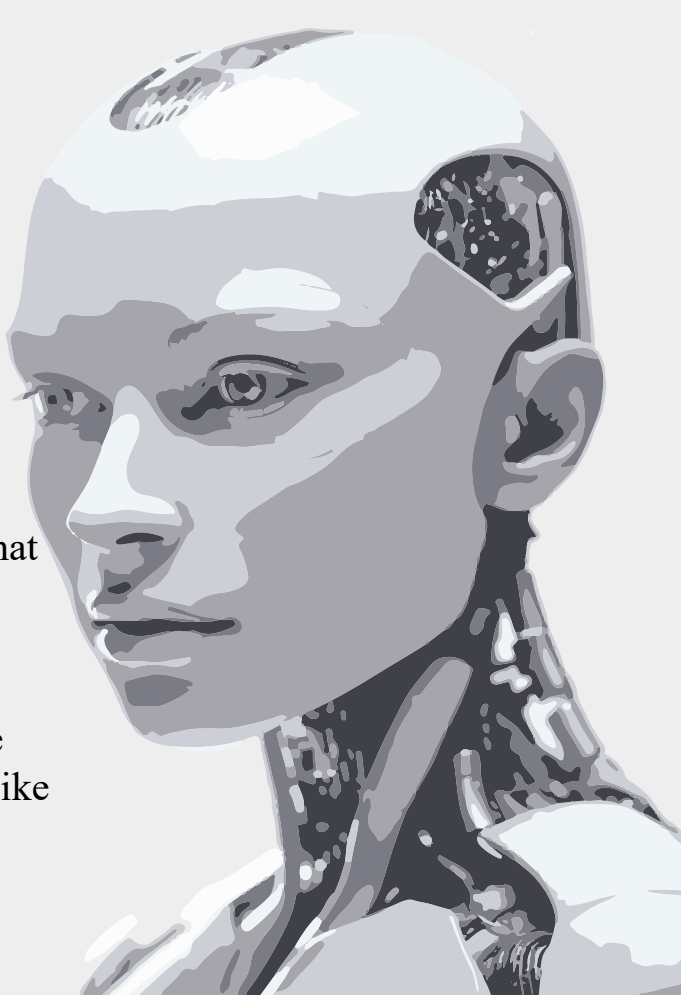


AI & MACHINE LEARNING IN DAM

Artificial Intelligence (AI) and Machine Learning (ML) are advanced technologies that use increased computing power to process large data sets, identify patterns, and improve decision-making. These technologies have become integral in asset management, enhancing customer experience, increasing operational efficiency, and supporting investment processes. AI and ML are being used to analyze data, improve workflows, and mitigate risk, while also complying with global regulations in areas like trading practices, information security, and disclosure requirements. As AI and ML evolve, they promise to enhance outcomes for clients and improve overall asset management operations *(BlackRock, 2019)*.



AI IN DAM: REAL-LIFE APPLICATIONS

AI helps automate processes like tagging, categorizing, and managing digital assets, improving efficiency and accuracy in data handling. AI-driven tools enhance search and retrieval by understanding contextual relevance, while also providing insights for better decision-making and offering personalized user experiences. Additionally, AI ensures data quality, reduces errors, and strengthens security by detecting anomalies and improving compliance with regulatory standards *(BlackRock, 2019)*.

User Experience & Interfaces

AI/ML tools must comply with regulations to protect client data and follow the same standards as traditional advisory services. Strong cybersecurity measures, including data encryption and incident management, are essential for safeguarding sensitive information *(BlackRock, 2019)*.

Coca-Cola

Coca-Cola uses AI to automatically tag images with relevant keywords, such as the inclusion of specific brands, products, or seasonal themes *(Huddart, n.d.)*.



Nike

Nike integrates AI for image recognition, allowing the company to manage and find assets like product photos across a global inventory *(Huddart, n.d.)*.



Operational Efficiency

Investment, operations, and risk professionals should be involved in AI/ML model development to ensure transparency. High-quality data and robust monitoring are crucial to minimize errors and operational risks. When outsourcing AI/ML services, clear responsibilities and thorough due diligence are necessary *(BlackRock, 2019)*.

Security and Compliance:

AI can help detect in the use of digital assets, ensuring that unauthorized access or misuse is quickly identified. This is particularly important for organizations that need to comply with regulatory standards *(BlackRock, 2019)*.

L'Oréal

L'Oréal uses NLP and ML for generating product descriptions and categorizing beauty products in their DAM system *(Huddart, n.d.)*.



FIFA

AI tags news video content by detecting key figures within the footage. A sports broadcaster uses AI track player movements, enabling real-time metadata tags during live broadcasts *(Huddart, n.d.)*.

Increase of Data

Advances in computing power, data storage, and cloud technology drive AI's growth, enabling better data analysis and decision-making. The explosion of available data enhances investment processes by revealing trends and insights that were previously difficult to uncover *(BlackRock, 2019)*.

BENEFITS OF AI IN DAM

AI in Digital Asset Management (DAM) enhances efficiency by automating tasks like tagging, categorizing, and resizing assets, freeing up time for more strategic work. It improves metadata accuracy and consistency by automatically generating and managing metadata through content analysis. AI also boosts searchability by enabling more advanced, context-aware searches, analyzing both text and visuals to provide more relevant results. Additionally, AI's content analysis and tagging capabilities automate the classification of assets based on their content, reducing manual effort and improving asset organization, discoverability, and usability *(ioMoVo, 2023)*.