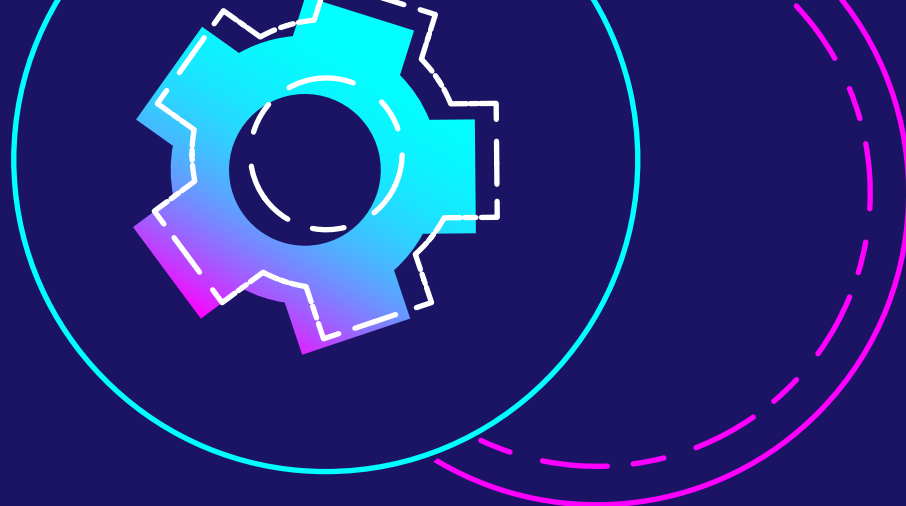


AI IN DAM: MACHINE LEARNING



Artificial intelligence has reigned supreme as the most popular technological advancement over the last few years. Its capabilities can be applied to virtually any industry, including digital asset management. In fact, Forbes listed AI integration as one of the top 15 emerging trends in DAM this year (Forbes, 2024). Some companies have already begun to integrate AI in their DAM solutions!

As machine learning improves, AI may be the answer to completely streamlining manual operation in a DAM system.



KNOW THE TERMS



LIMITED MEMORY AI

This is the current version of most AI models today, and what we know as machine learning AI. These models can remember past events and outcomes, and use them to determine how to behave for future situations (IBM, 2023).

LARGE LANGUAGE MODEL

Learn from data of human language so they can understand and generate language (IBM, 2024). Chat-GPT and DALL-E are well known LLM's. Using the language data, they can make predictions and generate text and images.

× CURRENT USES



PREDICTIVE SEARCH

Companies are training AI models on frequent searches within their DAM systems to help optimize future searches. The AI model can predict what users are looking for based on previous data and context.

AI AND DAM REAL WORLD APPLICATIONS

- × TAGS
- × ALT TEXT
- × DESCRIPTIONS
- × IN DEVELOPMENT



KEYWORDING & DESCRIPTIONS

Studies are being done to determine if AI could automate keywording, product descriptions, and alt text. One study showed that by providing an LLM like Chat-GPT with pre-existing product descriptions and keywords, it was able to produce similar captions for other products (Athey et. al, 2024). However, the study did show that the LLM produced many errors. If this process were implemented into DAM systems right now, it would still need human oversight.

THE FUTURE OF AI AND DAM: FULLY CUSTOMIZED AUTOMATION

If machine learning evolves to a point of not needing human oversight, AI may be able to fully automate keywording, tagging, and description writing. The future of this technology looks like fully automating backend workflows in DAM, and catering content and metadata fields to specific audiences (Athey et. al, 2024).

Multiple product descriptions generated to cater to different segment personas

New content is auto generated based on what already exists in the DAM system

Fully automated upload workflow and metadata field fill-in