Editorial

This issue, the first of the second volume, covers broadcast and multimedia issues. As broadcast companies seek to generate new sources of revenue by exploiting new content delivery opportunities, new issues emerge, such as digital rights management (DRM), the evolution of content ecosystem, and the lifecycle of new consumer media payout devices

Our first article, “A digital media asset ecosystem for the global film industry”, by Edward Altman and his colleagues at Tata Consultancy Services (TCS), addresses business and technical decision-makers in the filmed entertainment business worldwide. Based on TCS’s analyses of recent and impending changes in the media and entertainment market, Edward and team present the rationale for enterprise-wide digitization in the film industry and propose a broader perspective on moving deeper in digital cinema.

Gord Larose of Cloakware picks up from there on the concept of the evolution of content, with “Digital asset management and interoperable DRM: Maintaining agility in the world of evolving content ecosystems”, drilling down into the history and evolution of DAM architecture and offering a proposal for evolution in order to maximize value.

Kane Consulting’s Charles Bebert uses his work with SBS Korea as a case study for his paper, titled “SBS Korea: A fully asset-management based digital news operation in action”. The Kane studies and the body of data built up over the years by the organization provide the starting point for a comparative case

study of the technology solutions deployed at SBS, one of the leading broadcasters in the Asia-Pacific region.

Cameron Fisher’s paper expands our view on IP-enabled devices. He makes the case for applying Information Technology Infrastructure Library (ITIL)-inspired techniques to better manage the technical and business lifecycle of consumer devices.

Media-Matters’ Gilad Rosner gives us a glimpse of the evolution of a fascinating project involving an automated audiovisual migration system. Automated, consistent metadata collection eases the transition from analog to digital, and enables quick discovery of assets within a DAM system. Yale University launched a prototype of this type of automated migration system in February 2005, and their extensive video archives include the Fortunoff Video Archive for Holocaust Testimonials.

Jane Johnson of the Library of Congress concludes the current issue, examining the metadata strategies of moving image collection, a collaboration of the Library of Congress and the Association of Moving Image Archivists. Her paper “MIC metadata strategies: Thinking beyond asset management” covers key principles underlying strategy and takes a close look at the issues involved in ensuring this project is effective in meeting the goals of both public and private sector interests.

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