Editorial

Journal of Digital Asset Management (2008) 4, 61–62. doi:10.1057/dam.2008.15

In this issue Volume 4, Number 2, our topic is *DAM and Social Networking for Creative Groups*. In this new world where we are always connecting through social networks and user-generated content, if a corporate brand is, according to *Terry White*, “...an emotional interaction between product and consumer...” how does a Chief Marketing Officer exploit social networking technologies to gain insight into consumer behavior? Once a consumer is committed to the brand, how can the CMO structure their technology strategy in order to enhance consumer interaction around that commitment?

In this issue, we bring you a selection of interviews with top Creative Services experts: *Terry White*, Chief Innovator at *Amway Japan*; *Matthew Gonnering*, Vice President of Sales and Marketing for *Widen Enterprises*; *Rudy Thurston*, COO at *Omnifuse, Incorporated*; *Allen Adler*, Vice President of Creative Services at *Ubisoft, Incorporated*, with *Anthony Trask* and *Charlene Siegel* from his team; and *Bill Rosenblatt*, President for *Giant Steps Media*.

In this issue's installment of *Cycle Time*, *Michael Moon* writes about our shift in format from papers to *interviews* with innovation-leaders in the industry. Why? As he puts it, “Innovation leaders and master class practitioners know lots; as the old adage goes, they have forgotten more than you and I will ever know about DAM. They just do not have their knowledge organized, structured, delineated, and articulated. However, when asked crisp and incisive questions, they often surprise themselves with what they say and know.” We've had a lot of positive feedback from using this new format, and hope you agree.

How do we take brand passion and allow people to play in a social media space that gives full range of expression to what people feel about us? Without fear of the outcome? *Terry White* spoke to us on how *Amway Japan* has moved from being one of the earliest social networks in existence to their work now

building a Second Life outpost without compromising the “beautiful anarchy” of that space. This extensive conversation touches on social media, multi-level marketing, brand innovation, art, theater, and cultural renaissance through the ages.

The typical sales channel and process to connect customers with information is painfully slow. *Can marketing teams and sales teams use social networking in order to work together more effectively?* We spoke with *Matthew Gonnering* on how Web 2.0 applications free up marketing teams from excessive sales team requests, allowing more time to pursue customer research and built social marketing opportunities with consumers.

What is the future of social media for online communities? According to *Rudy Thurston*, who has been developing social media infrastructure for the past decade, mash-ups that integrate many profiles and content streams into one dashboard is one particularly attractive goal. We also cover, in this interview, insights on practical uses of user-generated content, folksonomy approaches to metatagging, and repurposing content.

How can social media techniques work internally when you're rolling out a new DAM internally? *Allen Adler* and team spoke with us on their social-media approach to creating interest and buy-in upon the launch of their internal DAM system, which they titled “FindIt!”

As an enterprise resolves to implement a social media initiative, how do they deal with copyright issues for collaborative content, and other digital copyright issues implicit in the new social media markets? *Bill Rosenblatt*, in an earlier paper published in the *Journal* (Volume I, Issue 4), asserted that whether or not you encrypt your content, it's crucial that your rights information travels with the content, with rights expression language as the glue. Since that time, “...the market has taken a look at rights expression languages and yawned.” In this interview, Bill conveys some essential

information on new rights languages currently in use, the impact of search engine indexing on content rights, and the overall concept of fair use of content. A must-read for any DAM executive looking to marshal their rights information management effectively.

Thanks for joining us! Our next issue will feature an insider look at some of the tracks

from the Henry Stewart NYC Symposium 2008, plus interviews with some of the key thought leaders who have contributed to the event.

Iris AlRoy
Managing Editor