Editorial

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In this issue of the *Journal of DAM* — Volume 4, Number 6, we address a multitude of different DAM-related topics with interviews and articles — our DAM Review issue, the final issue of this volume.

In this issue's installment of Cycle Time, Michael Moon expounds on the automation of print collateral production for pan-regional markets. The workflow models he proposes make greater cost avoidance available, leading to greater productivity dividends.

We also hear from Mary Yurkovic, DAM Manager for Playboy Enterprises, on rights management for multi-channel publishing. Jake Athey, Marketing Coordinator, and Al Falaschi, Audio/Video Manager, of Widen Enterprises, are excited about screencast video as a valuable marketing and sales tool for the enterprise. We interviewed Seth Earley, Principal of Earley & Associates, on innovations in the content management industry. Next, an interview with Aaron Holm, VP of Development and Integration for Industrial Color, on creative workflows for the management of image assets. Rounding out this substantial issue of the *Journal* is an interview with John Theodore and Tim Day, Project Managers from SVC, a division of Cognizant, on their experiences as technology consultants to the broadcast and entertainment industry. Pierre Hadaya, Professor for the Department of Management and Technology at the University of Quebec, with Dominique DeSerres, M.A. from the University de Sherbrooke, together have contributed a theoretical paper on the determinants in play when selecting a distribution channel for online software license purchases. Carol Owens of Serco has summarized for us a panel discussion she chaired at the 2008 Henry Stewart Digital Asset Management Conference in London, on taxonomy governance for the enterprise. Cameron Fisher, DAM Management Consultant, has contributed an extensive paper on IT service management and innovation.

What are some of the benefits of adding rights asset management capabilities to an existing DAM for

a successful, multi-channel publishing operation?

Michael Moon interviews Mary Yurkovic about Playboy Enterprises' experiences in adding rights asset management capabilities to the existing Playboy Asset Management system, four years after its initial launch.

How can a screencast demo serve as a value-add to a digital asset management system? Al Falaschi and Jake Athey advocate the use of screencast videos as a tool for sales and marketing as well as client and user training.

How does one tackle the chaos around content management governance to create business value? We interview Seth Earley on the evolution of the content industry — understanding and utilizing the increasing methods of content optimization.

How can a software platform meet the needs of a creative team, considering the hyper-acceleration of core workflows and business processes they face in today's market space? Aaron Holm discusses with us the development of Industrial Color's core product, GLOBALedit, and industry developments that have migrated creative teams into an all-digital workflow.

What is the current and future state of DAM for the entertainment industry? We speak with John Theodore and Tim Day on how agencies can meet the challenges presented by multi-channel marketing — due to the many different platforms, which are fast becoming standard procedure in presenting content to the consumer.

What factors determine consumers' distribution channel choice when purchasing software online? Pierre Hadaya and Dominique Serras propose a theoretical model to uncover the reasons why, when purchasing a software license for a product that is marketed using a try-before-you-buy strategy, consumers would select the physical distribution channel without DRM technologies rather than the digital distribution channel using DRM technologies.

What constitutes a smart approach to the successful implementation of metadata and taxonomies? Carol Owens chaired a panel discussion at the 2008 Henry Stewart Digital Asset Management Conference in London. The panel consisted of

Alan Irons, Project Manager, The Salvation Army; *Judi Vernau*, Information Architect, Metataxis Ltd; *Madi Weland Solomon*, Independent Taxonomy/Metadata Consultant, Chair, AMIA Metadata Joint Subcommittee; and *Rana Ghosh-Roy*, PhD, Director, Custom Software Development, Capgemini. Carol here summarizes the results of the panel discussion.

How can IT professionals keep up with the demands being made on them to address marketing issues? It all starts with “users” becoming reclassified as “customers.” *Cameron Fisher* has contributed a paper showing the trends and shifts causing IT professionals to become industry innovators with marketing and service/product responsibilities.

Thank you for staying with us through Volume 4 of the Journal of DAM. In Volume 5 we look forward to bringing you new research, insider insights and best practices from members of our DAM community.

We always welcome contributions to the journal from DAM professionals — best practice articles, case studies, market reviews and research papers. We are also interested in interviewing industry leaders for future issues. If you know someone who would like to either contribute an article or be interviewed for a future issue, please contact me via email (info@gistics.com).

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