



As co-chairs of the Federation of European Data & Marketing (FEDMA), we are both honoured to celebrate the 75<sup>th</sup> anniversary of the Deutscher Dialogmarketing Verband (DDV). It's hard to fathom one of FEDMA's longest standing members is celebrating a ¾ of a century.

Very few people in 1948 would have foreseen the enormous growth of the marketing industry – thanks to news media, postal mail, radio, TV, internet, e-commerce, email marketing, SMS, Web 3.0, the Metaverse and much more.

These developments in an increasingly data-driven marketing world have reinforced and concentrated the essential emphasis on the customer. In this relationship the marketer must put his customers' interests first. We are proud to say DDV has done just that and more: to give time and effort to help guide our industry and ensure trust and confidence to customers in our market.

FEDMA is only as strong as its members, and to that effect, we would like to thank the DDV for its ongoing, dedicated and active support. There has always been a space for direct, data-driven and digital marketing! And there always will be.

Happy 75<sup>th</sup> anniversary!

Christopher Combemale, CEO of the UK DMA &  
Dr. Sachiko Scheuing, European Privacy Officer at Acxiom  
FEDMA Co-Chairs