

Tamedia AG
Tagesanzeiger
Werdstrasse 21
8004 Zürich
Tel. 044 248 41 11

Fair Data Sharing Portal
The Information Sharing Social Experiment
Letter of Interest

Dear Dr. Pournaras,

I am writing to confirm that the Tages-Anzeiger (published by Tamedia AG) expresses interest in accessing data collected throughout the *Information Sharing Social Experiment* via the so-called *Fair Data Sharing Portal*. The experiment is being conducted by the *Chair for Computational Social Science* at ETH Zurich in Switzerland.

The Tages-Anzeiger is a leading Swiss daily newspaper published by Tamedia AG. Tamedia AG is expanding its data analysis capabilities as it regards such journalistic skills as an important feature of future publishing. Across its portfolio Tamedia AG helps to store, manage, protect and analyze its most valuable asset - information - in a more agile, trusted and cost-efficient way.

The scope of the Information Sharing Social Experiment – to gather information about decision-making in information sharing of sensor data collected from the sensors of smartphones – is of great interest to us. Therefore, we express our support for this project and apply for access to the database of the project.

Tages-Anzeiger and Tamedia AG have well proven its capability to process very large data sets. We are aware that the collected data is anonymous, can only be used as stated in the data portal's terms of reference and will not be used in any other way or shared with third parties. Access to the data will comply with informed consent of participants and with the decisions that participants will make throughout the experiment.

Sincerely,

Barnaby Skinner



--

Datenjournalist
SonntagsZeitung & Tages-Anzeiger
Office +41 44 248 52 26
Mobile +41 79 640 98 1
barnaby.skinner@sonntagszeitung.ch
barnaby.skinner@tages-anzeiger.ch
www.barnabyskinner.com