

Do you know where your photos are?

Managing media in 2021



Hello! *A bit about my work*

DAM strategy and product selection, data orchestration, and digital stewardship



Art Fund_



colruyt



OXFAM



The Philadelphia Orchestra
Yannick Nézet-Séguin Music Director

dyson



LANDS' END

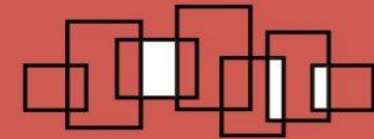
KOHLER



DIGITAL REALITY CHECKS

1

Digital and Marketing Asset Management



THE REAL STORY ABOUT
DAM TECHNOLOGY AND PRACTICE

by

Theresa Regli

foreword by Filippo Catalano
Chief Digital Operations Officer, Nestlé

We spend a lot of time looking (*and not re-using*)



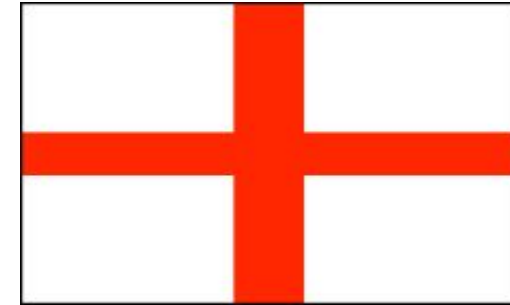
The marketing team at one large UK manufacturer averaged 20% of weekly time trying to track down imagery for campaigns.

When re-use or re-purposing doesn't happen, more money gets spend on re-creation.

What is Digital Asset Management?

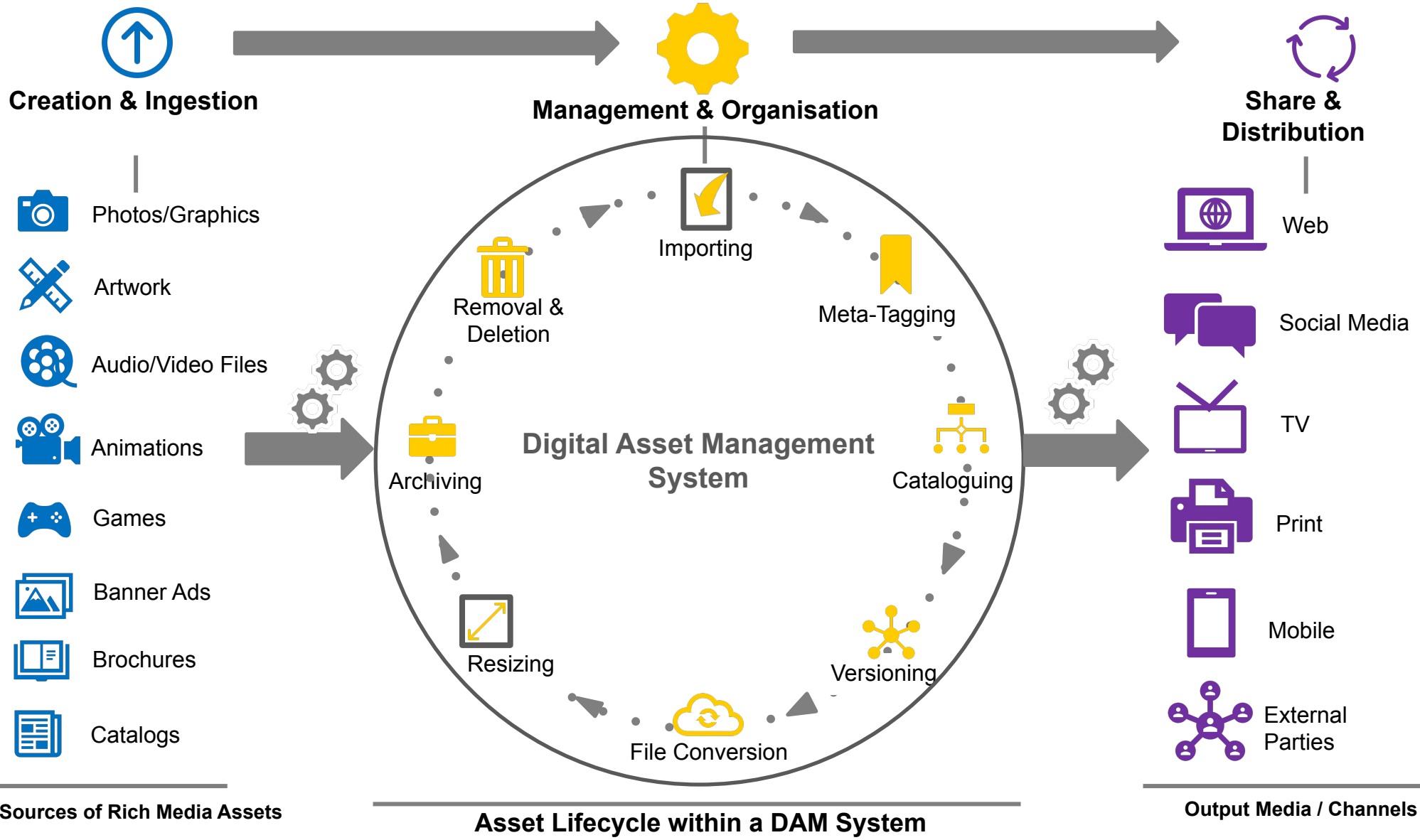
The management of digital media throughout its lifetime

- ***Digital media is “rich media” and other mostly non-textual assets***
 - photos / graphics
 - audio & video files
 - animations
 - games
 - banner ads
 - brochures
 - catalogs



A digital asset is a file that has an intrinsic or acquired value

What does a DAM system do?



Input Sources of Rich Media Assets

Asset Lifecycle within a DAM System

Output Media / Channels

When does a file become an asset?

When it can be managed, through its metadata



```
<dish>Salad</dish>  
<ingredient>spinach</ingredient>  
<ingredient>acorn squash</ingredient>  
<ingredient>feta</ingredient>  
<ingredient>pumpkin seeds</ingredient>  
<brand>BioPlanet</brand>
```

- Digital assets are files or collections of files, consisting of the media or file itself plus metadata, *which together have an intrinsic or acquired value*
- *DAM 2.0 (or 3.0 for some) is about creating value through integration, using digital assets more intelligently, largely in personalized or targeted ways*

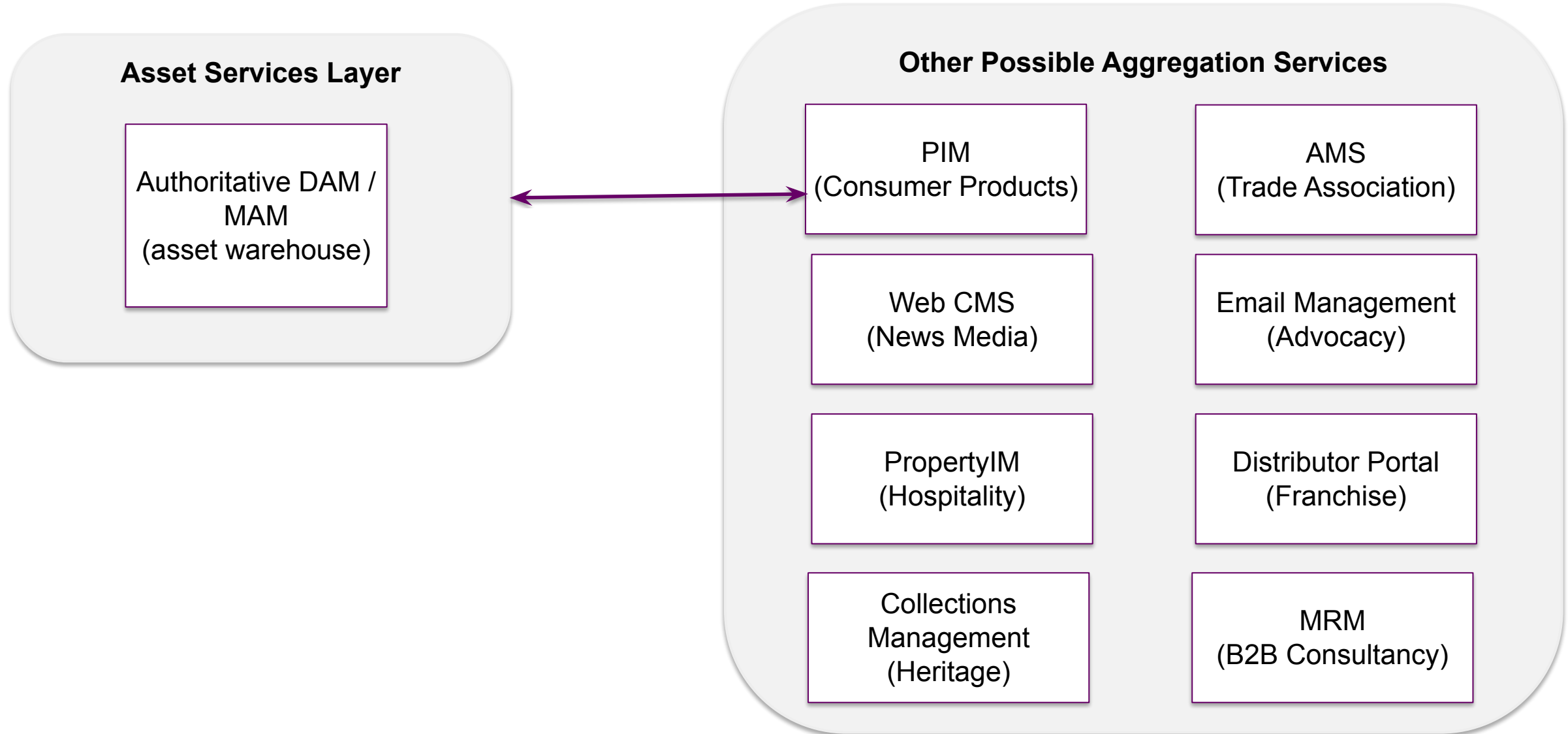
Metadata is still about the “what” but it’s now also about the **who, when, and how**

Target this image dynamically to:

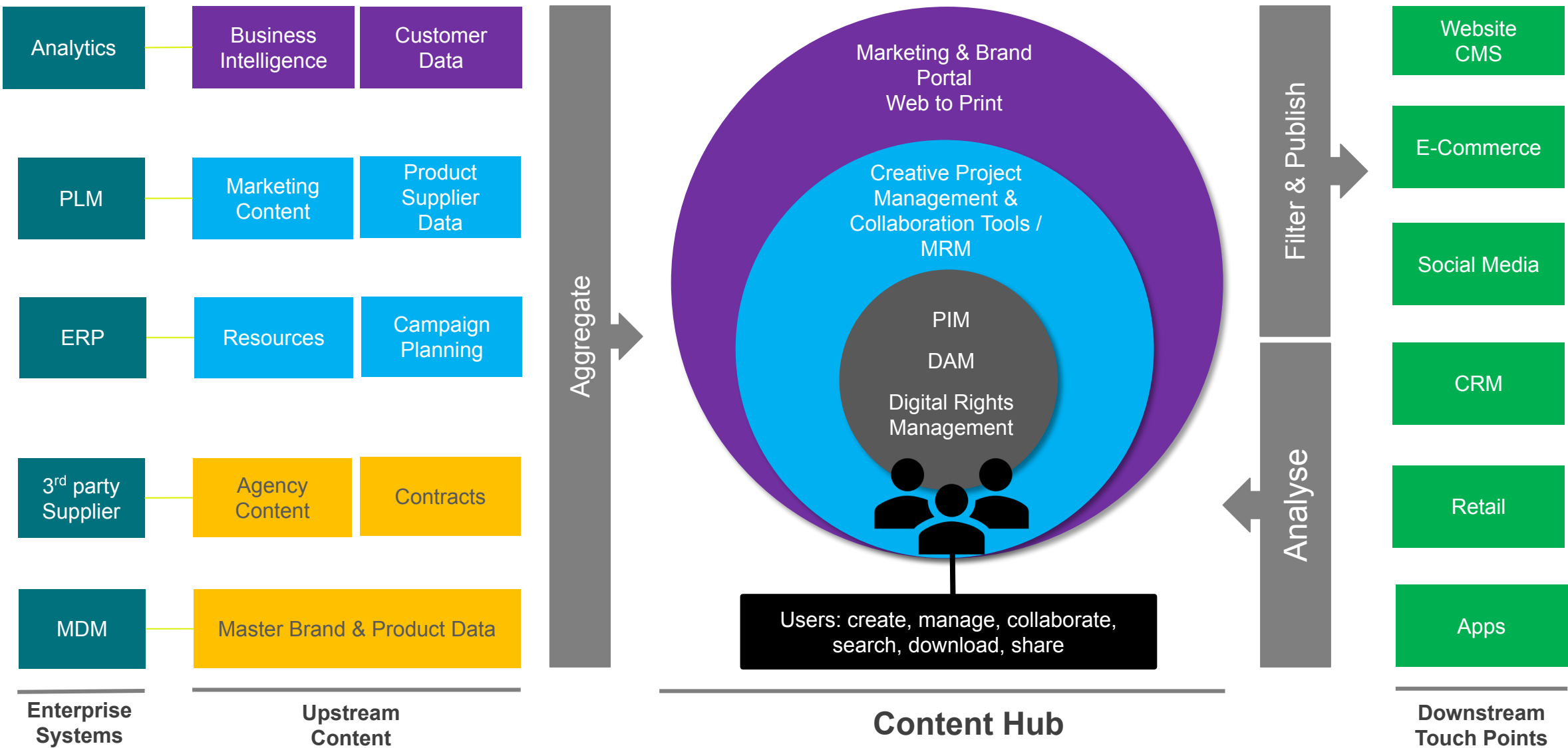
- Vegetarians
- Previous salad buyers
- Organic product shoppers
- During squash season
- When spinach is on sale
- Again after holiday periods, after everyone has eaten too much



```
<dish>Salad</dish>  
<ingredient>spinach</ingredient>  
<ingredient>acorn squash</ingredient>  
<ingredient>feta</ingredient>  
<ingredient>pumpkin seeds</ingredient>  
<brand>BioPlanet</brand>
```

DAM's place in the MarTech ecosystem



Simple acts of re-purposing

The screenshot displays a video player interface. The central focus is an image of a breakfast table with a cup of coffee and a smoothie bowl. A crop tool is overlaid on the image, with blue handles at the corners. To the right of the image is a settings panel with the following options:

- Name: 3310x2919
- Constrain: Original (3:2)
- Output DPI: 72
- Dimensions: 3310 x 2919
- Image size: x
- Canvas size: [locked]
- Format: JPEG
- Quality: Very high
- Save as: Extra version


A green button labeled "Crop image" is visible below the settings. At the bottom of the video player, a control bar shows a timer at 53:58, a mute icon, a volume icon, a share icon, a more options icon, a chat icon, and a call icon.

Handling unique file types: 3D (video)

Products Content Assets Collections Project Create Review DRM Reporting Manage

en-US DOWNLOAD

Fruitful Orange 3D can



Overview

Filename: fruitful-orange-can.zip

Title: Fruitful Orange 3D can

Asset Type: Archive

Localizations: English (International)

Product Data

Brand: Fruitful

Product family: Fruitful Lemonade

Product: Fruitful Lemonade - Orange

Related Content

CONTENTS

fruitful-orange-can.zip

can_ring_pull_end_centre.png	0.12MB	Download	View
canTut14a.mtl	0.88KB	Download	View

Master file

SYSTEM	RIGHTS	COMMENTS
File properties		
properties:		
group: Vectors		
extension: png		
content_type: application/zip		
width: 1700		
height: 1700		
Approved by Administrator		
Has duplicate		
Virus scan result Ok		
IsCheckedOut		
System properties		
ID 11414		
Identifier asset.fruitfulcan3D		
Created by Administrator		
Date created Jan 13, 2020 12:49 PM		
Modified by		

Video transcription (video)

Sitecore Content Hub

360° marketing content management



My searches

My selections

Enriched assets can be found, and used intelligently

KING'S College LONDON ASSETS COLLECTIONS ADMIN

Assets

Search folder(s)

- Views of the Thames River
Images that include scenes of the Th...
142 Assets
- Rainy London**
Scenes of London in the Rain
58 Assets
- Parks
Green spaces in London
344 Assets
- London by Night
Nighttime scenes of London
213 Assets
- London Iconic Buildings
Images of London's Icons
789 Assets
- Hipster London
Pictures of hipster, edgy neighborho...
618 Assets
- Government Buildings
Pictures of Government Buildings
98 Assets

Rainy London

What are you looking for?

+ ADD

Assets 58

Over the Rainbow
4608 x 2592, Image (jpg), 2.53 MB

Odeon
3024 x 3024, Image (jpg), 730.91 KB

Church Rd Market
4032 x 3024, Image (jpg), 2.88 MB

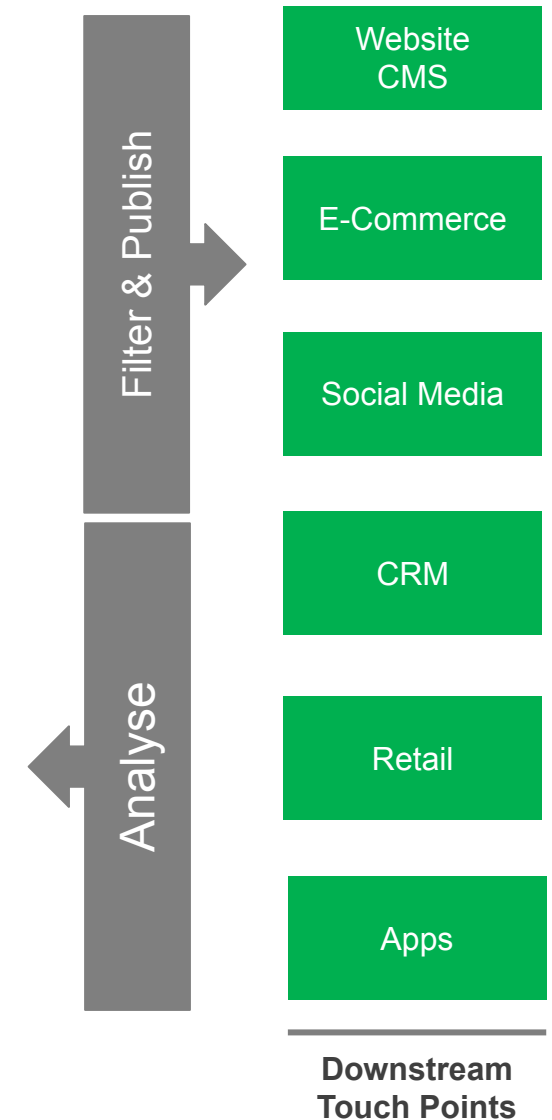
Gloomy London
4032 x 3024, Image (jpg), 1.91 MB

Re-order Folders Edit Folders Select All

Displaying 1 - 8 of 58 (2020-03-22, 17:25 (GMT) - 2020-03-22, 10:40 (GMT))

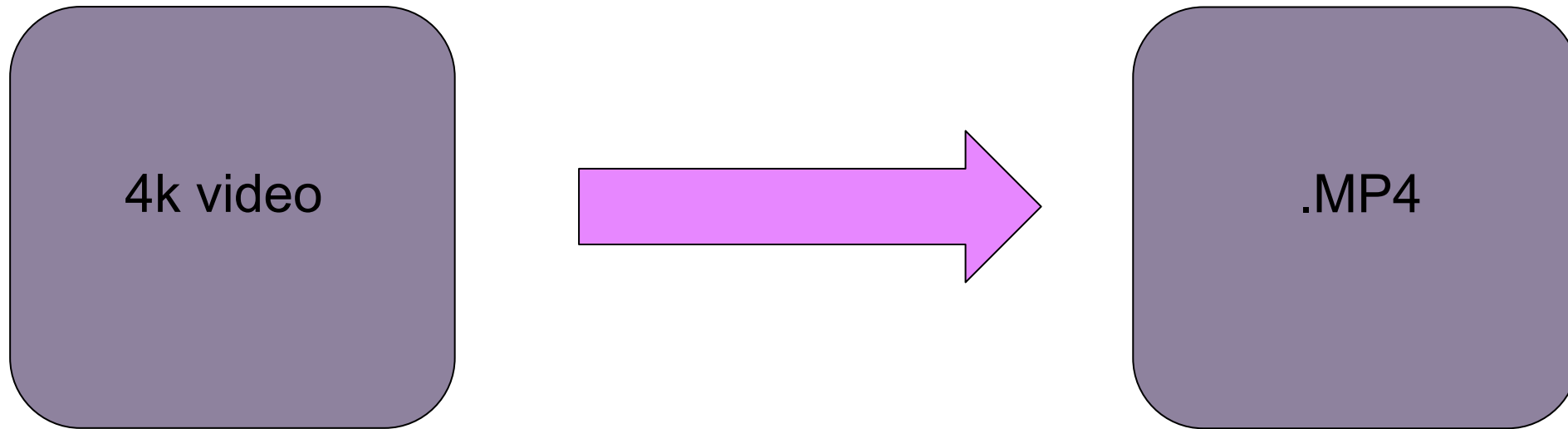
It's not just about you, it's about the systems

DAMs provide enriched assets to downstream systems whereby assets may be shared, linked to, or otherwise be distributed. This may be as simple as generating a URL on ingest or as complex as pushing richly tagged assets to other systems.



One source file, multiple channels & formats

- “push this format to the networks, but this other one to the web”
- “detect device and media player, push this format”



Key learnings and takeaways

- DAM at the core is a repository with metadata, but it's evolving into a major player in the MarTech ecosystem.
- DAM 2.0 requires metadata that is not just what the asset is about, but how it should be used and targeted
- Findability of assets is as much a 'people' requirement as it is a 'system' requirement
- As a result, DAM systems are now also 'headless' or 'DAM as a service' – making media available to all downstream systems
- DAM technology is applied in an increasingly broad way across many different use cases

And now it's time for

Q & A