Media Expert Kevin Anderson to Lead WAN-IFRA’s Digital Revenue Network.

Thursday 17 July, 2025

WAN-IFRA, the World Association of News Publishers, announced the appointment of Kevin Anderson as Director of the Digital Revenue Network (DRN). In this leadership role, Anderson will guide WAN-IFRA's efforts to help publishers worldwide grow sustainable digital revenue and navigate transformational change.

Anderson brings with him a wealth of experience, having spent over three decades at the forefront of journalism, digital product strategy, and media innovation. His most recent role was as the Director of App Strategy and Industry Insights at Pugpig, a digital publishing platform that supports over 135 publishers, broadcasters, and membership organisations. He has also held significant roles such as the BBC's first digital correspondent outside the UK, the Guardian’s first Blogs Editor, and a Regional Executive Editor for Gannett in the U.S.

A recognised international media consultant, Anderson has supported numerous newsrooms across Europe, North America, Asia, and the Middle East with product development, digital editorial strategies, audience engagement, and app innovation. His work has focused on helping media companies launch new products, develop cross-functional teams, and unlock new revenue opportunities.

At WAN-IFRA, Anderson will be at the forefront of a portfolio of high-impact initiatives. His role is crucial in supporting media companies as they navigate the fast-changing digital economy. His responsibilities include expanding WAN-IFRA's executive programs, boot camps, and accelerator projects for publishers; building AI-focused collaborations with tech companies; growing the reach and relevance of WAN-IFRA's Digital Media Europe conference and global study tours; and serving as the organisation’s lead expert on digital subscriptions, analytics, advertising models, and commercial innovation.

“*A free press needs robust business models, and this is a pivotal time for the industry to embrace experimentation and new approaches,*” Anderson said. “*Joining WAN-IFRA offers an incredible opportunity to help a wide range of publishers—from local independents to iconic brands—build resilience, diversify revenue, and invest confidently in the future of journalism.*”

Anderson studied journalism at the University of Illinois, where he encountered Mosaic, one of the earliest graphical web browsers. That experience shaped a career-long passion for digital innovation in media. He also holds a Master’s degree in Innovation Management and Leadership from the University of York, equipping him with deep cross-sector insight into organisational transformation.

In his new role, Anderson will report to Thomas Jacob, WAN-IFRA’s Chief Operating Officer, and lead a multi-disciplinary team focused on creating value for WAN-IFRA’s global membership.

“*We are delighted to welcome Kevin Anderson to the team*,” said Jacob. “*His unique combination of editorial, product, and commercial experience—along with his global perspective—makes him ideally suited to lead the Digital Revenue Network. His leadership will be critical in helping our members future-proof their business models while staying true to the mission of journalism*.”

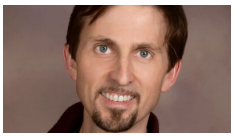
Contact and Inquiries

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About

WAN-IFRA**,** the World Association of News Publishers, is the global organisation of the world’s press, comprising 3,000 news publishers and technology companies and 40 national publishers’ associations representing 18,000 publications in 120 countries. With a mission to protect the rights of journalists and publishers around the world to operate independent media, WAN-IFRA provides its members with expertise and services to innovate and prosper in a digital world and perform their crucial role in society. The World Editors Forum is its network for editors.

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