

The Digital TrustScape | Advertising and Media Trust Ecosystem: 2020

ACADEMIC

EVENTS/CONFERENCES

PUBLICATIONS

CARNEGIE COUNCIL for Ethics in International Affairs

NON-PROFIT/NON-PARTISAN

Ad Media Leaders

AI/Tech Ethics Generalists

GOVERNMENT

ETHICS & COMPLIANCE SUPPLIER

Media Compliance

Emerging Trust-Tech

ETHICS, SUSTAINABILITY AND GOVERNANCE DATA SUPPLIERS

TRUST AS A SERVICE/ TRUST BOUTIQUES

COMMERCIAL NETWORK/ ASSOCIATION

CORPORATE

Exemplars

Trust Ingredient Players

MARKETPLACE OF IDEAS

MARKETPLACE OF STATE AND INDUSTRY POLICY & LAW

COMMERCIAL MARKETPLACE

The New Architecture of "Intelligent Trust"
Digital Media Technology has profoundly impacted what we do every day. "Media" is now transmitted and reformatting, adjusted and recirculated, shaped, spun and re-spun. Media's longstanding and reliable structures of trust, standards, liability and quality control (NB: "Rights & Duties") have dissolved. TrustScape maps those building the new "soft infrastructure" of trust. TrustScape 1.0 includes 150+ entities central to re-building the new trust systems of a 21st century ad media landscape.

Special thanks to the Institute for Advertising Ethics, Microsoft Corp., Baroness O'Neill, Kaleidos, Stephen M.R. Covey, Jim Price, Andrea Bonime-Blanc, Joe Mandese, Google LLC, Ted McConnell, BlackRock, Keystone Strategies, East Wind Advisors, and Stanford University. All errors are mine, all improvements are welcome - Andrew Susman.