

ARTIFICIAL INTELLIGENCE

AND MACHINE LEARNING

IN DAM

SACHA COSGRAVE



CONNECT
WITH
ME

What is Artificial Intelligence? systems that exhibit the characteristics we associate with intelligence in human behavior.
(WINSTON, P. H., 2012)

What is Machine Learning? A field of AI where machines learn and make decisions from specific data provided.

Whats is DAM? A system for organizing and storing digital files.
(EL ASALEH, R. 2024)

AUTOMATED TAGGING

Unstructured data, scattered across platforms in multiple forms, impedes performance and user experience (Davis, D. F., 2019). Automated tagging allows for improved searchability and enhances overall system organization, saving time and improving collaboration across teams streamlining workflow and allowing consistency throughout. AI can detect objects, text, shapes, faces and more within different assets, reducing the manual effort of content classification.

SMART CLASSIFICATION

AI has the ability to auto-categorize assets based on similar attributes (eg. images, videos, text files etc.) With this in mind, AI also has the power to automatically adapt the asset categories as more assets are added to maintain organization.

AI-POWERED INSIGHTS

Knowing what's working and what's not is extremely important, especially within a DAM. AI can effectively keep track of what assets are used the most while also forecasting trends, and predicting the demand and success of assets.

STAY DAM ORGANIZED

REFERENCES

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FUTURE OF AI IN DAM

- Increased Automation: Manual tasks automated
- Enhanced Collaboration: suggesting assets to teams
- Real-Time Asset Transformations: file size and versions
- Better Decision-Making
- Improved User Experience
- Cost Reduction (manual labor)

POTENTIAL NEGATIVE IMPACTS

OVER-RELIANCE

SENSITIVE DATA EXPOSED

COST TO IMPLEMENT

LACK OF CONTEXT

LOSS OF HUMAN
INSIGHT

REDUCES JOBS

DATA PRIVACY

SECURITY RISKS

MAINTANANCE

CREATIVITY ISSUES

BOŽIĆ, V. (2023)