



# REWARDING TRUSTWORTHY JOURNALISM

# What are the benefits?

With this initiative, your journalism will gain a competitive edge to make it more visible and successful. The JTI supports you in using your compliance with professional norms as an asset. It provides trustworthy journalism with a tool to clearly distinguish itself from the hotchpotch of commercial messages, propaganda and pseudo journalism that is flooding our information space.

Moreover, with its incentives-driven approach, the JTI system provides mutual benefits for different groups of stakeholders within the media ecosystem your organisation engages with.

## The benefit of JTI

### Media Outlets

- Algorithmic indexation
- Promotional use
- Advertising, subscription & other revenues

### Media Development Actors, Donors

- Benchmark to evaluate and select projects

### Regulators, State Actors, Trade Associations

- Benchmark for subsidies and benefits allocations

### Citizens, Audience

- Benchmark for their news consumption
- Trustworthy news curation
- Media literacy

### Social Media, Search Platforms

- Benchmark to fight information disorders
- Universal criteria for algorithmic indexation

### Advertisers, Marketers

- Benchmark for AdEx
- Brand safety, digital safety



# Why adopting the JTI?

The JTI is a market-driven solution to promote the credibility of quality journalism – and to turn it into a tangible, competitive advantage. It is the most inclusive transparency and compliance tool for newsrooms of all sizes, types, anywhere in the world.

By means of an optional external assessment, conformity with the JTI can be independently audited and officially certified.



### Official Benchmark

- The norm: CEN Workshop Agreement 17493
- jti:app available to all media outlets to do a self-assessment



### Compliance

- External audit performed by accredited certifiers
- Certifications delivered to JTI-compliant media outlets



### Incentives & Benefits

- Trust in media, revenues, grants & subsidies, audience reach, brand safety, algorithmic indexation, ...

- You will join the class of most trustworthy media worldwide and stand out from the competition;
- External stakeholders will recognize and reward your top-level accountability.

### With its holistic approach, the JTI

1. Incentivises media outlets to optimise editorial processes, performance, and ethical conduct by providing competitive advantages;
2. Enables consumers and citizens, regulators, investors, donors and the private sector, like advertisers and distributors, to identify and reward trustworthy journalism;
3. Contributes to a healthier information space at large with an independent, transparent, systemic and potentially game-changing, self-regulatory mechanism.

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# Your user journey with JTI



### Self-assessment

- > via the jti:app, a dedicated online portal, and address potential findings

> 2 to 4 weeks

- > free of charge



### Public Disclosure

- > publish the result in the form of a transparency report that will be publicly visible

> immediate

- > subscription fees between € 25 & € 2.000 per year; discounts available



### Certification

- > optional, an independent audit to officially certify your level of compliance with the norm

> 4 – 6 weeks

- > fees charged by Certifiers vary, starting at ~ € 3k up to € 10k+



#NOTHING TO HIDE



## How does it work?

A number and variety of approaches are being tried and implemented at the moment to detox our information space. Most of them, like fact-checking, focus on identifying and demoting harmful or illegal content. Others tackle the source-level, with a more institutional and systemic view, but mostly by means of external research, assessment and subsequent ranking.

By contrast, the JTI is the only scalable and tested instrument that's –

- Fully self-regulatory and backed by an official Standard;
- Built 'bottom-up' on self-reporting plus optional external audit;
- Designed to amplify the 'good' instead of chasing the 'bad' and –
- Explicitly not ranking or rating individual journalists or pieces of content.

# What is the JTI exactly – and what is it good for?

As a one-of-a-kind official ISO-type Standard, the JTI is certifiable by means of optional third-party audits, and it is machine-readable to feed into algorithmic indexation and recommender systems (social media feeds, search ranks, programmatic advertising) to enhance visibility, and eventually sustainability, of trustworthy sources of information.

The 18 standard clauses cover the institutional and process level of journalistic production, including specifications on ownership transparency and editorial guidelines, covering independence, accuracy and correction policies for example.

## What is the background of the JTI and where does it stand?

The JTI was initiated and is operated by the Paris-based press freedom watchdog and human rights NGO Reporters Without Borders (RSF), supported by partners such as the European Broadcasting Union (EBU) and Agence France Presse (AFP). It has been developed by a panel of international experts under the aegis of the European Committee for Standardisation (CEN) and published as Workshop Agreement CWA 17493 in December 2019. As a public good and reference, it is available for download free of charge.

Currently 100+ media outlets are implementing this instrument along the different stages, including RTÉ News, Exit News Albania, SWI swissinfo.ch, France Télévisions or CBC/Radio-Canada.



RTÉ News



Exit News Albania



Community Media Network

# Contact

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[journalismtrustinitiative.org](http://journalismtrustinitiative.org)

[jti-app.com](http://jti-app.com)

[jti@rsf.org](mailto:jti@rsf.org)