

# PRESS RELEASE

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## **New Media-Project started - paidcontent 2.0 with Creative Commons and cjournalist.com**

**Journalist is the next business-model afterwards Journalists can be paid fair for their good work in digital media. A lot of Advertising Disinformation is disturbing the world. Christoph Zeuch, himself Journalist and CEO of chrisventure launched this bizidea as a startup in Hamburg, Germany.**

The status quo: Everybody is copying Content anywhere, everywhere, elsewhere. You can't stop things, where people are strongly seduced by her human nature. And you shouldn't make the same mistakes the music industry has done for years.

Every human being in the world is entitled to get quality Information with background. To provide this, is the enthusiastic passion every Journalist has found by deciding for that job. But the Distribution of Media had strongly changed with Digital Life. Printmedia had become a luxury.

Quality Content is produced by Journalists. Since the 1990's a lot of so called "Public Relation" is transforming and addicting the Media. In consequence the people go nuts from Advertising Information and can't really distinguish. Take a Look at the financial world crisis for example. A strong part of this is due to Advertising Disinformation.

'Change has come to the Media! Not only the self-definition of some Media is seriously affected. In my eyes, the thrilling impact of advertising has become a grave problem and also can be seen as a factor for most distortion of perception in today's society.' says Christoph Zeuch.

Not the Companies but the people have to control Media to get independent Information! And the people have to know that Journalists (not Advertisers) are standing on their side to help cleaning that thing out of any Information.

CJournalist next will try to convince big players, like Google, Microsoft and yahoo! to include a technically stamp on CJournalist-Members-Content.

Why should these Companies do that? The answer is: When Content is helping people, they would link Content, rate Content, or recommend it even in emails or twitter.

Christoph Zeuch: “Not even the Distribution of Content has changed but also the need of Content. Everybody is speaking about Social Media. But what exactly is the meaning of Social? It should help people to get their life more healthy and interesting.”

(2.288 words) Please send us a copy in case of publication or your link. Thank you!

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