Do you know where your photos are?

Managing media in 2021

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BOYE & CO

Hello! *A bit about my work*

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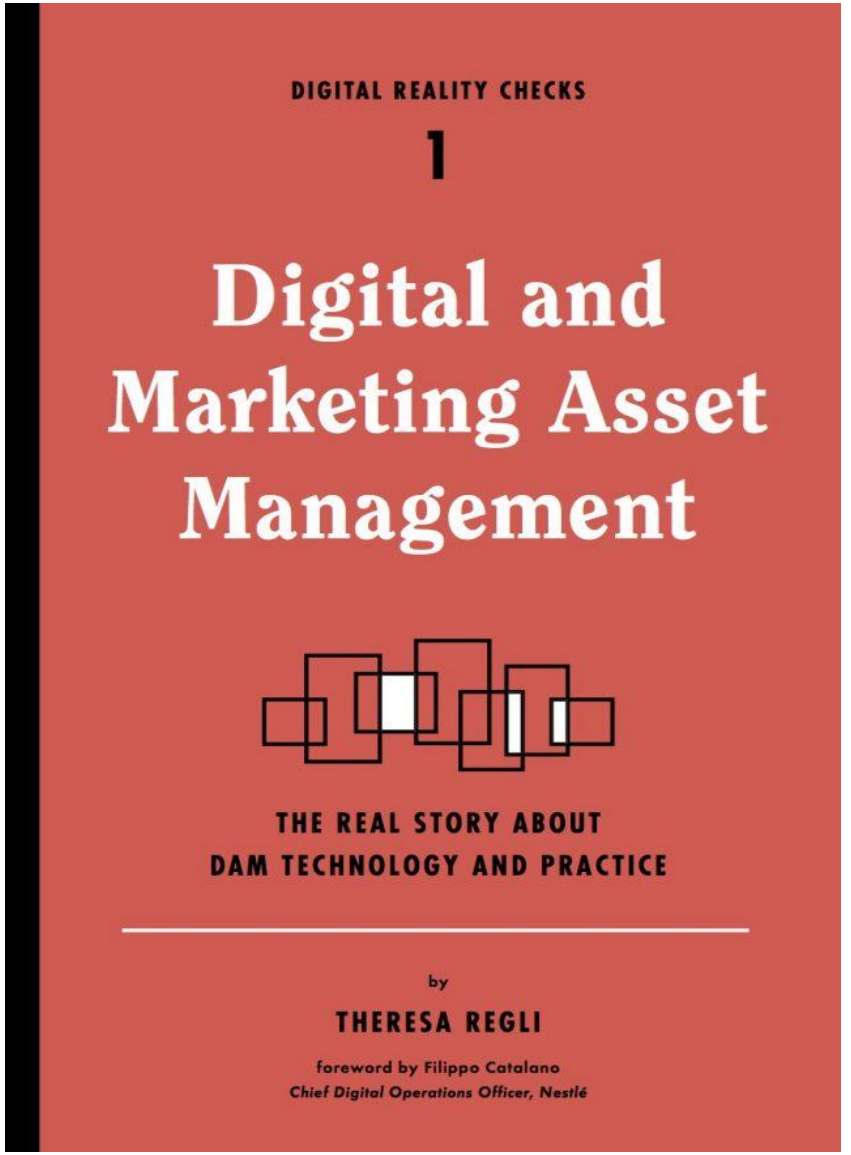
DAM strategy and product selection, data orchestration, and digital stewardship

Unilever
Art Fund_
Museum of London
Arla
IKEA
Oxfam
colruyt
Tourism Ireland
National Geographic
The Philadelphia Orchestra
Yannick Nézet-Séguin Music Director
dyson
LANDS' END
KOHLER
King's College London



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?

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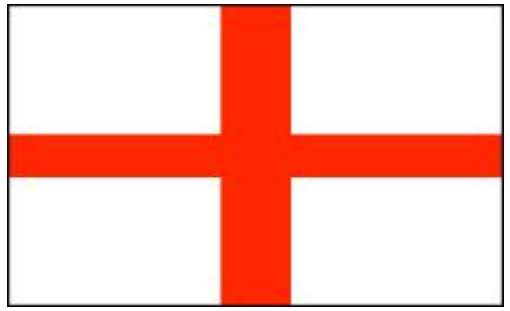
The management of digital media throughout its lifetime

- ***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?

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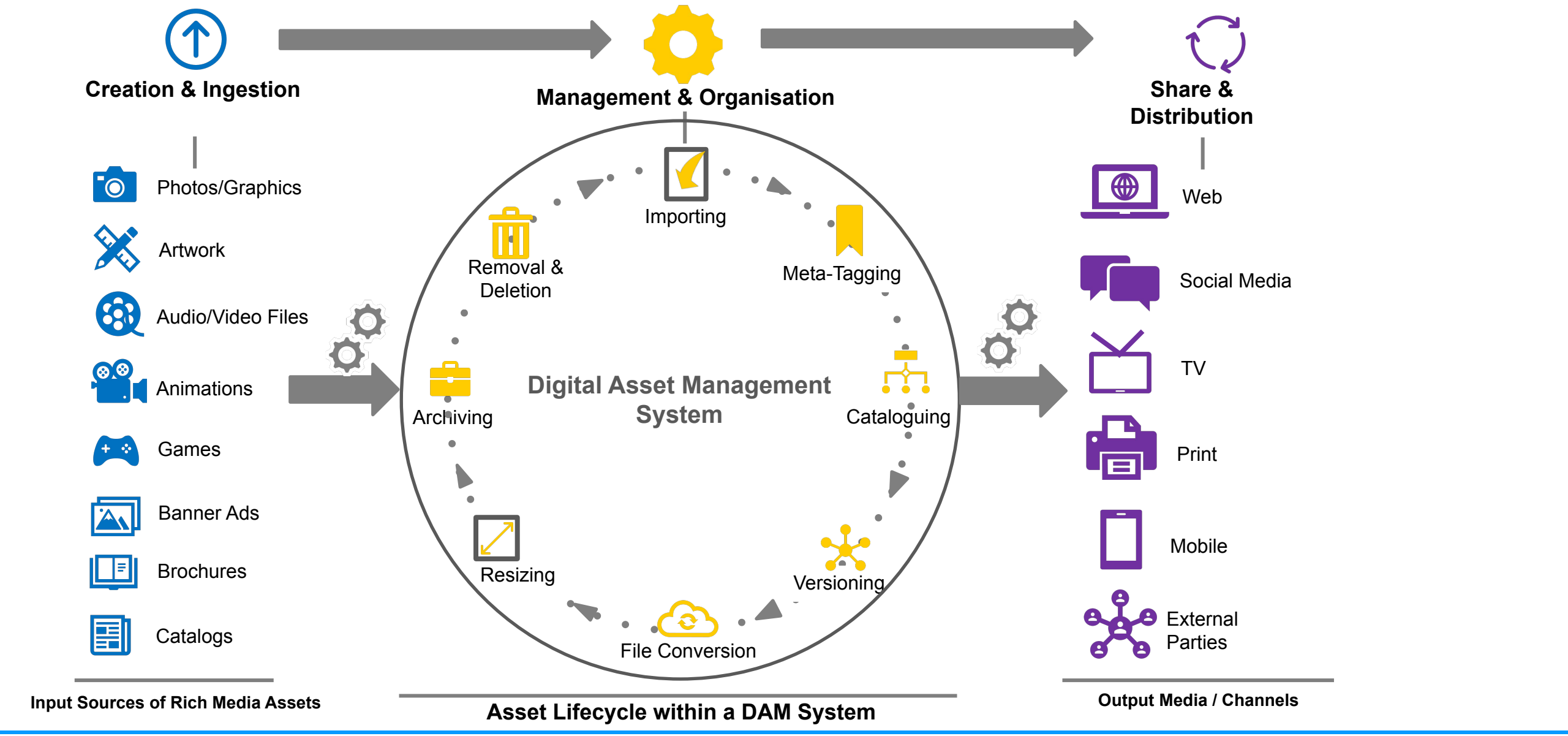

When does a file become an asset?

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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>

What's DAM 2.0 (or 3.0?)

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- 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*

The evolution of asset value

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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>
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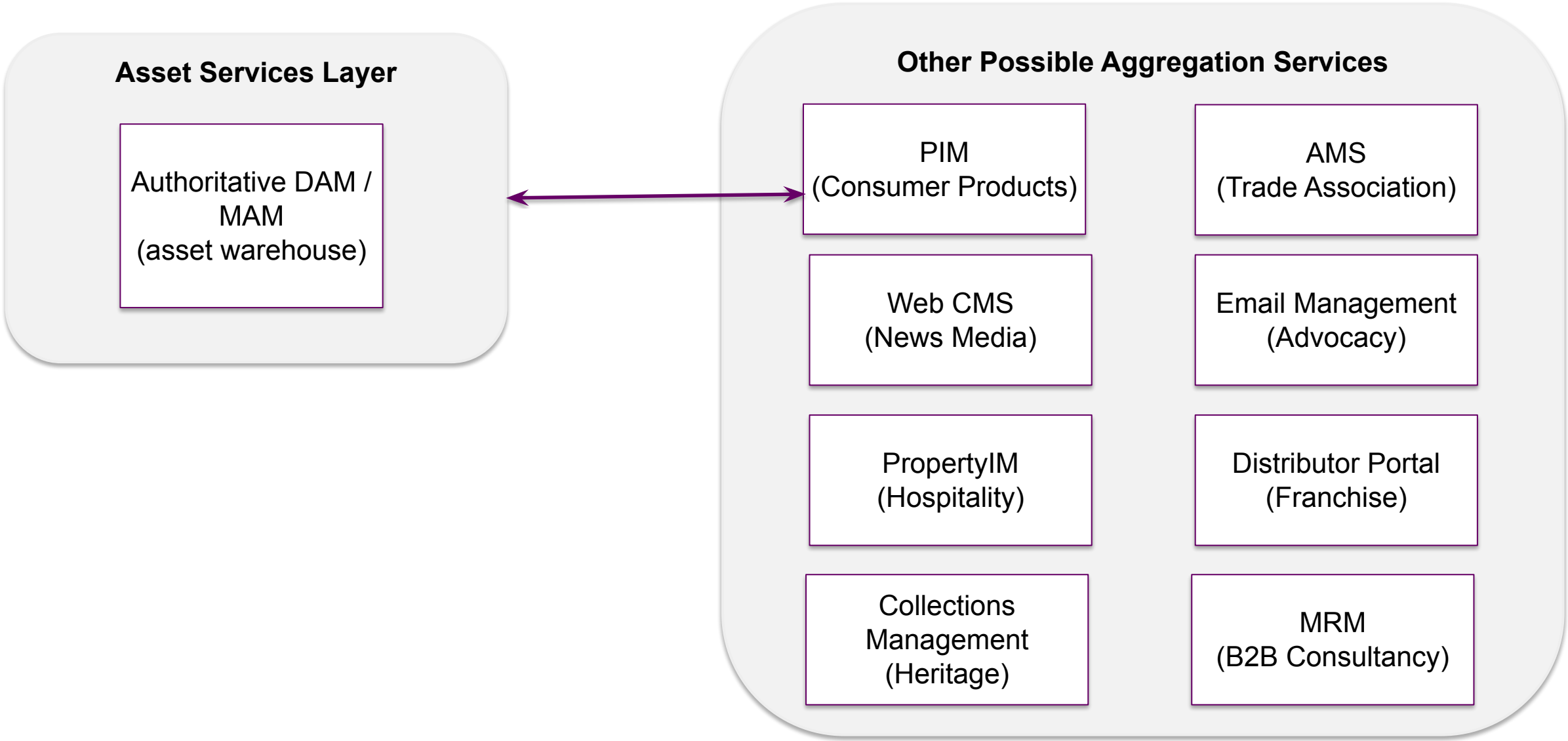
<ingredient>feta</ingredient>
<ingredient>pumpkin seeds</ingredient>
<brand>BioPlanet</brand>

“Headless” DAM



DAM's place in the MarTech ecosystem

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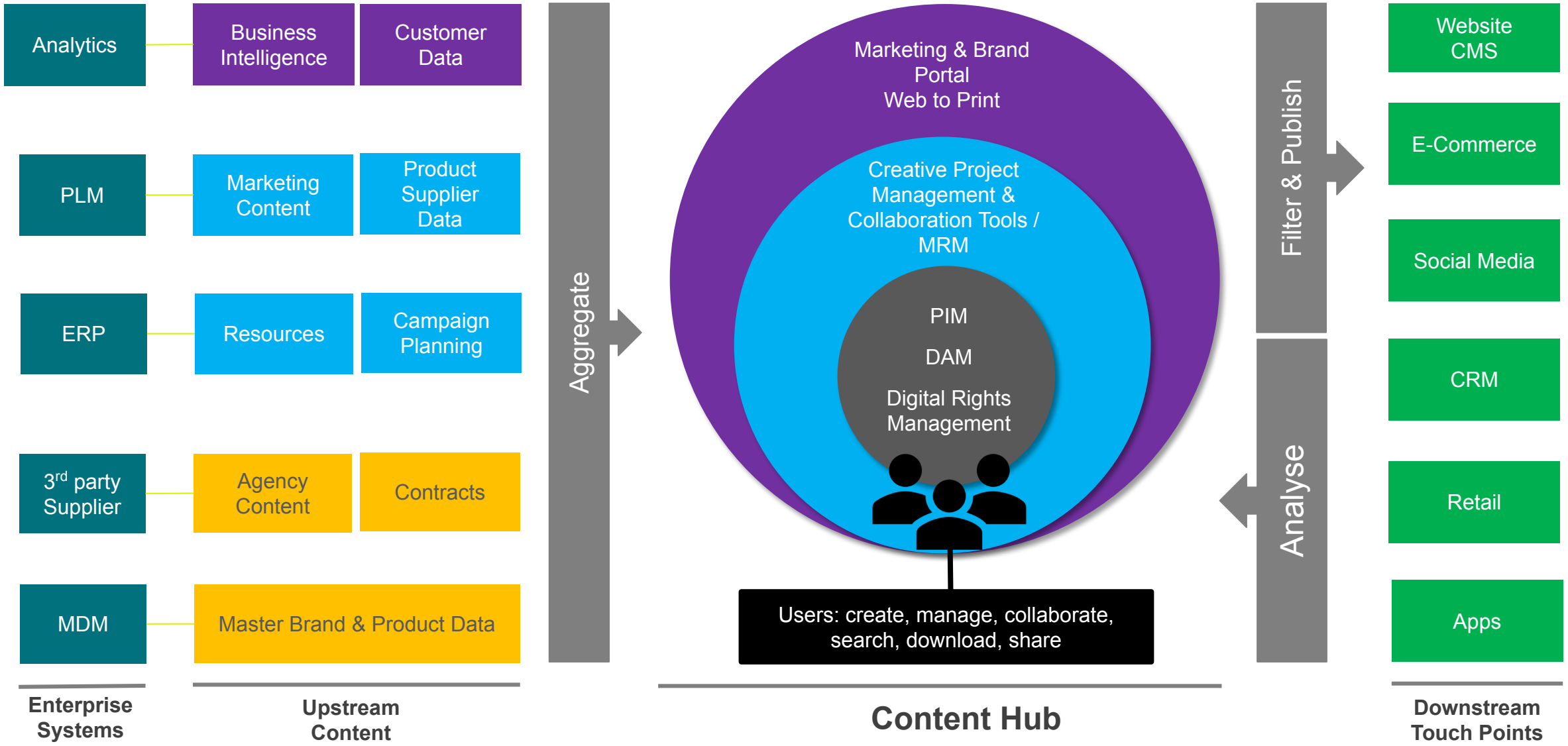

Simple acts of re-purposing

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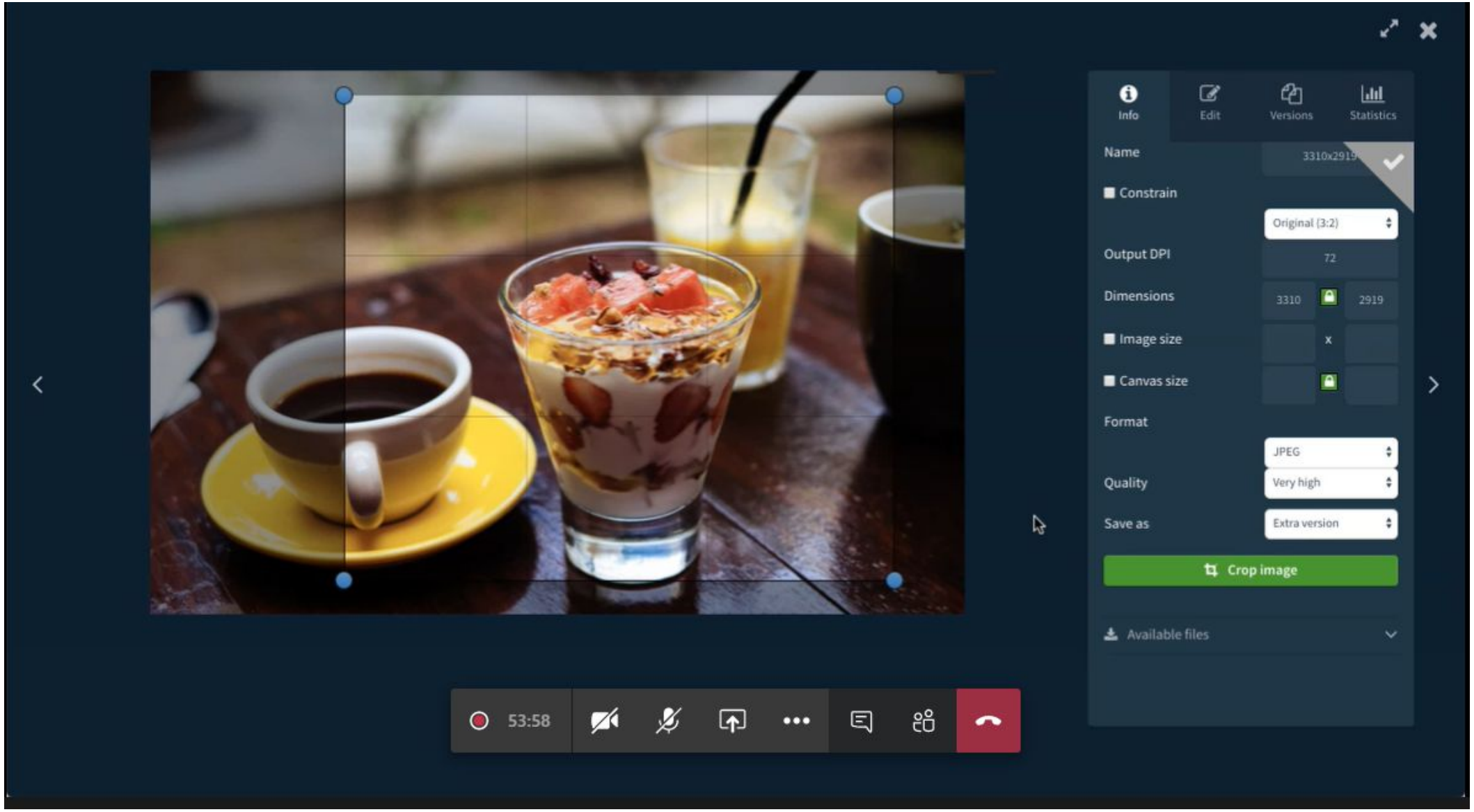

Handling unique file types: 3D *(video)*

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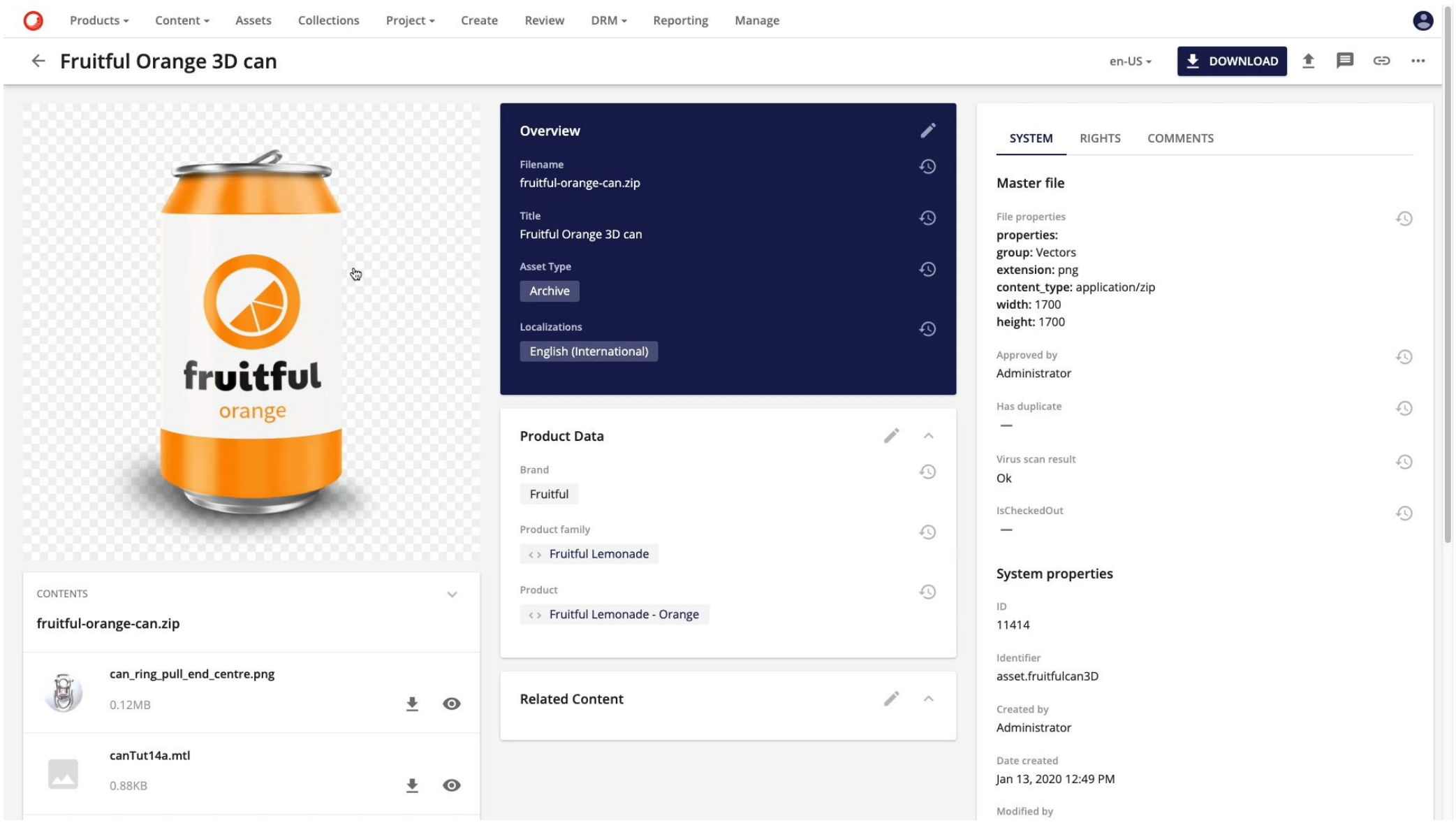

Video transcription *(video)*

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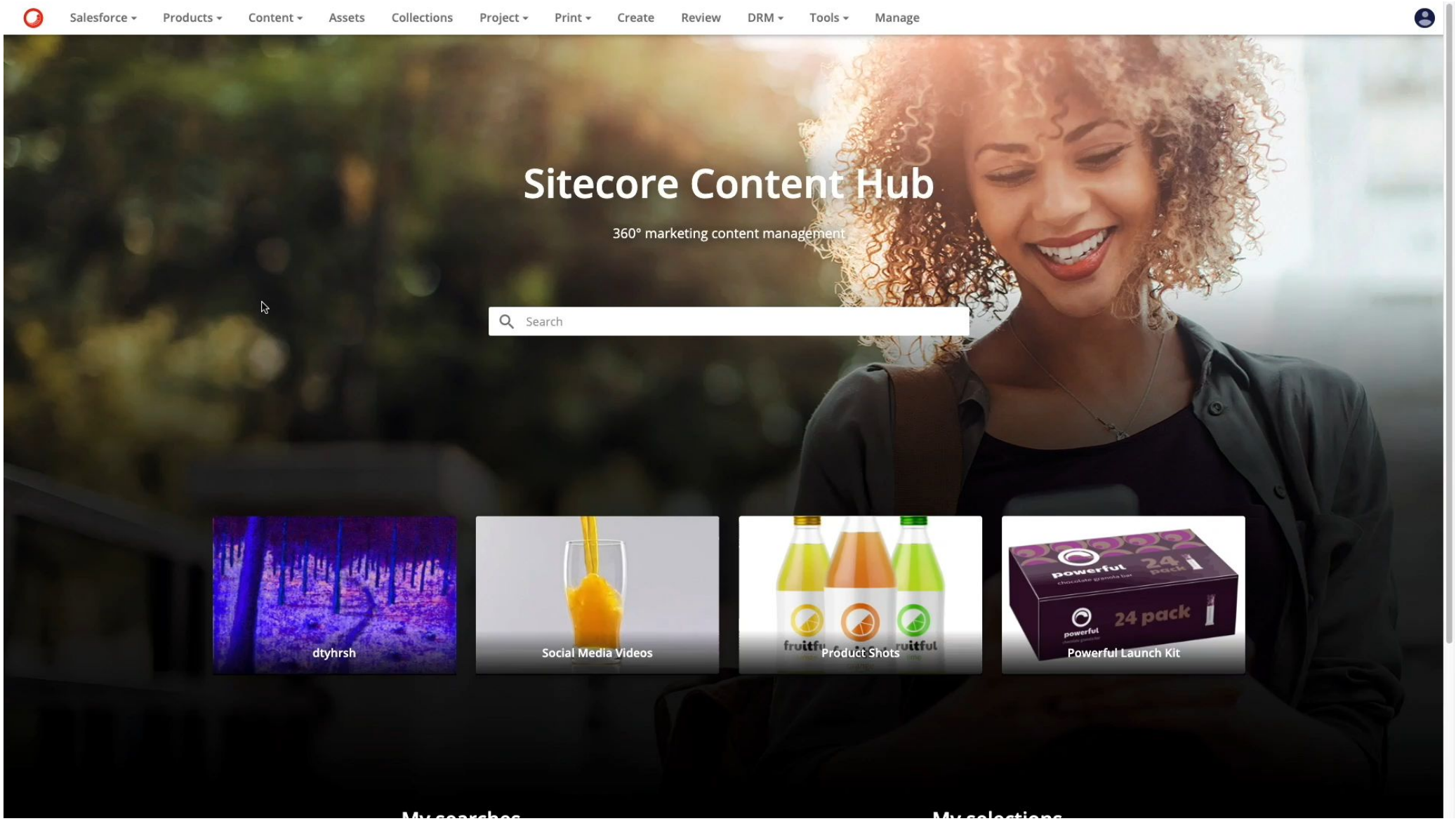

Enriched assets can be found, and used intelligently

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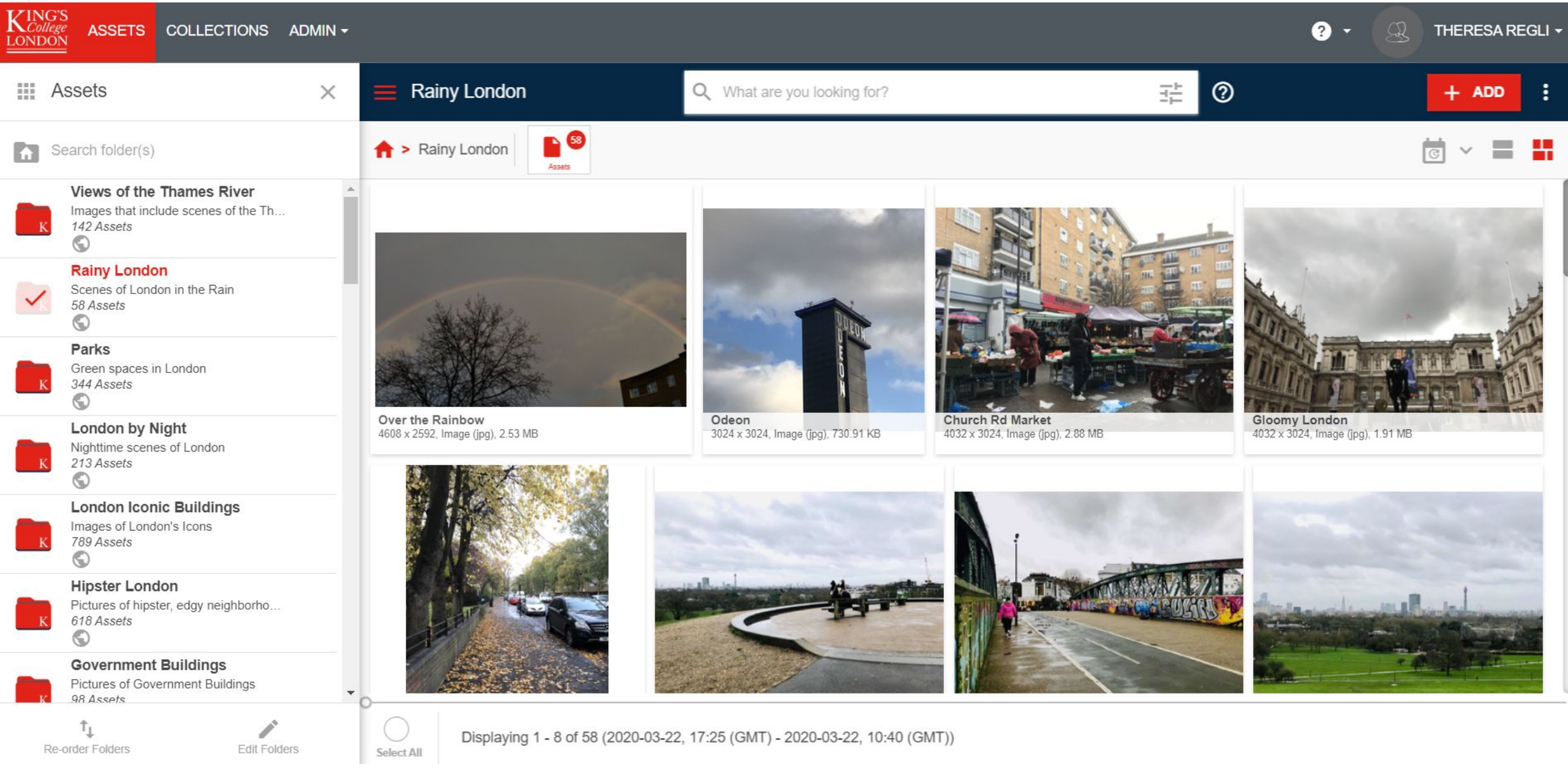

It's not just about you, it's about the systems

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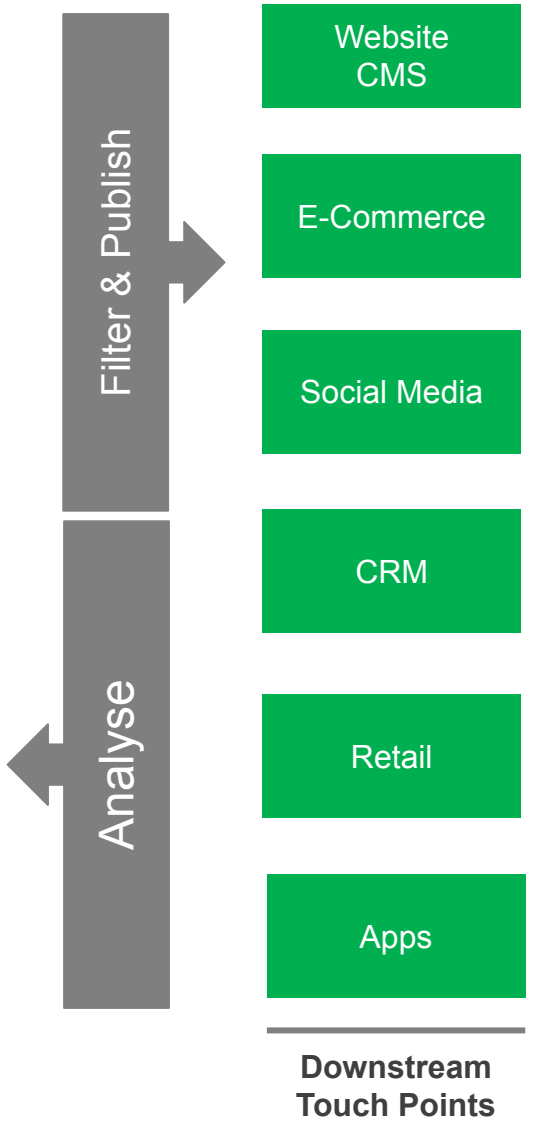
DAMs provide enriched assets to downstream systems whereby assets may be shared, linked to, or otherwise be distributed. This may be as simple as generating a URL on ingest or as complex as pushing richly tagged assets to other systems.



One source file, multiple channels & formats

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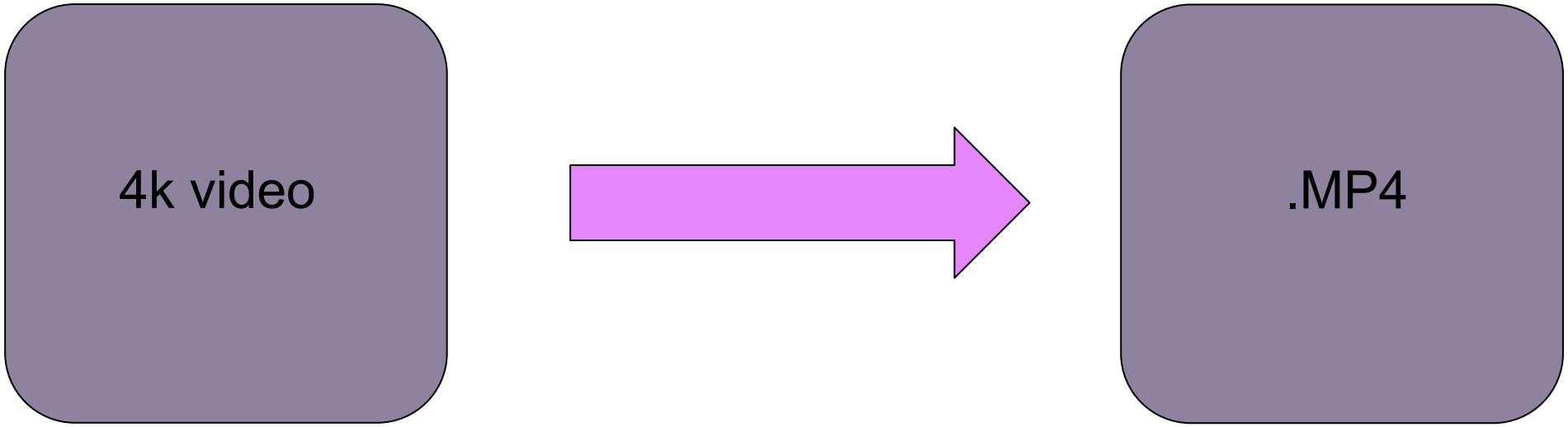
- “push this format to the networks, but this other one to the web”
- “detect device and media player, push this format”



Key learnings and takeaways

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- 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

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Q&A