



# Digital Media Awards 2026

**The global benchmark for  
digital journalism  
excellence**



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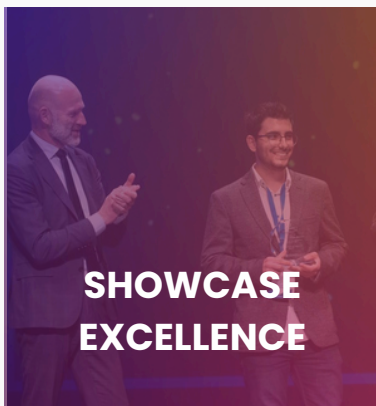
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# OVERVIEW

WAN-IFRA's Digital Media Awards is the news industry's most prestigious global competition celebrating excellence in digital publishing.

The awards honour publishers and media organisations that have delivered outstanding and original digital projects, products, or strategies.

## Why enter?



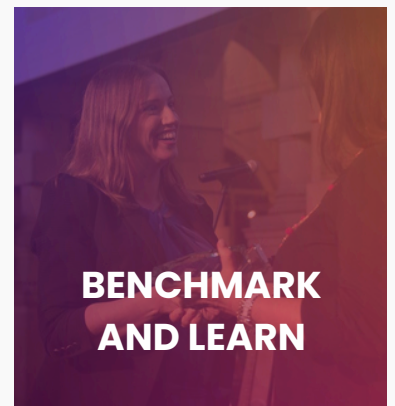
### SHOWCASE EXCELLENCE

Highlight your team's best digital work in storytelling, innovation, and engagement.



### GAIN GLOBAL RECOGNITION

Winners advance to the worldwide competition and earn exposure across WAN-IFRA's global network.



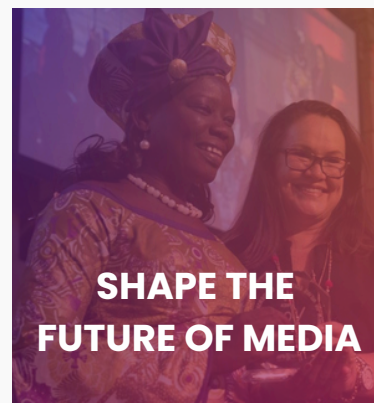
### BENCHMARK AND LEARN

See how your projects stack up against top newsrooms and digital leaders.



### MOTIVATE YOUR TEAM

Celebrate achievements and boost credibility with a respected industry award.



### SHAPE THE FUTURE OF MEDIA

Be part of a community driving innovation in digital journalism.

# GOOD TO KNOW



## Timeline

Call for entries: Until 31 December 2025.

### Finalists announcement

- Regional: March 2026
- Global: May 2026

### Winners announcement

- Regional: At the 2026 regional Digital Media events ([check our event calendar](#))
- Global: On 2 June 2026 at the [World News Media Congress](#) in Marseille, France.



## Who can enter?

- Open to international, national, regional or local news organisations, regardless of size and their WAN-IFRA member status. Categories are evaluated within comparable peer groups.
- Independent creators and small startups are also welcome to apply through a dedicated category: Best Emerging News Providers.
- Regions include APAC, South Asia, Europe, Middle East, Africa, and Americas.



## Requirements

Answer all mandatory questions clearly.

Include supporting material if helpful.

Add **certified KPIs** when required.



## Eligibility

Projects must have been launched, implemented or meaningfully evolved between **1 January and 31 December 2025**.

Entries must be submitted in **English**.



## Categories & Fees

This year's competition features 12 categories. See the full list on [page 5](#).

**Entry fee:** €100 + VAT (if applicable) per project submission. Multiple submissions are possible and can be paid in one transaction.

# HOW IT WORKS



APAC, South Asia, Europe, Middle East, Africa, and Americas submit through one platform.

## Call for entries

Until 31 December 2025



## Judging round

Until end of February 2026



Digital Media Awards  
ASIA



Digital Media Awards  
SOUTH ASIA



Digital Media Awards  
AMERICAS



Digital Media Awards  
EUROPE



Digital Media Awards  
MIDDLE EAST



Digital Media Awards  
AFRICA

## Regional winners announced

According to regional Digital Media events in 2026



The top-performing entries from each region will advance to the global pool of finalists.

## Global winners announced

On 2 June 2026 at the World News Media Congress



Same regional recognition, one global stage.



# 12 CATEGORIES

If your work shines in one (or more!) of our 2026 award categories, we want to see it!

Best Use  
of Video



Best Data  
Visualisation



Best in  
Countering  
Disinformation



Best  
Use of Audio



Best News  
Website or  
App Relaunch



Best  
Newsletter



**NEW!** Best  
Emerging  
News Providers



Best in  
Audience  
Engagement



Most  
Innovative  
Digital Project



Best AI-Driven  
News Product,  
Format or Strategy



Best Reader  
Revenue  
Strategy



Best Marketing  
Campaign for a  
News Brand



[Download the category full details](#)

# JURORS LOOK FOR...

## **Relevance**

Did the project respond to a real need in your organisation or market? Was there a specific real problem, inefficiency, or unmet need that this project aims to address?

## **Results**

Are there specific, tangible outcomes, even if they are still evolving? Was the project part of a larger strategy or mission? What were the measurable outcomes of this project?

## **Context**

Was the solution well adapted to your audience, resources or environment?

## **Clarity**

A strong entry tells a clear story: what the challenge was, what you did, and why it mattered.

[Explore our 2025 global winners](#) and see what award-winning excellence looks like!



# PRO TIPS

## Key Recommendations

### 1. Appoint a coordinator

- Collect projects from relevant departments (editorial, product, marketing, business).
- Ensure consistency and quality across submissions.
- Submit all projects under one account for easier tracking.

### 2. Download the forms before you start

Once logged in, download each entry form as a PDF to review all required fields in advance and prepare responses offline.

### 3. Gather all certified information

Collect verified data, KPIs, and metrics signed off by a responsible executive where applicable.

## Tips for a strong entry

- Read the category definition carefully. Ensure your project fits the category goals.
- Answer each field clearly and concisely. Each question links to judging criteria.
- Avoid repetition. Use each section to add depth, not duplication.
- Support claims with evidence. Include numbers, feedback, or results.
- Provide context. Explain why the project matters in your market, audience, or environment.
- Use visuals. Screenshots, slides, or other materials help bring your project to life.
- Be honest and strategic. Jurors want to understand the “why” as well as the “what” and “how”.

[Visit our website for the latest updates →](#)



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## **General and media enquiries**

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Digital Media Awards  
2026

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**Share the work you're  
proud of – this is your  
space to shine!**

**ENTER NOW!**

Call for entries closes 31 December 2025.