Editorial

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In this issue of the *Journal of DAM*, Volume 5, Issue 5, interviews about the influence of social media on advertising, marketing, video publishing and catalog publishing.

In this installment of his Cycle Time column, Michael Moon introduces strategies to fix weak links in customer engagement. Customer Engagement is a term coined to convey a new strategic priority for an enterprise to serve and retain net-savvy customers.

Interviews in this issue include Sean Knapp, CTO for Ooyala, Leon Wittenberg, Principal at Soho Social Media Consultancy Ltd, Tom Bachmann, Principal at EAS Planning, Mike Hardiman, Director of Sales and Tammy Godin, Project Manager for *The Feedroom* and Tom Marine, Marketing Director for *Central Restaurant*.

What are some fundamental problems with online video publishing? Ooyala CTO Sean Knapp discusses the evolution of online video publishing and where it is headed today.

How is the advent of social media influencing the structure of advertising campaigns? Michael Moon has a conversation with Leon Wittenberg about how the traditional advertising market is rapidly becoming influenced by the progressive growth of social media.

What is the current state of metadata structure in DAM implementations? Tom Bachmann, a metadata specialist, speaks with Michael Moon, exploring the current state of metadata structures – ranging from taxonomies to ontologies – in DAM implementations. The conversation encompasses best practices for metadata development and new techniques for the visualization of metadata in DAM user interfaces and workflows.

How did Barnes & Noble College Booksellers find a better way to organize and make their digital media assets available to local partners online? Michael Moon interviews Mike Hardiman and Tammy Godin of *The Feedroom* to provide a glimpse into that process.

How did a large retail operation develop an integrated workflow for multichannel publishing? This interview with Tom Marine encompasses a case study on best practices for implementing a database publishing solution in a multichannel-based environment (catalog and Internet).

In upcoming issues, we will feature interviews with Kevin Cochrane of *Day Software* and many more.

Thanks for joining us!

Iris AlRoy
Managing Editor