

Jta From IVP Wiki:

<http://www.newshare.com/wiki/index.php/Jta>

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

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Proposing a new collaboration: The Journalism Trust Association

In a story about the Project on Excellence in Journalism's 2009 ["State of the News Media"](#) report, Time Magazine's M.J. Stephey [concluded March 16, 2009](#): ". . . [I]f solutions aren't obvious, the report's overall message is: Will the future leaders of journalism please, please stand up?"

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 identity, exchanging and settling value (including payments), for digital information. The system should allow multiple "Information Valets" to compete for and serve customers with varied topical interests and appetites for demographic sharing. It needs a New(s) Social Network (t)o make a new market for digital information -- and attention -- we need to start creating a unique ownership and governance framework, assembling the required technology, and assessing the impact on law, regulation, advertising and privacy. . . . {t}he mission of the Journalism Trust Association would be to help sustain, update and enrich the values and purposes of journalism through collaboration among news media, the public and public-focused institutions. JTA might be capitalized by major technology, publishing, advertising, consumer and philanthropic organizations. It which would guide the creation of new standards and a platform for exchange of user authentication and transaction records which enables a competitive market for information, respecting and enabling consumer privacy and choice."



CONSIDERING PERSONALIZATION . . . PRIVACY . . . ADVERTISING . . . COMMERCE

(delivered remarks begin)

The defining challenge for news organizations in the 21st century is no longer managing proprietary information, but helping the public manage *our* attention to ubiquitous information. In less than a decade, we have moved from a world of relative information scarcity -- access restricted by a variety of technical choke points -- such as presses -- to a world of such information abundance that the average user's challenge is not how to access information, or even how find it, but how to personalize and make sense of it. The Internet as we know it today is not up to this task. To unleash a new user-driven attention economy, the next-generation Internet needs a common platform for sharing user identity, one which explicitly values and allows us to trade our privacy, and makes a market for digital information in the classic retail-wholesale model. In such a world, the new news organizations will thrive, but they will become convenors and aggregators as much as original content providers. They will have a new way to exchange value for information.



SLIDES: [FRAMEWORK FOR A NEW NEWS ECOLOGY](#)

This system . . . platform . . . clearing house . . . should uniformly exchange payments for the sharing of text, video, music, game plays, entertainment, advertising views, etc., across the Internet. It could, for example, manage background -- wholesale -- payments for content that is repurposed for advertising gain by bloggers, collecting, sorting and settling copyright and other value exchanges among users, publishers and aggregators.

A big idea

It's easy to think of this as too big an idea -- one which will require significant technology and infrastructure. That's true. To be compelling, the system must have solid technology, a structure that enables the new-media service economy, and a motivating mission and culture. It must be ubiquitous, yet never be owned or controlled by either the government or a dominant private, for-profit entity. It should to be massively

distributed and — in some fashion — might ideally be collaboratively owned. It should ride on the existing web, and not interfere with it.

We have achieved this once. When the U.S. defense establishment developed the Internet, its goal was a massively distributed system that would withstand nuclear attack. Forty-some years later, it is the Internet's design that itself has exploded our information culture more thoroughly than any feared warhead might. But while the system has succeeded beyond anyone's imagination at opening up access to information, it has done little to enable the transfers of value to nurture and sustain that information. The Internet eliminates physical information product scarcity, becoming the perfect copy machine. As a result, the product-based models sustaining information creation crumble — first in music, now in newspapers, and possibly in books, magazines, video and music. What's needed is a ubiquitous social network that enables consumers to share value for information services.

The attention economy

So we are now in the *attention economy*. In the attention economy users seek an experience which values their time and attention, providing them access to the information they need . . . from anywhere . . . quickly and easily. Before the Internet, this was a role served pretty well by daily ink on print. Today the product embodiment of that idea -- the *newspaper* is failing to keep up to the task. We are moving toward a new paradigm, part aggregator, part content creator, part social network and we are searching for a name for the service -- for lack of a better term, I've called it the *information valet* and it has been the focus of my [research as a Donald W. Reynolds fellow](#) at the Missouri School of Journalism over the last year -- and earlier, with the founding in 1994 of what has become [Clickshare Service Corp.](#), which I'm part owner of, and which has a potentially [<http://tinyurl.com/2wtlpu> related patent.]

It also has lead to the creation, in a major equity partnership with the University of Missouri and with investment from The Associated Press, of a company called [CircLabs Inc.](#). But there is a missing piece -- the need collaborative, transparent, non-profit ownership of needed clearing house for information transactions. My hope -- and I am speaking only for myself -- is that for a missing piece can be formed as something called the "Journalism Trust Association."

THE JOURNALISM TRUST ASSOCIATION

The mission of the Journalism Trust Association would be to help sustain, update and enrich the values and purposes of journalism through collaboration among news media, the public and public-focused institutions. JTA might be capitalized by major technology,

publishing, advertising, consumer and philanthropic organizations. It which would guide the creation of new standards and a platform for exchange of user authentication and transaction records which enables a competitive market for information, respecting and enabling consumer privacy and choice.

Like common-gauge railroad tracks, interstate highways or standard, 60-cycle current, this platform should create a level playing field for the things sought by speakers yesterday (Dec. 1):

- The "gold-standard" measurement of user-access to web resources sought yesterday by Scripps newspaper executive Mark Contreras.
- The opportunity (but not the requirement) to charge for content sought by News Corp. chairman Rupert Murdoch.
- The user-controlled personalized advertising which will allow Arianna Huffington's Huffington Post to thrive without charging.
- And the accountability to users for their privacy sought by the Center for Digital Democracy's Jeff Chester.

To make a new market for digital information -- and attention -- we need to start creating a unique ownership and governance framework, assembling the required technology, and assessing the impact on law, regulation, advertising and privacy. If you'd like to help build this idea to reality, please contact me.

(Delivered remarks end)

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MORE ABOUT THE INFORMATION-VALET ECONOMY

A service network of “information valets” should replace the old physical product-oriented music, publishing and entertainment industries, replacing many CDs, newspapers, DVDs, perhaps even books. These valets will compete across geographic and topical spheres with search, advice, community, research, linking, hosting, data storage and other services. They will compete to be best at meeting the consumer’s diverse information needs within communities defined by individual users. Information resources will not typically be owned by the valet. Rather, the valet will be compensated for finding, shaping and referring them to the consumer, much as a retailer aggregates and merchandises for wholesalers.

The information valet will be a service organization — like a law or accounting firm — and it will be paid accordingly. At first, it will be extremely difficult to convince people to pay for such a service. But as the years go by, it will be seen as an absolutely indispensable way to get through the day. People will become as reliant on their infovalet -- their "Newshare" -- as on their car, doctor, parent or colleague. Larger cities will have multiple "new shares" -- offering competing information-valet services. They will compete largely on technical grounds — which sorts best, who finds the real gems, and who provides premium information at the right price bundle. Advertising will be part of all this, but it will be an option — if you are willing to receive advertising, the cost of your "Newshare" will be less.

Privacy as a service

But the competition for mass-audience advertising on the web is such that it seems hard to imagine sustainable rates will ever support the amount of original reporting the United States has enjoyed for the last 50 years. Audiences are now atomizing and the only future for advertising is in presenting targeted messages to individual users. This means the entity that earns the right to receive value for advertising is going to be the one which does the best job of understanding and then servicing the needs of an individual user — including privacy. In the information-service economy, you information valet will be paid for arranging your attention when you look at an ad, and that payment will be a credit to an account, will offset your purchase of premium information. This represents an ebb and flow of attention and info-currency, depending upon whether it is information someone wants you to have or information you want.

SUMMING UP

- Journalism is expensive, and mass-market web advertising alone will not sustain it.
- Charging for content puts up walls that destroy the brilliant utility of the open web.
- Sustaining journalism requires rethinking the very notion of advertising, and of news as a service, not a product.

With the New Information Valet Economy, the news industry may:

- Migrate from its historic role as the most-trusted consumer information source in print to a ubiquitous advisor, authenticator and retailer of news, entertainment and service information from anywhere.
- Aggregate for advertisers audience measurement and selected demographic data by unique users whose identity persists across a federated network that also tracks, aggregates, sorts and shares revenues.
- Put in place technology for the optional sharing of content by subscription or click with sophisticated pricing and bundling options.

While revenues and advertising will be shared, each owner-user of the collaborative will retain complete control of its existing customer (reader/advertiser) base, including name and account information. Demographics will be shared only based upon the opt-in permissions set by consumers and the joint business rules of the collaborative owners. The initial form is likely to be a [news-based social network](#), strongly relevant content, absolute control for users over their demographic and financial data, and a means to share, sell and buy content from multiple sources with a single account. The network will support news content creators by delivering high-value commercial content to end users; and will enable a two-way flow of payments or reward points in consumer accounts.

The vision: New revenues for news

To earn new revenue, news organizations need to quickly migrate their historic role as the most-trusted source of information from the product-oriented print world to a service-oriented digital “ecosystem.” The Information Valet Project at the Reynolds Journalism Institute is organizing an information-industry collaborative to build, own and operate a shared-user network layered upon the basic Internet. The IVP network will:

- ADVERTISING -- Advance the role, effectiveness of, and compensation for online advertising and marketing services via the ability to deliver targeted, interest-based advertising to individual, known consumers.
- PRIVACY -- Allow end users to own, protect — and optionally benefit by sharing — their demographic and usage data, with the help of their competitively chosen “information valet” – such as their local newspaper.
- SOCIAL NETWORK -- Provide a platform for customizing, sharing and personalizing the end-user web experience – a “news social network” with one ID, one password, one account and one bill.
- TRANSACTION -- Allow online users to easily share, sell and buy content through multiple websites with one bill, one account, one ID and password which work at a plurality of participating websites. </h4>

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**MORE LINKS ABOUT . . . PRIVACY . . . ADVERTISING . . . COMMERCE . . .
PERSONALIZATION**

- [OTHER LINKS/COMMENT . . . ABOUT THE NEW\(S\)SOCIAL NETWORK . . .](#)
[*INFORMATION VALET PROJECT BLOG RSS FEED](#)
- [TAGGED PHOTOS](#)
- [HEAR OR READ A Q&A EXPLAINING THE INFOVALET VISION](#)
- [WATCH A 20-MINUTE PRESENTATION](#) taped March 23 at Washington Univ.,
St. Louis
- [LISTEN TO A SIX-MINUTE PRESENTATION](#)
- [VIEW A 12-FROM SLIDE SHOW](#)
- [DOWNLOAD A POWERPOWER PRESENTATION](#)

[The origins: "Blueprinting the Information Valet economy:](#)

[Dec. 3-5, 2009, Columbia, Mo.](#)

- More than 50 editors, writers, technologists, publishers, entrepreneurs, academics, researchers and students gathered Dec. 3-5, 2008 at the [Donald W. Reynolds Journalism Institute](#) at the Missouri School of Journalism. Their [pre-arranged mission](#): invent a new way to sustain the role of journalism in participatory democracy. Their approach: Create a

shared-user web network for demographic privacy management, advertising and information commerce.

[The report: "From Gatekeeper to Information Valet: Work Plans for Sustaining Journalism":](#)

[Wed., May 27, 2009 / 10 a.m.-4 p.m. / The George Washington University / Jack Morton Auditorium / 805 21st Street NW / Washington D.C.](#)

Where we starting

[\[edit\] What is the Information Valet Project?](#)

- A one-page description of the Information Valet Project at the Donald W. Reynolds Journalism Institute at the Missouri School of Journalism.

[\(HTML\)](#) . . . [PDF DOWNLOAD \(two pages\)](#)

Why is the InfoValet Service needed?

WHY IS 'BLUEPRINT THE IVP' NEEDED? [\(SHORT VIDEO\)](#) . . . [ALL VIDEO ARCHIVES](#)

The U.S. news industry struggles as print advertising moves elsewhere and web advertising's double-digit growth sputters. The industry can now rethink and relaunch its relationship with 50 million customers -- to become their "information valet" able to make money whether those users are buying services, information (including music and entertainment) or being paid for web seeking and contact with sponsored messages and advertising.

- Consumers want a customized experience, but want to control and be compensated for use of demographic and usage profiles.
- The Internet needs a user-focused system for sharing identity, exchanging and settling value (including payments), for digital information. The system should allow multiple "Information Valets" to compete for and serve customers with varied topical interests and appetites for demographic sharing. It needs a *New(s) Social Network*.



Blueprinting the Information Valet Economy

Using the RJI process to build a consensus for sustaining and morphing journalism in the new news ecology.

Bill Densmore

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<http://www.infovalet.org>



The background

- 1994 – a “train wreck coming”
- Access to info from anywhere
– no longer print
- Clickshare:
“Making the market for digital info”
- Mass market advertising seen as the sole answer
- **CONCLUSION:** Market not ready; hibernate
- 2005 – The Media Giraffe Project: Highlight innovation





“Find and spotlight people making innovative, sustainable use of media to foster participatory democracy and community.”

- Profiles database
- Convenings as Journalism That Matters
- Facilitating “news literacy”





Jtm-sv

jtm-sv.jpg [NewsTools2008: A concept/design mashup for journalists, technologists and entrepreneurs](#)



Contents [show]

NewsTools2008 -- The aftermath

[edit]



This is the home page of NewsTools2008, a three-day convening of journalists, citizens, technologists and entrepreneurs held April 30-May 3, 2008. NewsTools2008 drew more than 180 people to Yahoo! Inc.'s Sunnyvale, Calif., classroom facility, and to the nearby Domain Hotel. They participated in a conceptual mashup that which included more than 60 breakout sessions. From this page, you can link to reports on most of the sessions, and to multimedia, social-networking and blog resources. You can link to the [PRE-EVENT ARCHIVE HOME PAGE](#) for details about the event's purpose and [PARTICIPANTS](#). For more information, email jtm@mediagiraffe.org, or go to the website of the [Journalism That Matters](#) collaborative.

An ASU blogger sets the scene

[edit]

Arizona State University blogger Annalyn Censky sets the scene with this first-day report.

Other reports and resources

[edit]

- [BLOG: View the NewsTools2008 blog](#)
- [VIDEO: Wayne MacPhail's edited video wrapup on Newstools2008 describing "Open Space"](#)
- [VIDEO: Wednesday opening session / Bill Densmore explains](#)
- [VIDEO: Browse 12 short interviews of NewsTools2008 participants -- David Cohn](#)
- [PHOTOS/BLOGS: Reports from Arizona State Univ. students](#)



LINKS TO COMMENTS/RESOURCES ON WEDNESDAY OPENING SESSIONS

- [VIDEO: Stream video of opening night session with Dan Gillmor](#)
- [Paul Lamb on personalization, localization, geocoding -- by ASU blogger Jocelyn Buras](#)
- [Jim Moore on disruptive technologies in gaming -- by ASU blogger Joshua Sprague](#)
- [Civic engagement and gaming -- by ASU student blogger Josh Constine](#)

LINK TO THURSDAY SESSION REPORTS


- <http://www.mediagiraffe.org/wiki/index.php/Jtm-sv-thursday>
- [Richard Anderson's PowerPoint on VillageSoup.com](#)

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<http://www.mediagiraffe.org/mit>

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Mit-gathering-short

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Sustaining democracy / sustaining journalism: A discussion [edit]

Consider this premise: To sustain democracy and journalism, the Internet needs a user-focused system for sharing identity, exchanging and settling value (including payments) for information (text, video, music, game plays, other entertainment, advertising views etc.) One challenge might be to create a system that can be ubiquitous yet never be owned or controlled by either the government or a dominant private, for-profit entity. It should to be massively distributed and -- in some fashion . might ideally be collaboratively owned.

To consider this need, [eleven individuals](#) representing technology, entrepreneurship, academic, social theory and publishing convened on short notice for a half-day discussion on Tues., June 19,2007 at the [Comparative Media Studies](#) offices at MIT in Cambridge, Mass. The meeting was called by [Bill Densmore](#), hosted by MIT Prof. [Henry Jenkins](#) and co-convened by [Geneva Overholser](#) and [Tom Stites](#). This wiki page is a report on the discussion and apparent consensus at the meeting, as heard by Bill Densmore. The names of those attending, and expressing interest, appear at the end of the report. Fellow participants are invited to edit this wiki page.

[GO NOW TO FULL REPORT](#) [edit]

Among participants: Geneva Overholser, Henry Jenkins, Elizabeth Osder

MIT SUMMARY – the idea

“During the June 19, 2007 discussion, a consensus emerged. For journalism and some forms of entertainment to grow or be sustained into the digital age, the Internet must support three functions.”

- **User-centric authentication**
- **Value exchange for viewing or using content**
- **Combine authentication, value exchange for IP sharing**

What is Information Valet Project?

- Research effort incubated at D.W. Reynolds Journalism Institute, 2008-2010
- Urgent task: Advance methods to sustain journalism
- Address identity, privacy, advertising, commerce
- Sharing users and content



PRIVACY ... ADVERTISING ... COMMERCE ... PERSONALIZATION

Blueprinting the Information Valet Economy

Building a collaborative, shared-user network

December 3-5, 2008 • Reynolds Journalism Institute • Columbia, Missouri

THE PROPOSAL: April 21, 2008:

<http://www.mediagiraffe.org/valet.pdf>

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 Densmore¹
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

THE IDEA, April, 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.

One challenge is to create a system that can be ubiquitous, yet never be owned or controlled by either the government or a dominant private, for-profit entity. It should be massively distributed and — in some fashion — might ideally be collaboratively owned.

Initial “hypothesis”

It is possible to organize an information-industry collaborative to build, own and operate a shared-user network layered upon the basic Internet which will:

- Allow end users to own, protect and optionally benefit by sharing their demographic and usage data with the help of their trusted, competitively chosen “information valet.”
- Update the role, effectiveness and compensation for online advertising and marketing services.
- Allow users to easily share, sell and buy content through multiple websites with one ID, password, account and bill.

News as a service not a product

- Helping user find access to info from anywhere
- Creating a conversation, community ... network
- Not just about the story; smaller, larger remix
- The news social network
- New concept: The "InfoValet" – trusted advisor/broker
- The valet: Attending to personal info needs

PROCESS STEP: Gather ideas

- *The Dec. 3-5, 2009 convening at RJI*



- More than 50 people attended
- TEXT/VIDEO: <http://www.ivpblueprint.org>

CONVENING QUESTION:

Challenge: How to sustain values, purposes of journalism?

- Mass markets splintering
- Search advertising effective competitor
(Google's Schmidt: "invent something")
- Classifieds done better on the web
- We go anywhere for information-without-walls
- What sustains journalism in this environment?

The end of mass markets?

- Create intimate, personalized, customized, permission-based relationship
- Between the consumer and their “InfoValet”
- Whether that consumer is part of a “mass” irrelevant to their needs and value
- Make money providing personalized and social services, not access to a marketplace
- Mass “eyeballs” not important
- No “paywalls” – porous, translucent, networked

What's needed? Three elements

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

RESEARCH QUESTION No. 1

- How will consumers value their privacy in trade for digital goods?

When will an online consumer be willing to provide unique demographic or personal-preference information? What offer (benefit, value, cash) equates with how much sharing of demographic information? And on what terms?

RESEARCH QUESTION No. 2

- Valuing news information?

If unique news or critical information about your community (topical or geographic) were not available for free, would you pay to get it? Would you want to pay per story (or event), by subscription? Would you want the bundle to include access to information from many websites, rather than just one?



RESEARCH QUESTION No. 3

From information to attention

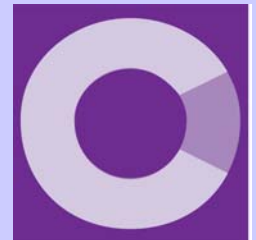
- What does the move from an information (scarcity) economy to an attention (scarcity) economy do to the value of content, the role of the publisher, and the power of the consumer?



RESEARCH QUESTION No. 4

Valuing news information?

- How do you maintain a trusted, account relationship with customers (and therefore pricing influence) when you no longer control the means of distribution or the shape of the marketplace?



RESEARCH QUESTION No. 5

Pipes vs. content

- As mass markets disintegrate . . . one-to-one-relationships multiply . . . and vertical integration becomes harder to maintain, how does the value equation change between those who control the pipes/platforms and those who make the content? In other words – who *really* owns the press?



Research, ideas presented

"From Gatekeeper to Information Valet: Work plans for Sustaining Journalism"
(<http://www.journalismtrust.org>) / May 27, 2009
The George Washington University

"We need many news organizations to keep our country strong. We need to help each other. We need to **partner**, we need to **experiment** and we need to accept and agree that we will continue, we will not accept failure and we need to keep trying and **trying different models** until we get it right."

•Vivian Schiller, CEO of National Public Radio,
March 30, 2009, at the NewsVision Conference.

•In a March 16 Time Magazine story about the Project on Excellence in Journalism's 2009 "State of the News Media," report, M.J. Stephey wrote: ". . . (I)f solutions aren't obvious, the report's overall message is: **Will the future leaders of journalism please stand up?"**



First effort: CircLabs Inc.

- RJI SPINOUT: Classic corporate form
- Founder control “friendly” to journalism
- RJI/Mizzou a founding shareholder (30%)
- AP has stake; strongly supportive
- Seeking collaborative investors:
 - Foundations?
 - Trade associations?
 - Philanthropists?
- Open question: Through JTA or direct?

FIRST APPLICATION

A customized, user-authorized service which interactively manages local newspaper branding, advertising, personalized news links and social-networking features.

... Coming during 2010
<http://www.circlabs.com>



Measuring success – outcomes

- Reinvented relationships between citizens and
 - *publishers – now InfoValets – mass market*
 - *advertisers – interest-informed, 1-to-1*
- New business for news organizations
- New ecosystem for news aggregation, customization, sharing
- New revenue besides advertising
- A news social network





CIRCULATE

TM

- ... Consumers circulate*
- ... News circulates*
- ... Advertising circulates*
- ... Subscribers circulate*

OWNERSHIP IDEA:

The Journalism Trust Association

- Non-stock, non-profit JTA guides early years
- Non-competitive ownership, trusted control
- "Founding members" advise early decisions
- Broadly representative board gradually enlarged
- Controlling owner of operating compan(ies)

“One challenge is to create a system that can be ubiquitous, yet never be owned or controlled by either the government or a dominant private, for-profit entity. It should to be massively distributed and — in some fashion — might ideally be collaboratively owned.” -- IVP idea, April 2008

JTA controls operating compan(ies)

- Operating companies could be L3C
 - Majority controlled by JTA / multiple stock classes?
 - Convenes industry around platform/standards
 - Integrates, contracts with advertising, tech, financial-service pieces
 - Any profits dividended to JTA and other stakeholders
 - Supported by transaction fees, license fees
- Result: The shared-user network

Antitrust exemption to set up?

- Shared-user network
- Develop protocols for sharing information, payments among independent websites and clearing house
- Then form non-stock clearing-house operator which can assess fees to cover costs only. Examples: ICANN/ AP

Comparables -- Financial

-- Visa/Mastercard / NACHA / NASDAQ / NYSE

Comparables -- Rights management

-- Copyright Clearance Center

-- ASCAP/BMI

-- Copyright Arbitration Royalty Panel, LOC

What clearing house should do

- Operate within existing web protocols
- Manage federated authentication
 - Guarantee levels of identity
 - Valuable for info purchasing
 - Access control to medical/government records
- Aggregate access records (“log reports”)
 - Copyright monitoring
 - Settlement of periodic payments
 - Enables multi-site subscriptions
 - Enables micro-accounting for content/ads
 - Provide government access by subpoena only



What clearing house should not do

- Play any role whatever in pricing
- Permit any sharing of pricing info
- Constrain or promote any bundling or tie-ins
- Block any content or services
- Make independent use of individual user info
- Apply deeply proprietary protocols
- Provide any data to government in secret
- Block emergence of competitive services

Proposed change in copyright law

“Fair-use” defense not available where:

- Work used consists in substantial part of news reporting (“news” needs definition)
- Created by person(s) regularly engaged in the work of news gathering, whether or not for compensation.
- Use is a context which an average person might conclude was intended to be of financial benefit to the user
- Where the use involves a contiguous sample of more than 10 words or 10 seconds of the work
- The use begins within 24 hours after first public performance of the base work

Changes in news ownership

- Mission-driven
 - Low-profit, limited liability corp (L3C)
 - Not-for-profit – 501(c)3 adjustments
 - Community-owned co-operatives
- For-profit / strategic for . . .
 - Search engines
 - Social networks
 - ISPs/telcos
 - Local online news communities (LONCs)

Changes in advertising

- Census not sample
- Moving away from cost-per-thousand
- Now cost-per-action (click, transaction)
- Publisher role fading
- User-centric role emerging (InfoValet)
- Next frontier: Assisting with user attention
- Reward for providing most relevant info
- Searls: Emancipay

Changes in news creation/focus

- Jeff Jarvis: Specialize / link economy
- Focus on accountability; citizens help with rest
- From gatekeeper to curator/infovalet
- Managing trust still a professional role
- Embed news in other services
- Challenge is to maintain independence
- **EXAMPLES:**

Changes in news financing

- Political / NGOs fund as mission extension
- Consumers fund directly (subscription/click)
- Consumers fund through attention exchange (attention credit offsets)
- Donations/philanthropy
- Government-funded
 - Tax-policy subsidies
 - Grants (PBS, NEH) for public-affairs news
 - Report for America (subsidize reporting)