

# Considerations in Managing Rich Media

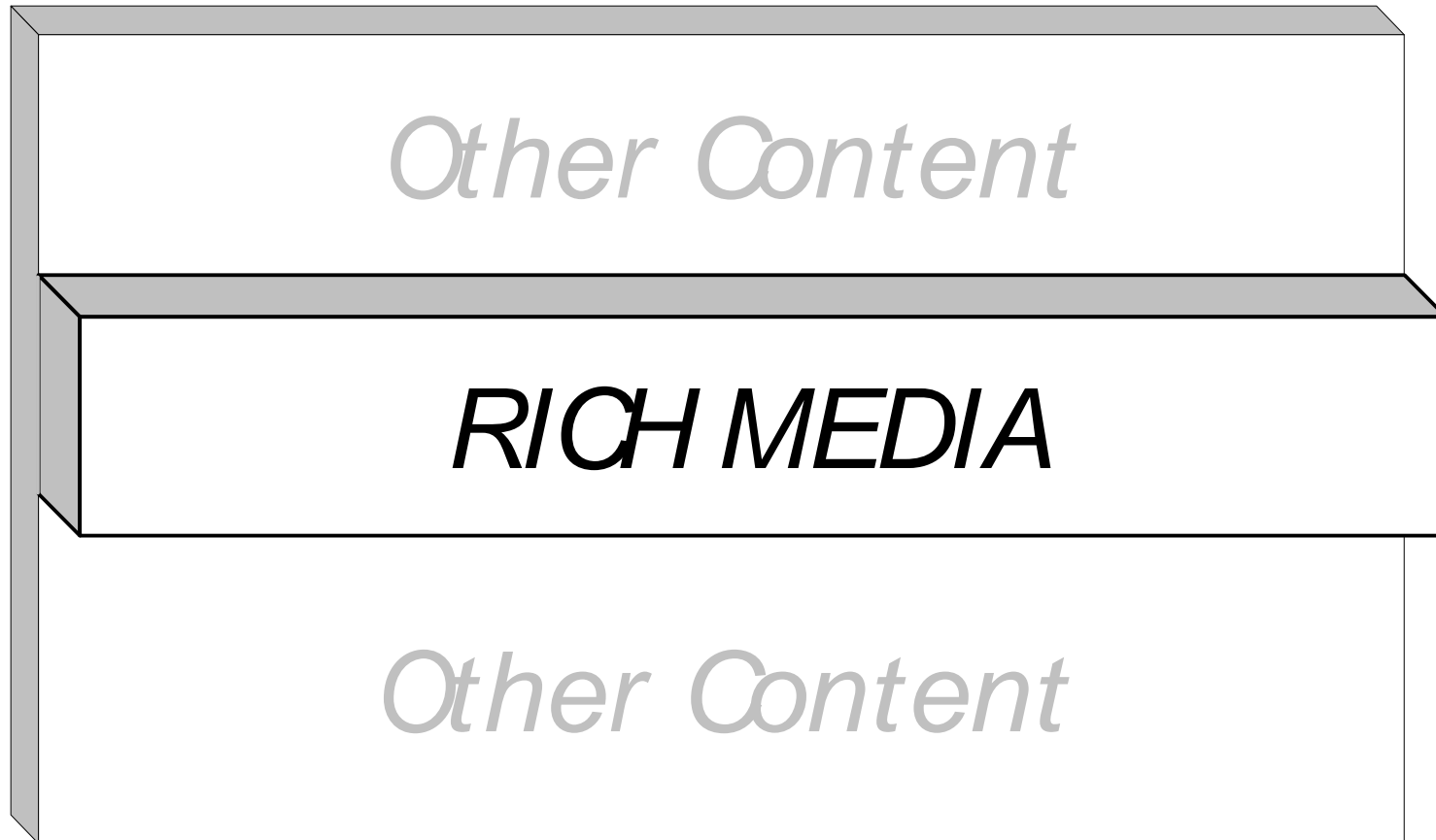
Introduction to DAM

Gilbane SF 2006

Moderator: Joel Warwick



What do we have in common?



# What are digital assets & rich media?

## Digital Assets

- Long-term economic value
- Reusable & repurposable – many contexts, purposes, messages & media

## Content

- Short-term value – to publish or broadcast
- Limited to re-expression – same context, message & medium

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- ▶ Rich files – high resolution, sample rate, vector
  - ▶ Native files & rich formats
  - ▶ Preserves all original data – highest quality version
  - ▶ Reusable & re-purposable

- ▶ Derived from assets – ready to publish versions
- ▶ Formatted, flattened & compressed
- ▶ Targeted to specific media, context, & message
- ▶ Often associated with other content for presentation together



# Digital (Rich) Media is Everywhere



- ▶ Logos
- ▶ Photography and graphics
- ▶ Brochures
- ▶ Web content
- ▶ Sales presentations
- ▶ Product literature
- ▶ Case studies—print
- ▶ Case studies--video
- ▶ White papers
- ▶ Product design (CAD)
- ▶ Packaging
- ▶ Multi-media demonstrations
- ▶ Print advertising
- ▶ Web banner advertising
- ▶ Television advertising
- ▶ Training presentations
- ▶ Video courseware
- ▶ Catalogs
- ▶ Recorded webcasts
- ▶ Press releases
- ▶ Animation
- ▶ Graphics
- ▶ Newsletters
- ▶ Video interviews
- ▶ Media clips
- ▶ Movie trailers
- ▶ Syndicated programs
- ▶ Digital dailies
- ▶ Cover artwork
- ▶ Music videos
- ▶ News footage
- ▶ Print production files
- ▶ Proofing files

# Where does DAM fit in the landscape of ECM technologies?

Content Collaboration	Content Distribution	Fixed-form Management	Document Management	Automated Publishing	Web Content Management	Digital Asset Management
<p>Environments &amp; tools for collaboration</p> <p>Sharing &amp; exchange of knowledge among remote teams</p>	<p>Specialized transmission of content</p> <p>Secure transfer, broadcast &amp; streaming over certain protocols, networks &amp; media</p>	<p>Archives of non-editable, fixed-form content</p> <p>Archiving, compliance &amp; tracking</p>	<p>Documentation process &amp; access - not publishing focused</p> <p>Workflow efficiencies, business rules &amp; compliance</p>	<p>Automate production of publish-ready pieces</p> <p>Replaces manual workflows</p> <p>Separates content from presentation</p>	<p>Automate production of final web pages</p> <p>Replaces manual workflows</p> <p>Separates content from presentation</p>	<p>Support ad-hoc &amp; manual creative &amp; production workflows</p> <p>Feeds content derivatives to down stream publishing ops</p>
<ul style="list-style-type: none"> <li>• Uploaded project-based working content</li> <li>• Limited to OS-like files access &amp; storage</li> </ul>	<ul style="list-style-type: none"> <li>• Content packages</li> <li>• Temporary transmission queues</li> </ul>	<ul style="list-style-type: none"> <li>• Records</li> <li>• Reports</li> <li>• Scans/OCR</li> <li>• Forms</li> </ul>	<ul style="list-style-type: none"> <li>• Documents</li> <li>• Drawings</li> <li>• legal</li> <li>• Compliance</li> <li>• Financial</li> <li>• Correspondence</li> </ul>	<ul style="list-style-type: none"> <li>• Industry-specific systems &amp; tools</li> <li>• Publish-ready content</li> </ul>	<ul style="list-style-type: none"> <li>• Thin, publish-ready web content</li> <li>• Limited file type support &amp; processing</li> </ul>	<ul style="list-style-type: none"> <li>• Many thick asset types, forms &amp; formats</li> <li>• Robust processing of native files</li> </ul>



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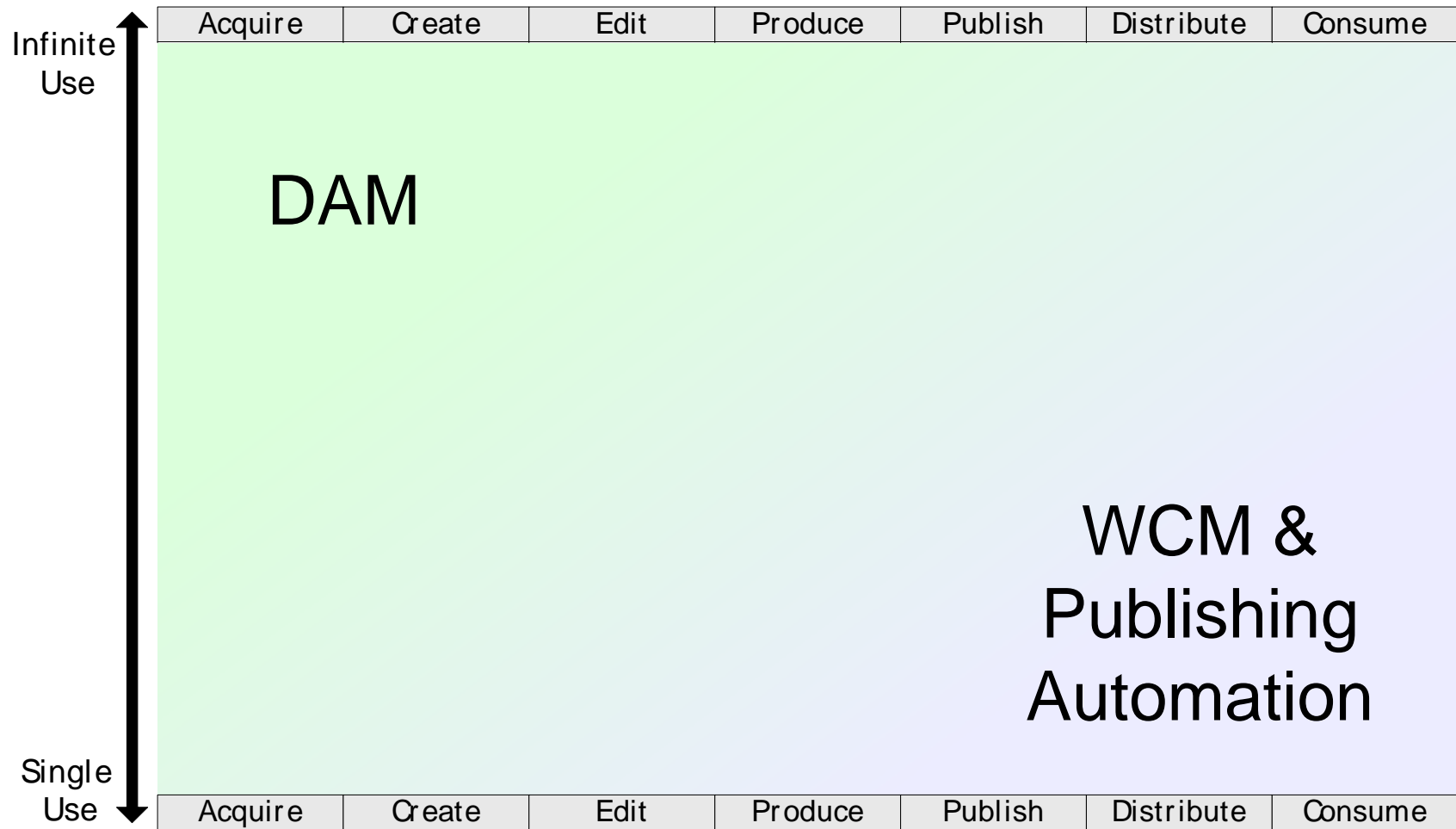
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# How is DAM distinguished from WCM and automated publishing technology?

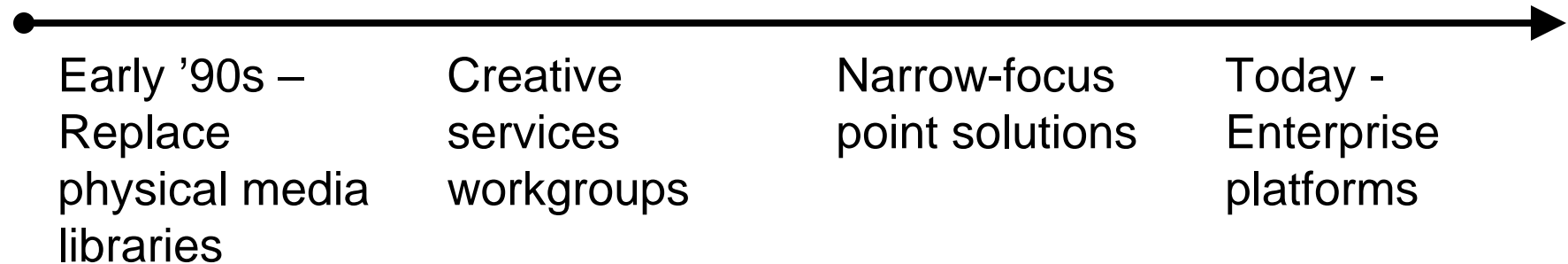
DAM	WCM & Publishing Automation
Supports manual, informal, ad-hoc, organic workflows	Focused on automation - replaces operator workflows
Most asset work in native tools, outside of system	Operators make edits & setup publishing process using system interfaces
Broad range of asset types and formats	Limited to certain file types + text & templates
Native, rich asset data processing & transformation	Limited content processing & transformation
Manages all assets - past, current & future use – originals, versions, artifacts & derivatives	Manages final content being actively published – not for archiving, preserving or storing
Limited text/copy support	Robust text transformation, formatting & segmentation
Asset metadata drives capabilities	Relational objects, templates & search drive capabilities
Architecture supports processing and transfer of 'heavy' content over numerous 'pipes'	Architecture supports high transaction loads of 'light' content – over IP
Functions to federate separate existing local stores and repositories - remote users and assets	Functions as single repository & DB to automate a publishing operation – remote users

# What portion of the content value chain do DAM, WCM, and automated publishing serve?



# How did DAM develop & what industries have adopted it?

## DAM roots & evolution



## Traditional Markets

### Internal Workflows

- Media - Broadcast
- Media - Publishing
- Film & entertainment
- Professional photography

### DAM Service Providers

- Creative service & ad agencies
- Production services firms
- Content aggregators
- Distribution firms

### Point Solutions

- Image libraries
- Publication archives
- Channel portals
- Promotions portals

# Panelists



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