Executive Summary

The 'Trusted News Network[SM]': Bringing the News Industry into 21st Century

The Internet has had a significant impact on the online news and newspaper industries. Globally, revenue from advertising and subscriptions are dramatically lower than before the Internet. Massive competitors have emerged that have drawn advertisers and subscribers away from both online news sites and newspapers, and prospects for the future are not encouraging. The industries have responded in several ways, including forming non profit associations to encourage cooperation and co-development as well as for-profit companies that focus on specific technical challenges. The industries continue to struggle with the impact the Internet has had on their fundamental business and continue to look for new sources of revenue.

Pseudo-NYM[SM]'s 'Trusted News Network[SM]' addresses several challenges[1] the industries face. The 'Trusted News Network' is a partnership with news sites that offers subscribers from one site access and membership benefits to other sites across the network. Partnering with news organizations and relying on existing, standard technologies, Pseudo-NYM[SM] offers subscribers of participating sites a virtual 'Internet Affinity Card[SM]' or IAC[SM]. Each IAC[SM] cardholder is granted seamless access across the network of sites as either a subscriber to a particular site or a first time or repeat visitor. As a result, the 'Trusted News Network[SM]' enables participating sites to expand services they offer to their subscribers and other members of the network.

Internet Affinity Cards[SM] benefit both organizations in the network and their subscribers:

- IAC[SM]s are branded by sponsoring news organizations and include a pseudo identity.
- An IAC[SM] allows the cardholder to visit any site in the network and be recognized as a subscriber or a visitor, all anonymously.
- Because the IAC[SM] includes a globally unique identifier, it allows cardholders to be recognized as new or repeat visitors, all without the use of cookies or other information.
- IAC[SM]s are an opt-in technology: cardholders have to explicitly offer their IAC[SM].
- IAC[SM]s replace passwords at the sponsor's site and support a seamless logon.
- IAC[SM]s are hard to share, so password sharing and subscription leakage will decrease.
- The underlying technology is already available on Internet ready devices, is easy to use and allows seamless, opt-in access to all sites participating in the network.
- Additional services are planned for the future, including subscribers opting in to share their interests and preferences and micropayments.

Pseudo-NYM[SM] is looking for news organizations to join the 'Trusted News Network[SM]' and offer Internet Affinity Cards[SM] to their subscribers. Pseudo-NYM[SM] will provide each organization a branded site and URL for subscribers to register. Pseudo-NYM[SM] will also work with organizations' technology partners to enable Websites to accept IAC[SM]s. The underlying technology is already available in Web servers and is simple to implement and maintain.

Registering for an IAC[SM] will be part of the site's subscription process, where the subscriber of a participating news site renews their annual subscription and also receives an IAC[SM]. An incremental fee for the IAC[SM] is added to the annual subscription fee. News sites pay an annual fee to participate in the 'Trusted News Network[SM]'.

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[1] From Payment to Persona (https://itega.org/2015/08/25/2015-from-persona-to-payment/)

rvanhorn@pseudo-nym.com
(201) 738-6104