Table of Contents

Fo	reward	V
0	i	- 1
O	pening remarks – the author's motivation and bias	
	To those who have helped refine the story	3
1.	The big picture	5
2.	What are the links between identity and my digital footprint?	15
3.	Digital footprints	19
	From digital footprints to my digital footprint	
	Inputs into my digital footprint	
	Outputs – value created from digital footprints	25
	The paradox of privacy	26
	Who is harnessing your collective intelligence?	27
	Privacy – is your privacy someone else's business?	29
	Perceptions of privacy	36
4.	Web 2.0 and Mobile Web 2.0	39
	Web 2.0 – the creation web	
	The seven principles of Web 2.0	
	Principle one: web as a platform	
	Principle two: harnessing collective intelligence	43
	Principle four: end of the software release cycle	46

	Trust capital	114
	Bonded but not related	
7.	. Rules, law and regulation	119
8.	. My digital footprint and converged services	121
	Convergence and converged services	121
	An introduction to convergence	121
	What is digital convergence?	121
	Digital convergence: definitions	123
	Services	124
	The significance of mobile services	125
	Content service example	126
	The WHAT principle and the WHO effect	128
	The WHAT principle	128
	The WHO effect	129
	How WHO works	129
	Factual vs. behavioural	130
	Dynamic vs. static	130
	Creating advantage	131
	Caveats	131
	The rainbow of trust	132
9.	Business models	139
	What data can I own?	
	I own my data	
	Model 1: Pay for enhancement to service	
	Model 2: Trade data for enhancement directly with service provider	
	Model 3: Trade data for enhancement via a third party (indirect),	

such as an aggregation party1	142
Model 4: Pay for services directly (subscription or one-off)1	143
Model 5: Trade data for service directly with service provider1	143
Model 6: Trade data for services via a third party (indirect),	
such as an aggregation party	143
Model 7: Pay to protect your identity (digital footprint)	143
Model 8: Enable third parties to use and exploit your data to	
generate benefits in kind and/or cash for a percentage of revenue 1	143
I give up my data	144
Model 1: Pay for enhancement to service	144
Model 2: Trade data for enhancement directly with service provider . 1	144
Model 3: Trade data for enhancement via a third party (indirect),	
such as an aggregation party1	145
Model 4: Pay for services directly (subscription or one-off)1	145
Model 5: Trade data for service directly with service provider1	145
Model 6: Trade data for services via a third party (indirect),	
such as an aggregation party1	145
Model 7: Pay to protect your identity (digital footprint)1	146
Model 8: Enable third parties to use and exploit your data to	
generate benefits in kind and/or cash for a percentage of revenue 1	146
0. Business model 2.0	146
When I die?	148
1. A fairy tale or an epic?1	149
Are there any implementations?	149
Strategic issues for the service providers	150
Structural problems for mobile	154

The web	160
Full disclosure	160
Vendor Relationship Management	160
User-managed anonymity of data	162
Revocation	166
The data portability implementation	167
11. What future will we choose?	171
The dark side	171
The digital signage	171
Deep packet inspection	172
The worried well	173
The enlightened view	174
12. Ending the journey and the take away	177
13. Eating my own analysis	183
Author's profile	185
My reading list (June 2008 – June 2009)	187
Endnotes	100