

As incumbent and indie telcos gear up for pervasive gigabit connectivity, they are also gearing up for more central and more pervasive roles than they've ever played before -- as the custodians of more of their customers' personal information than they may realize, but also as principal conduits for their digital lives. That creates real risks for ISPs, but also affords some unique opportunities to earn the trust of potential and continuing customers. Researchers at the Citizen Lab, an interdisciplinary lab hosted at the University of Toronto's Munk School of Global Affairs, have been engaged in assessing those opportunities for some years now. This session presents some of the lessons learned from that engagement, from both the researcher and ISP standpoints.