

RECOMMENDATION

Broad elements of the U.S. news industry, including newspapers, other publishers, broadcasters and pure-play digital services, should collaborate with technology, advertising and financial-service interests to support development of a shared-user network addressing trust, identity, privacy and information commerce. See: [A Call to Action from 2011](#).

It could be a universal, privacy-respecting identity network – allowing a simple, one-account, one-bill way to pay the producers of valuable, personalized information.

Achieving this simplicity will require the coordination of publishers, content licensors, aggregators and usage trackers, a range of stakeholders currently unfocused on this collective activity. More broadly, the Internet needs a user-focused system for sharing trust and identity, arbitrating privacy, and for exchanging and settling value (including payments), for digital information. The system should allow multiple trust and identity brokers to compete for and serve users. To make a new market for digital information -- and attention – calls for convening of a unique ownership and governance framework, assembling the required technology, and assessing the impact on law, regulation, advertising and privacy.

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ITE might help multiply the time spent with content shared among and from participating publishers, enabling revenue streams via data-driven, membership-oriented business models around news. Going beyond news and print, these streams can provide products, entertainment and services, including affinity group “clubs,” special events, purchase discounts, special member access to services, contests, and referral fees for transactions.

Without encroaching on individual franchises, an Information Trust Exchange (ITE) can be an information-industry collaborative connecting news enterprises and news consumers. It may define and govern a layer of network protocols for sharing user authentication, profile sharing, copyright payments and billing. Similar to the bank / credit-card system, the network may be overseen by a non-governmental authority on behalf of private -- and competing -- parties. The ITE can make rules for the competitive exchange of both content and users’ identity information.

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The ITE should be initiated and supported by major technology, telecommunications, banking, publishing, advertising, consumer and philanthropic organizations. It would guide the creation of new standards and a platform for exchange of user authentication and transaction records that enable a competitive market for information – one that respects and enables consumer privacy and choice.³

³ -- See: “[LINK: Soros’ Open Society paper asserts privacy is the dominant issue for online media industry](#)” (Nov. 2011 report found [HERE](#)).