Editorial

Journal of Digital Asset Management (2007) **3**, 215. doi:10.1057/palgrave.dam.3650099

In this issue, Volume 3, Number 5, we bring our focus to *Publishing Supply Chains*, with a number of interviews and articles on the power of XML and XQuery technologies.

In this issue: a selection of articles, interviews, and papers from key industry experts: an interview with *Abby DeMillo*, Senior Director of Content Management Technology for the Business Information Group of *McGraw Hill*; an article from *Darin McBeath*, Director of Disruptive Technology for *Elsevier The Publishing Revolution*; from *Michael Blakeley*, Principal Consultant at *Mark Logic Corporation XML Content — Server Scalability*; *Michael Wolf* and *Clint Wheelock* of *ABI Research* have contributed *Digital Content Unleashed: The Slow but Inevitable Race Toward a Friction-Free Media World*; from *Silvio Galea*, Development Manager at *Harvard Business School Publishing*, *Leveraging your Content's Value*; from *Tim Claxton* of *Getty Images* and *Jon Folland* of *Nativ Ltd.*, *Digital Video for the Enterprise — A View from the Trenches*; and lastly, from *Johanna Shalhoub* of *Siegel+Gale*, *Howard Belk* of *Siegel+Gale*, and *J.P. Terry* of *SmartDoc Technologies*, *Brand Asset Management in the age of Google*.

In this issue's installment of *Cycle Time*, *Michael Moon* explains how *Randstad Holding*, a Dutch firm, used DAM to build an integrated marketing operations platform, and in the process evolved a local brand into an institutional one. This evolution demonstrates the effectiveness of DAM to speed cycle times and reduce costs while increasing your company's return on investment.

What are the key benefits of XML to a publishing operation? We recently interviewed *Abby DeMillo* to get a historical overview of DAM at *McGraw Hill* and to discuss the benefits of XML for publishing — how the XQuery function facilitates much of the more advanced features in this type of platform.

How has the use of XML revolutionized digital publishing? *Darin McBeath* provides some background information on the use of XQuery

and XML databases to fully unlock database functionality for their XML content.

Once legacy documents are migrated to XML, how do you then store the data in a cost-effective manner? *Michael Blakeley* is next with a thorough look at different approaches *Mark Logic* has taken towards solving the ROI issue.

How does a typical consumer access and manage the wide variety of multimedia content which is increasingly available to them? *Michael Wolf* and *Clint Wheelock* address consumer behavior today in terms of pay media, online content, digital media storage, and management.

What will Web 3.0 look like? Faced with current and future challenges, the goal of all publishers and content creators must be to leverage their content's value to its fullest potential through digital distribution, syndication, and other content re-purposing strategies. Will Web 3.0 transform the web into an XML-driven database? *Silvio Galeo* discusses this issue and takes a look at how *Harvard Business School Publishers* migrated their enterprise content library into XML.

How is an enterprise to deal with the complexities of implementing digital video as a tool to promote their products and services? *Tim Claxton* and *Jon Folland* speak to these challenges with their experiences using the *Getty Media Manager* tools to meet these challenges.

How can Google technology be effectively leveraged by an enterprise? *Johanna Shalhoub*, *Howard Belk*, and *J.P. Terry* bring us this piece on *Siegel+Gale's Brand Amplifire* system and with a breakdown of how its capabilities is working towards leveraging Google technology for effective brand asset management.

We have enjoyed researching and compiling this issue. In our next issue, we address issues inherent in another new DAM challenge — *DAM for Social Media Supply Chains*.

Iris AlRoy
Managing Editor