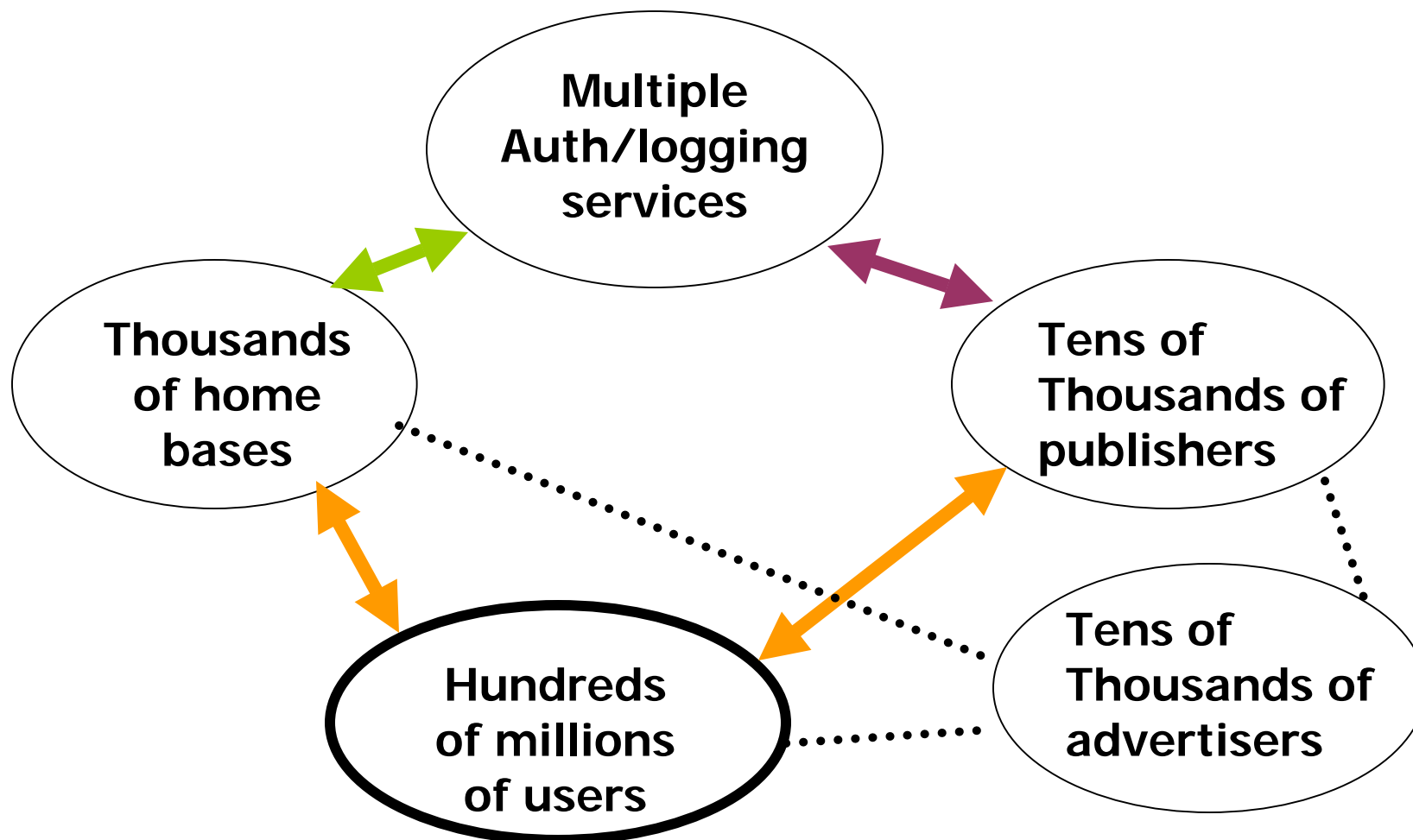


1. Publishers connect with network service to
2. check user authenticity, log activity;
3. home bases authenticate digital calling card



# Scaling the 'Easy Pass' network

'Digital calling card' introduces consumer at independent publisher sites



## Results achieved by ITA network

- 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: After mass market: Customize, personalize, ‘atomize’**

- Create intimate, personalized, customized, permission-based relationship . . .
- Between the consumer and their curator/ “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 unwallled garden.”
- Microaccounting to share users, value

## What's next?

- Q&A then 25 minutes – break out
- Discuss roles for ITA
- What are the best possible next steps?
- Who will take the lead?
- What will it take to make a difference?
- What will you do to help?

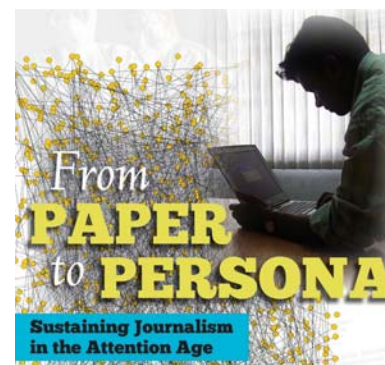


**Thank you.**

**This presentation is at:  
<http://www.newshare.com/rji-talk.pdf>**

**Updated white paper is at:  
<http://www.newshare.com/whitepaper.pdf>**

Bill Densmore  
Densmorew@rjionline.org  
<http://www.papertopersona.org>





Ideas, research, experiments . . . **solutions**

## **Circulate™ -- A news social network for users, publishers and advertisers**

- Incubate at RJI; help from The AP
- Assisting Missourian with AP WebFeeds integration
- Mizzou owns 35% of the company





## **CIRCLABS' INITIAL SERVICE:**

*The InfoValet Circulate  
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 an iPad-friendly HTML5 browser app.