Editorial

This issue covers a lot of ground, spanning a wide range of digital asset management (DAM)-related concerns and applications. They all, however, stand on common ground.

In the Cycle Time column, we explore a common framework for understanding digital assets: an activity-based lifecycle model. A digital asset lifecycle model provides a way to start documenting the cost and cycle-time savings in a way that non-technical management will understand. Of course, it opens a whole new can of worms: collection of activity-based data over a much longer time span.

Tim Padilla of Warner Bros. takes up the case for DAM as an anti-piracy measure. He explains how their media asset retrieval system (MARS) now provides a core service for daily operations in 18 Warner Bros. divisions around the world.

Pieter Casneuf of the Belgian firm, ADAMonline, explains how DAM speeds the localization of international marketing communications and brand packaging. He picks up the theme that localization of marketing communications constitutes a very fruitful application of DAM, emphasizing a number of “beyond the DAM repository” applications such as workflow automation, automated pagination, and remote proofing.

Steve Kotrch of Simon & Schuster takes on risk management for DAM-related services. He emphasizes the risks

that result from users ignoring the protocols and workflows of DAM and who persist in their old habits of file management.

Duncan Stokes and Iain Seers of Ogilvy & Mather provide a case study, explaining how DAM supports account management, creative services and workflows for their international advertising agency. It provides a great example of how agencies have begun to enhance their business model with technology.

Jeremy Bancroft of Media Systems Consulting Ltd explains the importance of integration to achieving a return on investment in launching broadcast media asset management (MAM). He emphasizes the role that MAM plays in broadcasters migrating from traditional linear tape-based operations to non-linear file-based workflows. He concludes that success entails two critical factors: understanding your customers’ specific workflows and integrating MAM with the customers’ legacy systems.

Jan Rothfuss of Bausch & Lomb examines how DAM and enterprise collaboration technologies can speed and optimize global new product launches. In particular, she explores how these twinned technologies speed project management and the market development process for cross-functional global project team members.

A. Seetharaman and colleagues, from Multimedia University, analyze budgeting and accounting of software

cost, using a subset of software engineering model called software development life cycle (SDLC). This model helps a DAM project team make more accurate estimations of software

size and cost, using predefined cost metrics and a practical six-step approach.

Michael Moon
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