



# REWARDING TRUSTWORTHY JOURNALISM



# I. What the JTI is – not.

- **Not about content, not about individuals.**
- **Not about „quality“ – not granular, no ranking.**
- **Not replacing existing ethical codes, press councils etc...**



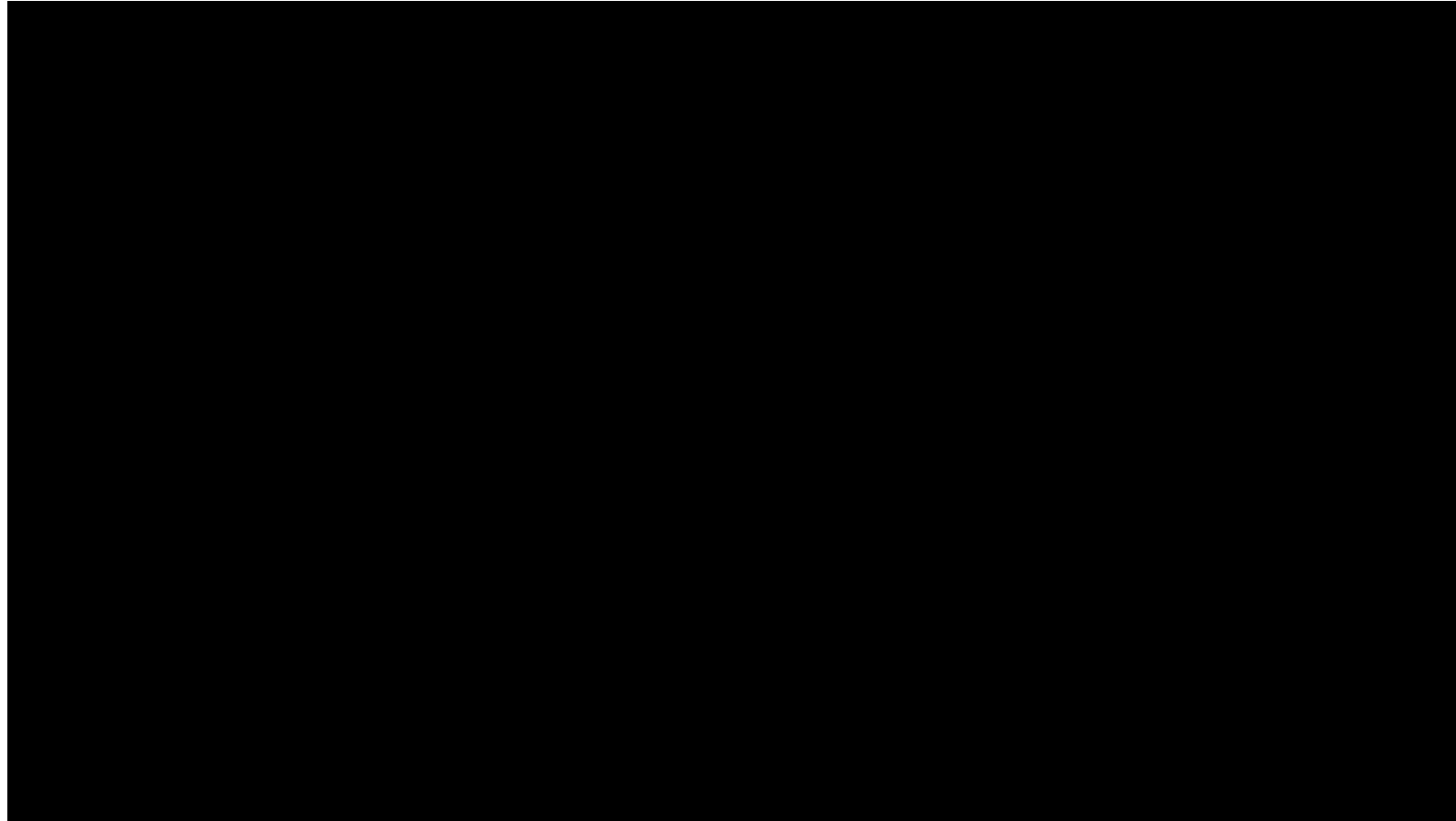
## II. The JTI's added value proposition.

- **Certifiable > compliance**
- **Machine-readable > algorithmic indexation**
- **Self-regulatory > authoritative, tested and scalable ISO-protocol**



### III. What the JTI can do for you.

- **Internal diagnostic tool > upgrade editorial processes.**
- **External transparency tool > demonstrate trustworthiness, b2c & b2b.**
- **Brand safety, discoverability and sustainability tool > competitive advantage.**
- **Normative assessment tool for third parties > funding, med-dev, digital policies.**





# Thank you.

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