Editorial

This issue of the Journal once again demonstrates the breadth and depth of the digital asset management (DAM) community: industry best practices at Capps Digital (LeBoeuf), marcom workflows at CMK (McKee), video production at Microsoft (Comerford), a case study from Discovery Communications (Forman), digital rights management at the British Library (Braid), a more humorous case study at Lifetime television (Charleson), and an Agfa case study (Stevens).

My Cycle Time column introduces an all-inclusive framework for DAM, digital supply chains and calls attention to the emergence of supply-chain strategies for enterprise content — a topic to which we will soon devote an entire issue.

Our first paper, “Four dimensions for managing digital assets to deliver higher-value, lower-cost global marketing and advertising,” by Bob LeBoeuf, Director of Business Development at Capps Digital, examines best practices drawn from industry experts, defining four problem areas to provide focus to first-time buyers of a DAM system.

Cathal McKee, founder and Creative Director of CMK, follows with “The DAM marketing communication creation process,” examining the evolution in the client–agency relationship, and discussing a workflow model for creative collaboration.

Kevin Comerford, the Senior Group

Manager for Media Content Management at Microsoft Studios, contributes another perspective on changes in the video production industry. In particular, he examines the unique requirements of large volume multimedia production workflows.

An interesting case study of a broadcast DAM system comes from Carin Forman of Discovery Communications, on the implementation of their in-house DAM system, Digital Media Center.

Another case study examines digital rights management adopted by the British Library, authored by Andrew Braid, Head of Licensing and Copyright Compliance at the British Library, providing some insight into how the chosen system has been received by users.

Carl Charleson, Director of Digital Media Applications for Lifetime Television, rounds off our selection of case studies with an entertaining look back at his personal experiences bringing a media asset management system from the conceptual stages to testing a working system.

Dirk Stevens completes our issue with an Agfa case study of their own digital journey from photography to digital imaging distribution.

Michael Moon
Managing Editor