RSF and over 190 media outlets worldwide urge tech giants to embrace the Journalism Trust Initiative

Chaos is the norm in today's news landscape. Disinformation is rampant, no one knows which sources to trust and journalism based on rigorous reporting is being asphyxiated by an extraordinary lack of funding. This perfect storm has battered the information space, threatened the quality of public discourse and endangered democracy worldwide.

This crisis isn't new, but it is solvable. We are over 190 news outlets writing as one because we've engaged in a groundbreaking, concrete initiative to fix this issue and ensure the global public has access to quality reporting: an international standard called Journalism Trust Initiative (JTI). This robust certification is given to outlets that meet the highest standards of transparency, ethics and professionalism. We call on the online platforms shaping the way billions of people access information to integrate JTI into their algorithms as a matter of urgency. Here's why:

The problems we face

The challenges facing journalism are manifold but they all converge online. The first, most glaring issue is that the economic model for quality journalism is disintegrating. The internet now provides free information — much of it dangerously unreliable — and advertising revenues have largely migrated to tech platforms, leaving newsrooms struggling to survive. This economic vulnerability forces many outlets to prioritise quantity over quality, compromising their ability to produce thorough professional investigations.

What's more, the algorithms powering social media, search engines and other online platforms are designed to maximise audience engagement in a way that often amplifies sensational, misleading or outright false content. This attention economy is skewed against professional journalism, creating fertile ground for disinformation to spread and drowning out trustworthy reporting.

The rise in fake news, coupled with increasing political polarisation, has left the public's trust in media in free fall. Even the most reputable outlets are subject to scepticism, and many have seen their names and logos appear on content relaying false information that they never produced. This crisis of confidence not only harms news organisations but leaves citizens adrift in a sea of unreliable information.

The solution we've found

JTI carves a path forward, out of this quagmire. Developed by Reporters Without Borders (RSF) in collaboration with over 130 international experts — journalists, publishers, academics, institutions, regulators, tech specialists, and more — JTI focuses on promoting reliable information, as opposed to other approaches that focus solely on debunking disinformation. It establishes clear benchmarks for quality and accountability, allowing audiences, advertisers and tech platforms to identify and prioritise trustworthy sources. JTI-certified outlets undergo stringent independent audits that verify their commitment to ethical journalism practices. JTI is not merely a label — it signals that an outlet is credible, backed by concrete evidence from a trusted third party.

Now, it's up to you

Despite the availability of this powerful solution, its potential remains largely untapped. This is where your online platforms must step up. By prioritising JTI-certified outlets in search results, newsfeeds and recommendation systems, you could curb disinformation and allow reliable information to reach wider audiences. You could also stabilise the news economy if they developed fair compensation models for JTI-certified outlets whose content drives audience engagement.

Work with us to amplify trustworthy journalism: integrate the JTI certification into your algorithms and moderation systems. Show that you value quality reporting as an essential public good and a cornerstone of democratic societies. The tools to fix the confusion and disarray of the information space are at our fingertips, and the only thing lacking is the will to implement them at scale. This inaction is a strategic misstep as platforms that fail to respond risk alienating users, advertisers, and regulators. Conversely, those that lead the way in promoting reliable information will earn the trust and loyalty of their audiences.

As the gatekeepers of online traffic, you could keep the public well-informed if you wanted to. There is no need to agonise over developing in-house solutions — Journalism Trust Initiative is a proven answer created and endorsed by trusted media professionals. Together, we can create an online landscape where quality and reliability are recognised and rewarded. The future of informed, democratic societies depends on it.

Signatories per country

Afghanistan:
- Suarakalbar.co.id

Albania:
- Citizens.al
- Saranda Web
- Shteg.org

Argentina:
- Al Toque Deportes
- Aviacionline
- Qué digital

Belarus:
- The Belarusian Association of Journalists

Bosnia and Herzegovina:
- RTV SLON
- Valterportal.ba
- Center for Investigative Reporting (CIN)

Bulgaria:
- Mediapool.bg
- Pod tepeto

Burundi:
- Groupe De Presse IWACU

Cameroon:
- Groupe Afrique 54 SARL (Afrique54.net, La Voix Des Décideurs, Afrique-54.com)
- Journal Integration

Colombia:
- CasaMacondo Somos Historias SAS
- El Turbión
- ElCronista.co
- La Contratopedia Caribe
- CONVERSARTE
- elnorte.com.co
- Imperativo Cultural
- Nutyfrut
- Radio Chécheres
- Redprensa
- Tercera Raíz Tv, Radio y Prensa
- Zenú Radio
- Cuestión Pública
- El Caimán Barranquilla
- Pulzo.com
- Vokaribe Radio 89.6 FM
- RMC Estudios
- Congéneres BIC
- CrossmediaLab
- Revista Historias Contadas
- Revista Ecoguia
- Tejiendo caminos
- El Cafeto Radio

Congo, Democratic Republic of the:
- Interview.cd
- Habari RDC
- Eleza Fact
- Groupe Medias Futurs Cana Futur Radio Television
- Oisillons infos

Czechia:
- Economia

Ecuador:
- Ecuador Chequea
- La Barra Espaciadora
- Visionarias

Estonia:
- Provereno Media

France:
- Agence France Presse (AFP)
- L'Observateur (Sogemedia)
- La Thiérache (Sogemedia)
- ARTE
- Societe Nationale De Radiodiffusion Radio France
- 6Medias
- Ideal-investisseur.fr
- StupMedia
- LocalesTV
- TV5MONDE
- Vosges TV
- Worldcrunch
- Canal 32
- LMtv Sarthe
- LocalesTV
- TL7 - Saint Etienne
- Moselle TV
- TVPI

- TeleNantes
- Angers TV
- TVR
- France Media Monde
- Le Dauphiné Libéré (EBRA)
- Dernières Nouvelles d'Alsace - DNA (EBRA)
- L'Alsace (EBRA)
- L'Est Républicain (EBRA)
- Le Bien Public (EBRA)
- Le Journal de Saône et Loire (EBRA)
- Le Progrès (EBRA)
- Le Républicain Lorrain (EBRA)
- Vosges Matin (EBRA)
- Le groupe EBRA
- France Télévisions

Germany:
- GMX News & WEB.DE News

Georgia:
- OC Media

Ghana:
- Kabarkala.com

Greece:
- Fokida News
- karditsaportal.gr
- typos-i.gr
- ΑΓΩΝΑΣ ΤΗΣ ΚΡΗΤΗΣ
- ΑΝΟΙΧΤΟ ΠΑΡΑΘΥΡΟ

Hong-Kong:
- Hong Kong Free Press

India:
- UnreadWhy

Indonesia:
- Aceh Satu Media
- Solopos (Espos.id)
- wongkito.co
- kalamanthana.id
- Borneotribun.com
- Floresa
- Kalesang.id
- Zonautara.com
- Tempo

Ivory Coast:
- GBEKE FM
- akondanews.net
- l'Avenir
- Radio FRATERNITE Divo
- Radio Television Kabadougou
- Justeinfos.net
- Radio Soleil + Côte d'Ivoire
- IvoireCheck

Jordan:
- AmmanNet (Community Media Network)
- ARIJ

Lebanon:
- Silat Wassel
- Anahon

Lithuania:
- FM99
- The Lithuanian National Radio and Television (LRT)

Malaysia:
- Astro AWANI

Moldova, Republic of:
- TV8 (A.O. Media Alternativa)
- Ziarul de Gardă/ZdG

Mongolia:
- Zuuniimedee
- NTV Broadcasting LLC

Namibia:
- The Caprivi Vision Newspaper

Nigeria:
- Daily Links Digital Media
- PFA Broadcasting Limited (www.sunrisetimes.com.ng)
- Premium Times
- SINL Nigeria Online

North Macedonia:
- Face to face - Platform for Sustainable Development
- SDK.MK Digital Newsroom
- Portalb.mk
- www.mkd.mk

Palestine:
- Albawaba24

Pakistan:
- Hazara Express News
- Diplomacy Pakistan News

Philippines:
- Androidist
- Kodao

Poland:
- limanowa.in
- NowaGazeta.pl i Nowa Gazeta Trzebnicka

Romania:
- Átlátszó Erdély
- Monitorul de Botosani
- PressOne

Senegal:
- Financial Afrik
- PressAfrik
- Afia FM
- Africa 7
- IMPACT

Serbia:
- Autonomija' & 'VOICE'

South Africa:
- Zoutnet CC

Spain:
- Alternativas económicas
- elDiario.es
- Agencia EFE
- Crónica Norte

Taiwan:
- 沃草有限公司 (Watchout.co)
- Radio Taiwan International

Togo:
- ECO& FINANCES
- GAPOLA

Tunisia:
- AlQatiba
- Irada fm
- Kairouan Libre Fm
- Platine Radio
- Radio Capsa Fm
- Radio Naoura
- Yaluna Magazine

Thailand:
- Thailand Business News

United States of America:
- Sopris Sun
- Houston City Beat

Ukraine:
- Hromadske Radio
- I-VIN.info
- NikVesti
- NV.ua
- Pershiy Kryvorizkiy
- Радіо НВ
- MAYAK-MEDIA LTD.
- Медіа група Слов'янськ
- Babel LLC
- CHYTOMO
- Східний Варіант
- Euromaidan Press
- GALKA.IF.UA
- KURS
- LB.ua
- Poltavska Khvylia
- RIA-Melitopol (RIA-PIVDEN)
- Sho Tam
- Velykopysarivska gazeta "Vorskla"
- Visti Prydniprovya
- Visti Snihurivshiny
- Волинські Новини
- Волинь онлайн
- Городоцький районний телерадіопресцентр
- Зоря
- Обрії Ізюмщини
- Телерадіокомпанія "Надія"