Editorial

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In this issue, we bring our focus to digital workflow modeling. We cover workflow standards (Schaffel), metadata standards (Kennedy), broadcast DAM (Kranz), DRM (Fetscherin), the valuation of digital assets (Smith and Amoroso), multimedia DAM workflow (Heppel and Krishna), newspaper digitization (Bremer-Laamanen), digital archiving (Rustad), MAM (Suker), DAM at Playboy Enterprises (Hires), Content Services (Warwick), XMP and RTF (Bright), and round out this issue with an article on workflow training (Remington) — since workflow adoption is a powerful change agent.

Michael Moon's Cycle Time column introduces an activity-task automation cell for modeling use-cases, and the functional benefits of a DAM system. Michael provides a visual model that proves the value of DAM — a great breakthrough!

Bob Schaffel, Industry Consultant and former Sr. Product manager at Adobe Systems, contributes an excellent piece proposing the broadening of current definitions of workflow — and how DAM fits into a broader context of workflow management.

Our next paper, "Metadata Standards; The DAM Accelerator", by Dianne Kennedy of IDEAlliance, explores how the use of existing industry-specific metadata standards can expedite the development of one's own organizational scheme for digital assets.

Niclas Kranz, of Sveriges Television follows with "Getting into a DAM Project — Activities and Experiences of Digitizing News Broadcast Production", examining the issues SVT encountered as they migrated to a media asset management system.

Mark Fetscherin, an expert in the field of digital rights management, focuses on the importance of understanding the consumer's needs and overcoming their concerns and their obstacles to purchase as a crucial part of the

equation in successful DRM, in his paper "Digital Rights Management: What the consumer wants."

G. Stevenson Smith and Anthony Amoroso, of WVU's College of Business contribute an extensive paper on the importance of developing valuation standards for digital assets in "Using Real Options to Value Losses from Cyber Attacks".

Next, "DAM and Automated Digital Video Workflows", from Mukul Krishna (Frost and Sullivan) and David Heppel (Telestream), examines graphics workflow enablers needed to effectively manage video assets.

Majis Bremer-Laamanen, head of the Center for Microfilming and Conservation at the National Library of Finland, contributes a piece on the Nordic Historical Newspaper Project (TIDEN), entitled "Connecting to the past — newspaper digitization in the Nordic countries".

Continuing the topic of digital archives, we have Kjersti Rustad of the National Library of Norway, with, "Our digital heritage as source material to end-users", an interesting look at the different resources and tools they have employed to archive Internet materials in cooperation with the International Preservation Consortium (IIPC), and other industry groups.

Martyn Suker of the BBC, contributes a snappy case study of the aftermath of a MAM implementation, "Living without the Wheel — a program maker's view of media asset management".

Michael Hires, of Playboy Entertainment Group, brings us "Playboy's Digital Journey: Extending the Power of the brand", on the unique challenges faced by Playboy in leveraging brand and digital assets across multimedia platforms.

Joel Warwick's comprehensive feature paper, "Content Services: A Comprehensive Approach to Realizing the Vision of DAM", addresses long-term operational requirements, most of

which are not technology oriented, so often overlooked in project focused, IT driven DAM implementation efforts.

Jason Bright of MediaBeacon contributes “First Steps: XMP — MetaData, RDF, and the evolution of the semantic web”, including case studies from Media Beacon’s XMP-powered platform.

Thom Remington of DuPont rounds out this issue with an entertaining essay on the human factors involved in the implementation of a DAM system in the enterprise—and lessons learned at DuPont.

We hope that you find this double issue of the journal both informative and entertaining.

Please continue to email us with your thoughts and feedback about the journal, sharing with us what you like, and what you’d like to see more of.

In the next issue, 2.6, we will cover open source issues and a variety of other DAM-related topic areas.

Iris Alroy
Managing Editor