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THE STATE OF PROGRAMMATIC ADVERTISING - Truth

Kelvin Calder MacKenzie (born 22 October 1946) is an English media executive and a former newspaper editor. Best known for being editor of The Sun from 1981, the publication was by then established as the Britain's largest circulation newspaper. After leaving The Sun in 1994, he was appointed to executive roles in satellite television and other broadcasting outlets, as well as being involved in ...

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