

Economia is the first in the Czech Republic to receive the prestigious Journalism Trust Initiative (JTI) certificate, which confirms professional and independent journalism of its titles

Prague, 13th February 2024

The JTI certificate is a worldwide standard of the credibility of journalistic work, initiated by Reporters Without Borders together with the European Broadcasting Union and the AFP. It was developed by a group of 130 experts, institutions, regulatory authorities, publishers and new technology players. It is the most relevant and comprehensive attempt at a healthier information space so far. Over 1,000 media houses from 80 countries around the world are involved in the JTI process.

Simply put, the certificate confirms that *Aktuálně.cz*, *Hospodářské noviny* and *Ekonom* are built on truly professional and independent journalism. Journalistic standards, work procedures, verification of information, etc. are certified. The result is a comprehensive transparency report, which has then been assessed by an independent auditor, the company Deloitte.

"Credibility based on quality content is the core value of Economia and its titles. The JTI certificate objectively proves that we are on the right path. It is a message to our readers that they can really rely on the quality of the content of our titles, which is increasingly important in a time of considerable information ballast, fake news and the growing role of AI in their generation. It is also an assurance for our advertising partners that they are working with trustworthy and professional media outlets," says Lenka Černá, CEO of Economia.

The Journalism Trust Initiative is an assurance for advertisers and technology platforms to ensure the dissemination of trustworthy contents and promote citizens' right to information. The certification aims at becoming a globally perceived and respected signal that separates quality information from misinformation and news that cannot be determined to be true and relevant.

The whole process of obtaining the JTI certificate was very robust and lasted several months. The certificate awarded to the three titles of the media house Economia is available on the [JTI website](#). The certificate was awarded in 2024 and is valid for two years.

About Economia

We are number one on the Czech business news media market and the most trusted Czech media house. We operate one of the largest Czech news servers, *Aktuálně.cz*, the *Centrum.cz* portal and a number of thematic internet titles and services. With the *Hospodářské noviny* and *Ekonom* brands, we address the most creditworthy part of the population.

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