Overview

Digital identity markets are emerging in an increasingly noisy, crowded and balkanized landscape of competing standards groups, industry associations and an ever-widening array of applications, technologies and initiatives.

Identity industry leaders are investing heavily in market messaging that favors social media over advertising and avoids traditional product promotion to instead building relationships with integration partners, independent developers, early adopters and opinion leaders. Producing original video content, together with subsidizing the filming of conference panels and presentations, are increasingly more important and more expensive marketing investments.

The viewership of this content takes a predictable turn; a dramatic falloff after the initial views at an industry event, conference or product launch. Equally predictable is the difficulty finding that content and once found, the lack of context and sometimes skepticism given its provenance. Market leaders invest heavily in this kind of engagement. Ping Identity and Forgerock circle the globe with content-rich "Identity Summits." Without the benefit of big budgets, small and medium sized companies invest in video pitches in the hopes of attracting the interests of prospects and aligning themselves with partners. Even governments are investing in multi media, and video content. Because of all of this, the long tail has value to be unlocked for the benefit of all involved.

OIX's IDChannel aggregates, curates and redistributes its member's video and related content to a global business audience. The IDChannel will make content easier to find by centralizing diverse content sources; easier to use via expert curation and; viewed as neutral coming from the only non-profit, technology-agnostic, cross-sector, public/private partnership with global reputation as an authority on internet identity.

<u>Working Hypothesis</u>

Open Identity Exchange is uniquely positioned as a non-profit, with a neutral brand with global leaders and governments as members, to provide this new service. Can Open Identity Exchange leverage its track record, reputation and trusted global brand to fill a gap in the ecosystem and better serve our members?
OIX members point to a "signal to noise" problem caused by a crowed and noisy market. They need "signal boosters" to amplify their market messaging.
And they can leverage the benefits of a neutral, trusted and authoritative brand to complement their strategies.

The IDChannel can be a platform for the adoption of best practices & open standards as well as an amplifier for member content and market messaging. It furthers the OIX mission and extends the coverage of its legal agreements.

OIX has informally tested the idea with members who are [identity industry opinion leaders](#) like Dave Birch of Consult Hyperion, Kim Cameron of Microsoft, Adam Dawes of Google, and others. We've tested the idea with marketing and media experts like Source Media in the US, Whitehall and Control-Shift in Europe. We've consulted content leaders and conference sponsors like Ping Identity and Forgerock. All see opportunity; all want the details.

As is our custom we'll follow the [Open Identity Exchange Stage Gate process](#). [Dog-fooding](#) like this enables members and partners' early awareness and opportunity to shape the IDChannel plans and priorities. This approach assumes a low risk, low budget, and iterative testing process throughout 2017.

The path forward includes increased member feedback and an objective, expert analysis of the researching the business, financial and technical issues via an Open Identity Exchange White Papers. We plan a more comprehensive discussion at the in-person board meeting in San Francisco on February 15.