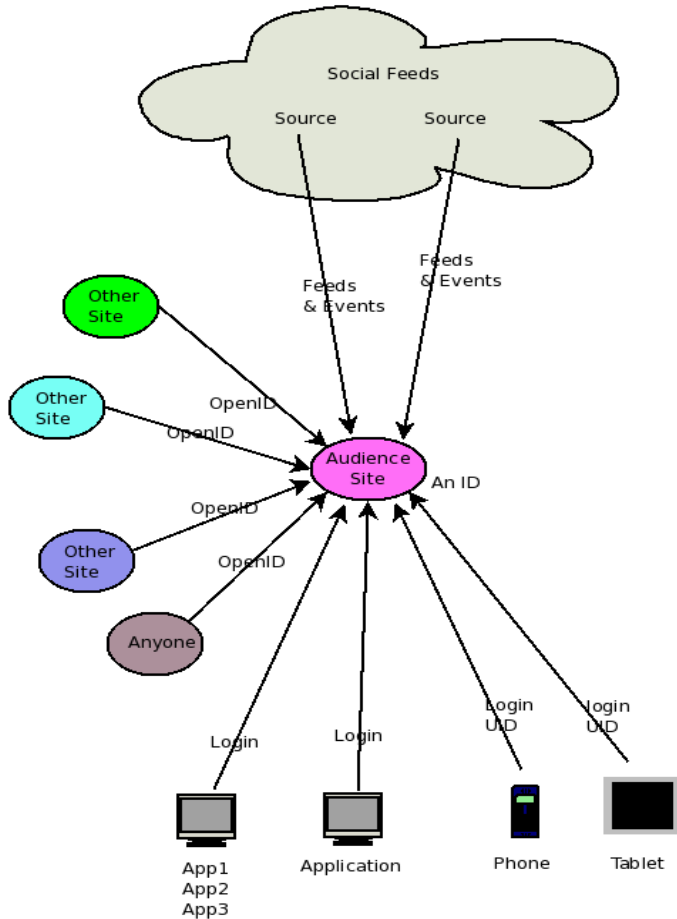


Identity Systems of Online Entertainment

A use case with differing concerns and Levels of Assurance

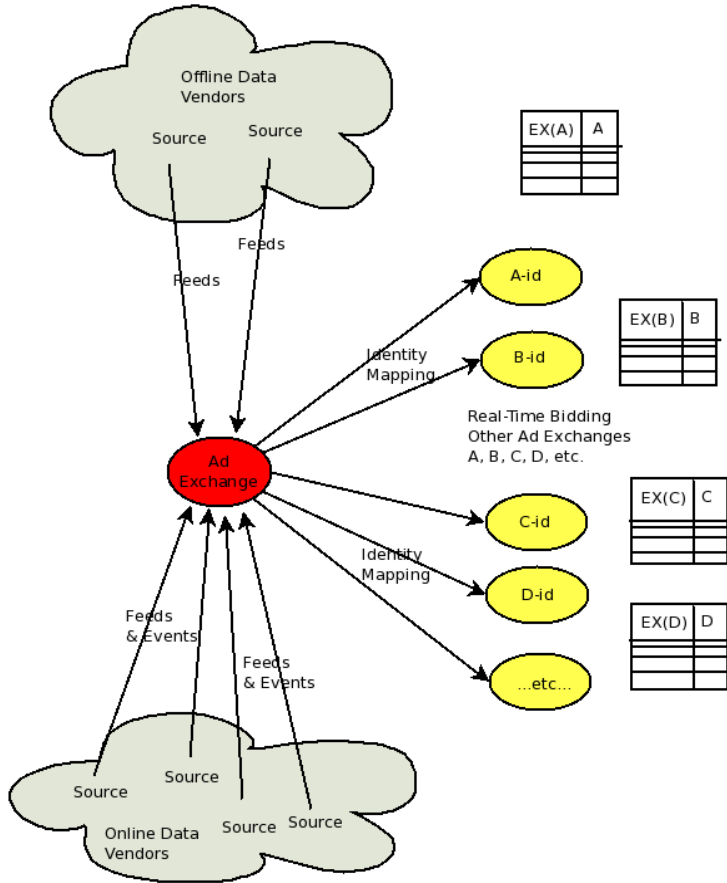
- Audience gathers around content
 - Screen name, profile attribute management are concerns
 - Service-oriented experiences and content personalization are goals
- Advertising often drives monetization
 - Reach, frequency, intensity, segmentation, activities, uniques are concepts
 - Characterizing an “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



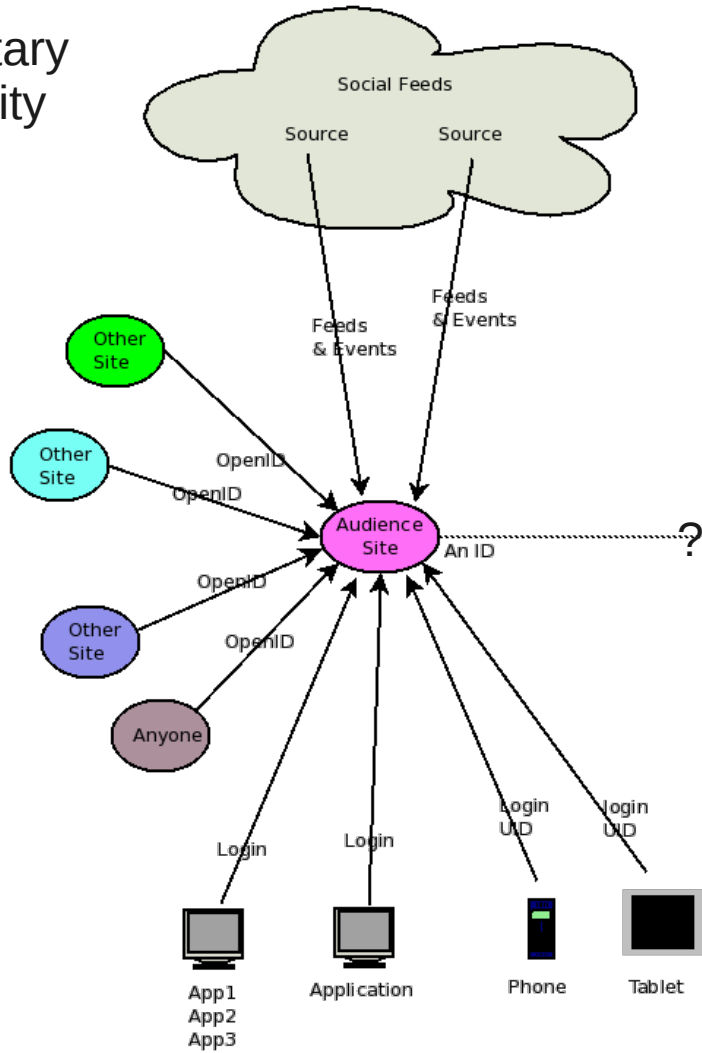
- Users come to “play the game”
 - Read content, interact with others
 - Use personalized services
- A “site” defines its own identifier
 - Registration defines a “screen name”
 - Single Signon; OpenID or bilateral
 - High(er) Levels of Assurance (LoA)
- Not just a single-desktop experience
 - Activity 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

Voluntary Identity



Force-Placed Identity

