Identity Systems of Online Entertainment

A use case with differing concerns and Levels of Assurance

- Audience gathers around content
  - Screen name, profile attribute management are concerns
  - Service-oriented experiences and content personalization are goals
- Advertising often drives monetization
  - Reach, frequency, intensity, segmentation, activities, uniques are concepts
  - Characterizing an “opportunity” to match publisher+advertiser+browser is a goal
- Two parallel systems
  - Audience-side is a “voluntary” system acting on behalf of the user
  - Advertising-side is a “force-placed” system on behalf of the network
Audience-Side Identity Systems

- Users come to “play the game”
  - Read content, interact with others
  - Use personalized services
- A “site” defines its own identifier
  - Registration defines a “screen name”
  - Single Signon; OpenID or bilateral
  - High(er) Levels of Assurance (LoA)
- Not just a single-desktop experience
  - Activity Streams and Social Feeds
  - Multiple screens, multiple devices
  - Delegated uses in services & apps
Advertising-Side Identity Systems

- Force-Placed by the Exchange
  - Acts on behalf of Exchange
  - Very low Levels of Assurance (LoA)

- Use constrained by technology
  - Easily lost, easily replaced
  - Constrained to within an Exchange

- Use governed policy & contract
  - Bilateral sharing arrangements
  - Supports interest managers & Opt-Out policies