Editorial

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In this volume of the *Journal of DAM* – Volume 5, we will cover Digital Asset Operations – the care and feeding of an organisation – *what happens after you deploy a large-scale DAM. How do organisations manage operational capabilities beyond the repository?*

What lies beyond the repository, in part, entails the evolution of metadata and semantic Web services – the publishing of structured and increasingly standardised metadata about content and applications, creating context and therefore inferred meaning about content and applications.

In this issue's installment of Cycle Time, Michael Moon coins the term *Marketspace 3.0*, referring to the growing role of social media in customer engagement – *marketspace*, referring to the integration of the traditional marketplace with the digital world.

Sam Brownfield, Managing Director at Tradewinds London Ltd brings us a piece on the evolution of trading practices for traditional and digital agencies; John Jordan and Clive Ellen of Siemens Business Services bring us a thorough look at Enterprise Data Architecture adoption; Madi Solomon, Director of Content Standards with Pearson PLC speaks with us on innovations in metadata ingest for a DAM system; Theresa Regli, Principal for CMS Watch briefs us on the recently published second annual Digital & Media Asset Management Report and Steve Sauder, CTO for North Plains on digital value chains and the evolution of TeleScope.

How have sharp trading practices by traditional and digital agencies evolved in the digital industry's short lifetime? Sam Brownfield, in his article titled *Tricks of the Technology Trade*, addresses how the evolution of DAM towards digital technologies has impacted current procurement practices in this context.

How does an enterprise optimise their information systems investment? John Jordan and Clive Ellen outline the principles of data architecture, its

main components, and take a look at the business benefits available from delivering the right data to the right people, at the right time.

What is the current state of the DAM industry? Enjoy this excerpt from CMS Watch; their comprehensive report on the state of the industry, a result of six months of research. The full report including interviews with DAM users and experts and evaluations of DAM tools and platforms. You may order your full copy of this report at <http://www.cmswatch.com>. As a special courtesy of the readers of the *Journal of DAM*, CMS Watch offers a 10 per cent discount on the *Digital & Media Asset Management Report 2009*. Interested readers, please visit <http://www.cmswatch.com/DAM/Report/> and use promotional code DAM10 at check-out. Or, contact Barbara Feldman at befeldman@cmswatch.com

Are the high initial costs of metadata tagging and data ingest into a DAM well worth the spend? We interviewed Madi Solomon on her recommended approach to metadata and taxonomy as a cultural device and change agent, exposing procedural and workflow issues within the organisation. Desired effects of these changes include more effective rules, dialects and vocabularies.

How is DAM expanding outside its traditional roles? We spoke with Steve Sauder on the expansion of TeleScope into a digital, on-demand delivery environment, and his views on industry developments as they affect DAM providers in general during this expansive time.

Thanks for joining us! Upcoming issues will include interviews with Doug Liles of SGS International, Nic Lund of Diagio, Seth Earley of Earley & Associates, Ellen November of Toyota, and more to come!

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