

Digital Asset Management

Gerardus Blokdyk

Digital Asset Management Elizabeth Keathley, 2014-03-31 *Digital Asset Management: Content Architectures, Project Management, and Creating Order out of Media Chaos* is for those who are planning a digital asset management system or interested in becoming digital asset managers. This book explains both the purpose of digital asset management systems and why an organization might need one. The text then walks readers step-by-step through the concerns involved in selecting, staffing, and maintaining a DAM. This book is dedicated to providing you with a solid base in the common concerns, both legal and technical, in launching a complex DAM capable of providing visual search results and workflow options. Containing sample job models, case studies, return on investment models, and quotes from many top digital asset managers, this book provides a detailed resource for the vocabulary and procedures associated with digital asset management. It can even serve as a field guide for system and implementation requirements you may need to consider. This book is not dedicated to the purchase or launch of a DAM; instead it is filled with the information you need in order to examine digital asset management and the challenges presented by the management of visual assets, user rights, and branded materials. It will guide you through justifying the cost for deploying a DAM and how to plan for growth of the system in the future. This book provides the most useful information to those who find themselves in the bewildering position of formulating access control lists, auditing metadata, and consolidating information silos into a very new sort of workplace management tool – the DAM. The author, Elizabeth Ferguson Keathley, is a board member of the DAM Foundation and has chaired both the Human Resources and Education committees. Currently Elizabeth is working with the University of British Columbia and the DAM Foundation to establish the first official certificate program for Digital Asset Managers. She has written, taught, and been actively a part of conferences related to the arrangement, description, preservation and access of information for over ten years. Her ongoing exploration of digital asset management and its relationship to user needs can be followed at her homepage for Atlanta Metadata Authority : atlantametadata.com.

Digital and Marketing Asset Management Theresa Regli, 2016-08-02 The digital world is transitioning from text to media: photos, audio files, video clips, animations, games, and more. Enterprises of all kinds struggle with how to manage those media assets. Digital professionals who want to master the life cycles behind creating, storing, and reusing media need the inside scoop on how digital and media asset management technology really works.

Digital Asset Management David Austerberry, 2012-10-12 Content and media asset management systems are core back office applications of the modern day broadcaster, yet there is little information available on the control and management of these systems and how content can be delivered over a variety of different channels: television, iTV, internet, webcasting, mobile phones and wireless PDAs. This book explains the potential for applying asset management systems to content creation models for distribution over a variety of outlets and the benefits gained from increased efficiency and lowering of costs. Taking an unbiased view and focusing on core principles rather than specific systems, David Austerberry presents the business case for digital asset management systems, demystifies some assumptions regarding the technology and provides a thorough introduction to the system components

required, such as indexing, searching, middleware, database and rightsmanagement and web portals.

Digital Asset Management in Theory and Practice Mark Hedges, 2014-10 This practical handbook provides information professionals with everything they need to know to effectively manage digital content and information. The book addresses digital asset management (DAM) from a practitioner's point of view but also introduces readers to the theoretical background to the subject. It will thus equip readers with a range of essential strategic, technical and practical skills required to direct digital asset management activities within their area of business, while also providing them a well-rounded and critical understanding of the issues across domains. Digital Asset Management in Theory and Practice includes an evolving case study that serves to illustrate the topics and issues addressed in each chapter, as well as a sequence of practical exercises using freely available DAM software. Readership: Information professionals who work (or aim to work) in the digital content industries and managers of digital assets of various forms. Cultural and memory institutions, digital archives, and any areas of science, government and business organisation where there is a need to curate digital assets. Students taking LIS graduate courses worldwide.

Digital Asset Management Unknown Author, 2012-10-12 Content and media asset management systems are core back office applications of the modern day broadcaster, yet there is little information available on the control and management of these systems and how content can be delivered over a variety of different channels: television, iTV, internet, webcasting, mobile phones and wireless PDAs. This book explains the potential for applying asset management systems to content creation models for distribution over a variety of outlets and the benefits gained from increased efficiency and lowering of costs. Taking an unbiased view and focusing on core principles rather than specific systems, David Austerberry presents the business case for digital asset management systems, demystifies some assumptions regarding the technology and provides a thorough introduction to the system components required, such as indexing, searching, middleware, database and rightsmanagement and web portals.

The DAM Book Peter Krogh, 2009-04-27 One of the main concerns for digital photographers today is asset management: how to file, find, protect, and re-use their photos. The best solutions can be found in The DAM Book, our bestselling guide to managing digital images efficiently and effectively. Anyone who shoots, scans, or stores digital photographs is practicing digital asset management (DAM), but few people do it in a way that makes sense. In this second edition, photographer Peter Krogh -- the leading expert on DAM -- provides new tools and techniques to help professionals, amateurs, and students: Understand the image file lifecycle: from shooting to editing, output, and permanent storage Learn new ways to use metadata and key words to track photo files Create a digital archive and name files clearly Determine a strategy for backing up and validating image data Learn a catalog workflow strategy, using Adobe Bridge, Camera Raw, Adobe Lightroom, Microsoft Expression Media, and Photoshop CS4 together Migrate images from one file format to another, from one storage medium to another, and from film to digital Learn how to copyright images To identify and protect your images in the marketplace, having a solid asset management system is essential. The DAM Book offers the best approach.

Digital Asset Management David Austerberry, 2012-07-26 The second edition focuses on the media and entertainment sector (M&E), with more information relevant to encompass broadcasters migration to file-based production. New technology and new products are also included and there is more detail on systems integration and product examples, plus extra case studies. New content includes: - Storage management where several products have been designed for the special needs of the media business. - XML and web services. - New case studies.

Implementing a Digital Asset Management System Jens Jacobsen, Tilman Schlenker, Lisa Edwards, 2012-08-21 Learn how the top CG film, computer game and web development companies have saved significant time and money on their projects by optimizing digital asset management systems and streamlining production processes. Also included is a product overview with 28 detailed descriptions of software solutions, including screenshots and prices, as well as a practical assessment of their suitability for different industries & project sizes.

Solving the Dam Puzzle Dan McGraw, 2016-06-27 WHAT'S YOUR DAM PUZZLE? Is your company drowning in digital media files or throwing money at more storage? Why struggle with all the shared servers, cloud sites or hard drives when the solution isn't more technology, it's DAM! Dan McGraw, a digital thought leader and consultant, covers the DAM basics, strategy development, business case, implementation, risk mitigation, and change management. Written for anyone working with digital assets in IT, marketing, media, or executives, Solving the DAM Puzzle is your insider's guide to develop a strategy compete in today's digital age.

Digital Asset Management Software a Complete Guide Gerardus Blokdyk, 2018-10-17 Is there a recommended audit plan for routine surveillance inspections of Digital Asset Management Software's gains? Think about the functions involved in your Digital Asset Management Software project, what processes flow from these functions? What will be the consequences to the stakeholder (financial, reputation etc) if Digital Asset Management Software does not go ahead or fails to deliver the objectives? Is Digital Asset Management Software dependent on the successful delivery of a current project? How do you ensure that implementations of Digital Asset Management Software products are done in a way that ensures safety? This extraordinary Digital Asset Management Software self-assessment will make you the dependable Digital Asset Management Software domain assessor by revealing just what you need to know to be fluent and ready for any Digital Asset Management Software challenge. How do I reduce the effort in the Digital Asset Management Software work to be done to get problems solved? How can I ensure that plans of action include every Digital Asset Management Software task and that every Digital Asset Management Software outcome is in place? How will I save time investigating strategic and tactical options and ensuring Digital Asset Management Software costs are low? How can I deliver tailored Digital Asset Management Software advice instantly with structured going-forward plans? There's no better guide through these mind-expanding questions than acclaimed best-selling author Gerard Blokdyk. Blokdyk ensures all Digital Asset Management Software essentials are covered, from every angle: the Digital Asset Management Software self-assessment shows succinctly and clearly that what needs to be clarified to organize the required activities and processes so that Digital Asset Management Software outcomes

are achieved. Contains extensive criteria grounded in past and current successful projects and activities by experienced Digital Asset Management Software practitioners. Their mastery, combined with the easy elegance of the self-assessment, provides its superior value to you in knowing how to ensure the outcome of any efforts in Digital Asset Management Software are maximized with professional results. Your purchase includes access details to the Digital Asset Management Software self-assessment dashboard download which gives you your dynamically prioritized projects-ready tool and shows you exactly what to do next. Your exclusive instant access details can be found in your book. You will receive the following contents with New and Updated specific criteria: - The latest quick edition of the book in PDF - The latest complete edition of the book in PDF, which criteria correspond to the criteria in... - The Self-Assessment Excel Dashboard, and... - Example pre-filled Self-Assessment Excel Dashboard to get familiar with results generation ...plus an extra, special, resource that helps you with project managing. INCLUDES LIFETIME SELF ASSESSMENT UPDATES Every self assessment comes with Lifetime Updates and Lifetime Free Updated Books. Lifetime Updates is an industry-first feature which allows you to receive verified self assessment updates, ensuring you always have the most accurate information at your fingertips.

Solving the DAM Puzzle Dan McGraw, 2015-11-30 If your digital strategy is storing media assets on hard drives until they can be uploaded to social media, you've got more than an issue, you've got a DAM puzzle! Hard drives and cloud sites aren't a strategy. Digital Asset Management is! Media strategist Dan McGraw provides those in marketing, communications or creative services a better way to monetize and deliver your content. Why struggle with shared servers, cloud sites or confusing storage when the solution isn't more technology, it's DAM! From strategy development and creating a business case to implementation, Solving the DAM Puzzle is your insider's guide to managing media assets, growing your business and achieving digital maturity.

Digital Asset Management Elizabeth Ferguson Keathley, 2015-12-24 The second edition of the preferred text for learning about Digital Asset Management contains 30% new and updated material, including a full new chapter on risk and change management. Incorporating quotes and material from leaders in the field, as well as sample charts, graphs, and even job descriptions that readers are encouraged to reuse and adapt for their own purposes, this book is a must have for anyone learning about Digital Asset Management.

Dam Survival Guide David Diamond, 2012-11-04 What Digital Asset Management Industry Pros say about DAM Survival Guide: If you are investing in DAM books to learn more about the subject, I can recommend this one. - Naresh Sarwan, Senior Editor, DigitalAssetManagementNews.org After you've read DAM Survival Guide, when you negotiate with a DAM vendor or try to evaluate the value of a system for your business, you won't have many blanks left for a vendor to fill in with marketing babble. It therefore is a book I warmly recommend. - Erik Vlietinck, Principle, IT Enquirer From newbies to experienced digital asset managers, DAM Survival Guide provides enough information that you can access what you need when you need it. - Marisa Peacock, Journalist, CMS Wire Digital Asset Management Vendors, Integrators, Analyst and Consultants be warned the DAM Survival Guide is packed full of insights, strategies and common sense guides for making DAM work for the end user. David Diamond, a seasoned DAM professional, shares his knowledge using wit, analogy, metaphor

that cleaves the real meat on the bones of complexity that is Digital Asset Management. David nails it on every level: technology, human and insights. I would not hesitate in recommending DAM Survival Guide to anyone on or starting their DAM Journey. - Mark Davey, Founder, DAM Foundation

ABOUT THE BOOK DAM Survival Guide is a digital asset management book that explains everything you need to know to design, plan, deploy, promote and maintain a successful DAM initiative at your organization. Written by a recognized DAM industry expert in a friendly, easy-to-follow style, DAM Survival Guide is a must-have resource for those new to DAM, and it's great for those looking to increase their DAM knowledge too. DAM Survival Guide is everything you need to know about DAM in one book. Starting with an overview of what digital asset management is and isn't (including a section on why you might not need DAM at all), the book goes on to offer a detailed discussion of everything that's important for you to know before you get too far with your DAM planning: Learn the benefits of wrapping DAM into a corporate initiative you can better manage Know how to find and recruit others at your organization who can become great allies See how you can benefit from reliable professional help (cheap or even free!), so you can avoid expensive time-wasters Fully understand the needs of your organization, so that you can exceed expectations Start thinking about DAM software at the right time, so you can avoid costly purchase mistakes Discover tricks to determine which DAM vendors are most favored by customers, most progressive, and most likely to stay in business Explore elements of human psychology that can help you overcome change-resistance and increase buy-in Including approximately 56,000 words, this book, first published in June, 2012, is packed with useful information the author, David Diamond, has acquired during his 12+ years as a professional in the Digital Asset Management industry. Note: The Digital Asset Management Survival Guide mentions no DAM software solutions or vendors by name. The book's contents are unbiased and applicable no matter which DAM solution you determine to be right for you.

The DAM Book Peter Krogh, 2006 Provides information on building an archive for digital photographs.

The DAM Book Peter Krogh, 2009-04-27 Provides information on building an archive for digital photographs.

Digital Asset Ecosystems Tobias Blanke, 2014-07-07 Digital asset management is undergoing a fundamental transformation. Near universal availability of high-quality web-based assets makes it important to pay attention to the new world of digital ecosystems and what it means for managing, using and publishing digital assets. The Ecosystem of Digital Assets reflects on these developments and what the emerging 'web of things' could mean for digital assets. The book is structured into three parts, each covering an important aspect of digital assets. Part one introduces the emerging ecosystems of digital assets. Part two examines digital asset management in a networked environment. The third part covers media ecosystems. Looks to the future of digital asset management, focussing on the next generation web Includes up-to date developments in the field, crowd sourcing, and cloud services Details case studies to demonstrate how generic requirements are met in particular cases

Digital Asset Management Nic Wistreich, 2001-01-01

Digital Asset Valuation and Cyber Risk Measurement Keyun Ruan, 2019-05-29

Digital Asset Valuation and Cyber Risk Measurement: Principles of Cybernomics is a book about the future of risk and the future of value. It examines the indispensable role of economic modeling in the future of digitization, thus providing industry professionals with the tools they need to optimize the management of financial risks associated with this megatrend. The book addresses three problem areas: the valuation of digital assets, measurement of risk exposures of digital valuables, and economic modeling for the management of such risks. Employing a pair of novel cyber risk measurement units, bitmort and hekla, the book covers areas of value, risk, control, and return, each of which are viewed from the perspective of entity (e.g., individual, organization, business), portfolio (e.g., industry sector, nation-state), and global ramifications. Establishing adequate, holistic, and statistically robust data points on the entity, portfolio, and global levels for the development of a cybernomics databank is essential for the resilience of our shared digital future. This book also argues existing economic value theories no longer apply to the digital era due to the unique characteristics of digital assets. It introduces six laws of digital theory of value, with the aim to adapt economic value theories to the digital and machine era. Comprehensive literature review on existing digital asset valuation models, cyber risk management methods, security control frameworks, and economics of information security Discusses the implication of classical economic theories under the context of digitization, as well as the impact of rapid digitization on the future of value Analyzes the fundamental attributes and measurable characteristics of digital assets as economic goods Discusses the scope and measurement of digital economy Highlights cutting-edge risk measurement practices regarding cybersecurity risk management Introduces novel concepts, models, and theories, including opportunity value, Digital Valuation Model, six laws of digital theory of value, Cyber Risk Quadrant, and most importantly, cyber risk measures hekla and bitmort Introduces cybernomics, that is, the integration of cyber risk management and economics to study the requirements of a databank in order to improve risk analytics solutions for (1) the valuation of digital assets, (2) the measurement of risk exposure of digital assets, and (3) the capital optimization for managing residual cyber risk Provides a case study on cyber insurance

Digital Transformation of the Design, Construction and Management Processes of the Built Environment Bruno Daniotti, Marco Gianinetto, Stefano Della Torre, 2019-01-01 This open access book focuses on the development of methods, interoperable and integrated ICT tools, and survey techniques for optimal management of the building process. The construction sector is facing an increasing demand for major innovations in terms of digital dematerialization and technologies such as the Internet of Things, big data, advanced manufacturing, robotics, 3D printing, blockchain technologies and artificial intelligence. The demand for simplification and transparency in information management and for the rationalization and optimization of very fragmented and splintered processes is a key driver for digitization. The book describes the contribution of the ABC Department of the Polytechnic University of Milan (Politecnico di Milano) to R&D activities regarding methods and ICT tools for the interoperable management of the different phases of the building process, including design, construction, and management. Informative case studies complement the theoretical discussion. The book will be of interest to all stakeholders in the building process - owners, designers, constructors, and

faculty managers - as well as the research sector.

Digital Asset Management Platforms A Complete Guide - 2019 Edition Gerardus Blokdyk, 2019-08-03 Has a Digital asset management platforms requirement not been met? What is the definition of success? How do you create buy-in? What is the problem or issue? What may be the consequences for the performance of an organization if all stakeholders are not consulted regarding Digital asset management platforms? This powerful Digital Asset Management Platforms self-assessment will make you the principal Digital Asset Management Platforms domain leader by revealing just what you need to know to be fluent and ready for any Digital Asset Management Platforms challenge. How do I reduce the effort in the Digital Asset Management Platforms work to be done to get problems solved? How can I ensure that plans of action include every Digital Asset Management Platforms task and that every Digital Asset Management Platforms outcome is in place? How will I save time investigating strategic and tactical options and ensuring Digital Asset Management Platforms costs are low? How can I deliver tailored Digital Asset Management Platforms advice instantly with structured going-forward plans? There's no better guide through these mind-expanding questions than acclaimed best-selling author Gerard Blokdyk. Blokdyk ensures all Digital Asset Management Platforms essentials are covered, from every angle: the Digital Asset Management Platforms self-assessment shows succinctly and clearly that what needs to be clarified to organize the required activities and processes so that Digital Asset Management Platforms outcomes are achieved. Contains extensive criteria grounded in past and current successful projects and activities by experienced Digital Asset Management Platforms practitioners. Their mastery, combined with the easy elegance of the self-assessment, provides its superior value to you in knowing how to ensure the outcome of any efforts in Digital Asset Management Platforms are maximized with professional results. Your purchase includes access details to the Digital Asset Management Platforms self-assessment dashboard download which gives you your dynamically prioritized projects-ready tool and shows you exactly what to do next. Your exclusive instant access details can be found in your book. You will receive the following contents with New and Updated specific criteria: - The latest quick edition of the book in PDF - The latest complete edition of the book in PDF, which criteria correspond to the criteria in... - The Self-Assessment Excel Dashboard - Example pre-filled Self-Assessment Excel Dashboard to get familiar with results generation - In-depth and specific Digital Asset Management Platforms Checklists - Project management checklists and templates to assist with implementation INCLUDES LIFETIME SELF ASSESSMENT UPDATES Every self assessment comes with Lifetime Updates and Lifetime Free Updated Books. Lifetime Updates is an industry-first feature which allows you to receive verified self assessment updates, ensuring you always have the most accurate information at your fingertips.

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