Editorial

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Many in the industry now consider DAM to be a basic IT infrastructure requirement for the global enterprise, setting the stage for a new round of expansion: outward in the form of digital supply-chains for enterprise content and forward from provisioning rich media to Web 2.0 applications and the social networks that bring Web 2.0 alive.

The term Web 2.0 was coined by O'Reilly Media in 2004, referring to the “second generation” of internet-based services that emphasize online collaboration and sharing among users.

In the spirit of the times, DAM 2.0 will continue to emphasize the creation, management and stewardship of metadata — the critical difference between DAM and content management.

Are we in the DAM community now moving into the DAM 2.0 generation? We will continue to address this topic in upcoming issues of the journal and welcome your comments and suggestions!

In this issue, the first of Volume Three, our authors take the measure of current DAM systems and practices in every flavor, and seek a new paradigm for the industry.

In this issue's installment of Cycle Time, Michael Moon addresses the shift “Not what you know, but what we know”. Applying Freud's structural theory of human development to the industry, you could say that we're approaching the “ego” stage of development, as problem solving evolves from simple gratification to the pursuit of longer-term rewards.

Also in this issue: insight into key DAM trends for the media and entertainment industries (Wager), DAM 2.0 (Liles), the “buy vs build” controversy in setting up a DAM system (Scheer), lean marketing (Dewell), metadata standards from the inside out (Chagoya), Web 2.0 (Swisher), MOM for DAM professionals (Katz) and, lastly, a value proposition for SaaS and Hosted DAM (Krishna).

Skiff Wager, Principal of SEW Consulting, looks at key concerns for the media and entertainment industry in the management, protection and distribution of digital assets, identifying lost opportunities for revenue, content management standards and growth strategy creation taking all of the above into consideration.

DAM 2.0 for publishing, follows, a paper which originated as an opinion piece on the state of the industry from Douglas Liles, Strategic Business Development Manager at Quark Inc, and appears here extended into an extensive point-of-view on the past and future of DAM, as well as an exploration of what makes a DAM “best-of-breed”.

Buy vs build? The perceived advantages of both types of solutions are examined in our next paper, from Cheryl Scheer, Multimedia Activist for August Home Publishing. Weighing in on the organizational culture, the cost of customization, software resources and the ability to measure the ROI of either solution are all considered.

Roy Dewell, Managing Consultant for Lean Marketing at PIPC UK, authors the next paper, tracing the origins of lean marketing to related engineering and production value propositions. His central argument proposes the application of lean marketing principles to the implementation of a DAM.

Frank Chagoya, DAM executive at Leo Burnett's print management department, is next with a look at the value of standardization of the asset ingest stage within a print production workflow.

Pete Swisher, Product Manager at Vfinity checks in with more on DAM 2.0: What does Web 2.0, community-driven metadata and services-oriented Multimedia Asset Management mean to the enterprise?

A take on Marketing Operations as an enabler for DAM, MOM and other

comprehensive technology initiatives is outlined by Gary Katz, Principal of Marketing Operations Partners.

And, lastly, Mukul Krishna, Industry Analyst at Frost & Sullivan, with a value proposition for DAM as software-as-a-service, in the current

vibrant DAM landscape, with a case study of hosted DAM at Reebok — demonstrating an enviable speed in showing a return on investment!

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