Digital Reach: Digital Asset Management

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The Current State of DAM in Cultural Organizations

Digital adoption has recently accelerated in the Cultural sector. The sector must organize itself to prevent future challenges.

Activity	Status	Challenges
Asset Creation	• More digital content is being created than ever before. • COVID has accelerated the need to create content.	• How do organizations manage and coordinate the future volumes of data?
Storage	• Comprehensive storage strategies have not been defined. • Traditional on-prem directory structures. • Cloud storage solutions. • Distribution solutions (e.g. Vimeo, Youtube, etc.) • USB keys	• Do organizations have the internal skills to manage the incoming volume of data? • Which vendors provide functional solutions? • How/when should organizations move to DAM processes/products?
Distribution	• YouTube, Vimeo, Internal Websites, Sector specific channels	• Which is the right channel to access the right audiences?
Partnerships	• Limited engagement with the sector	• Who are the right people to work with?

The processes surrounding Storage and the integration with other activities are the key considerations in building Digital Asset Management capabilities.

Considerations & Getting Started

What do I need to think about first?

- Who in my organization is tasked with co-ordinating digital files?

- Do they have to time/skills needed to effectively perform this task and are they empowered to do so?

- Are the risks of not doing so understood?

- What processes do we have in place that align with Digital Asset Management processes?

  - E.g. current storage location, access, archiving, etc.

- What processes might we need to implement in the coming months/years to support our management of content

- Do we need software right now based on where we are in our digital journey?

- What does the vendor landscape look like?

Typical DAM Processes

What do we mean Digital Asset Management? Specifically, what processes are supported?

- Upload and download of files (these are often huge files, how do I upload them efficient and effectively?)

- File sharing and publishing for distribution (how do I connect to the locations where audiences engage with content?)

- Approvals & workflows (who approves versions?)

- Search & Filter (content and Metadata) (how do I find what I'm looking for?)

- Organization and file structures

- Rights Management

- Basic manipulation (usually done in other systems (e.g. Photoshop) but it would be great if I could do basic things (e.g., cropping, scaling, etc.))

- File types and support (What kind of files are supported?)

- Ease of integration into other solutions (How does this connect to other systems?)

- On-prem or cloud based

Vendors

The vendor landscape for Digital Asset Management solutions is vast. We explored several vendors including:

Adobe Experience
Manager Assets
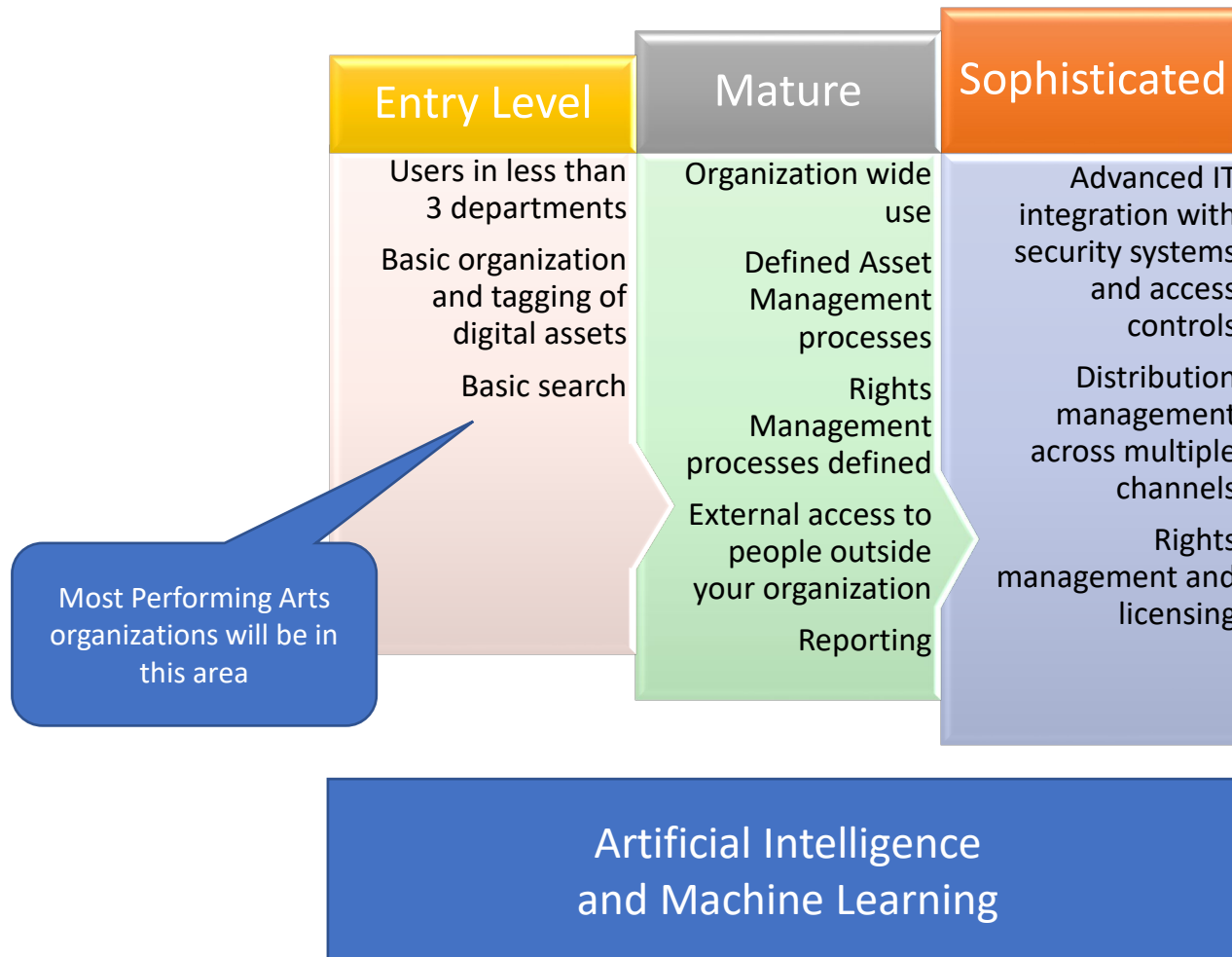

Media Valet

Bynder

Canto

Most vendors offer very similar capabilities with limited differences. Our analysis will focus on industry capabilities and how they can support organizations of varying sizes.

Organizational sophistication

Every organization is on a digital journey and how they use Digital Asset Management solutions will vary. This chart will help in defining your requirements:

Entry Level

Users in less than 3 departments

Basic organization and tagging of digital assets

Basic search

Mature

Organization wide use

Defined Asset Management processes

Rights Management processes defined

External access to people outside your organization

Reporting

Sophisticated

Advanced IT integration with security systems and access controls

Distribution management across multiple channels

Rights management and licensing

Most Performing Arts organizations will be in this area

Artificial Intelligence and Machine Learning

Digital Asset Management Use Cases

Entry Level

Users in less than 3 departments

- Small organizations where only a few people are using the system and/or need to have access to digital assets

Basic organization and tagging of digital assets

- Basic management of content in the system. Use of folders, libraries, etc.

Basic search

- Tagging of content and integration with existing processes

Digital Asset Management Use Cases

Mature
Organization wide use
• Mature use of technology and defined archiving and library processes
Defined Asset Management processes
• Cross organization wide workflows to support use of digital asset management tools
Rights Management processes defined
• Agreed upon basic access controls for all staff
External access to people outside your organization
• External partners (e.g. Marketing/advertising, etc.) who need access to your digital assets
Reporting
• Organization wide reporting on use of assets

Digital Asset Management Use Cases

Sophisticated

Advanced IT integration with security systems and access controls

- The need to connect you system to internal security systems that define user access rights

Distribution management across multiple channels

- Releasing your content in a timed and organized manner to multiple channels (e.g. web, social, broadcast, etc.)

Rights management and licensing

- Capture of any legal or licensing metrics that may have budget and/or revenue impacts

Conclusions

- The Performing Arts sector can greatly benefit from Digital Asset Management capabilities

- As the Performing Arts sector continues to increase use of streaming and/or broadcast tools, the need for a Digital Asset Management capability will become a necessity

- Most Digital Asset Management tools offer similar capabilities (including Artificial Intelligence & Machine Learning)

- Performing Arts organizations should focus on selecting a tool that matches their budget and immediate needs.

Conclusions

- Digital content and capture has huge implications on budget as there is a need to not only store the content but also to back it up. It is imperative that organizations develop a robust strategy for the archiving of their digital assets.

- Due to rights issue, there may be the need to track who is depicted in digital assets in order to provide the appropriate credit or compensation. Asset tagging and tracking is a tedious process (made better through newer software) that requires the attention of an individual(s)

- Organizations planning to expand their digital offerings should seriously consider hiring an archivist to manage the project and ensure the proper tagging, tracking and storing of assets