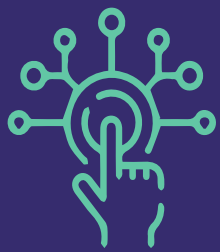


Future Trends in

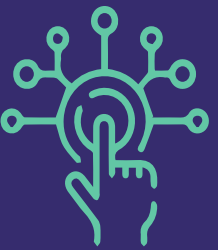


Digital Asset Management (DAM)

What is DAM?



DAM “is a business process for organizing, storing and retrieving rich media and managing digital rights and permissions” (“Global Digital Asset Management System Market 2018 Current and Future Outlook in the Developed and Emerging Trends by 2022,” 2018). Owner is the one who can control the people that use, view, and modify the assets in the digital domain (“Global Digital Asset Management System Market 2018 Current and Future Outlook in the Developed and Emerging Trends by 2022,” 2018).



Trends in DAM

AI and Machine learning

AI's capabilities improve over time as it learns from more data. Metadata tagging is one example that uses machine learning to automatically add descriptive information about assets (Quuu, 2024). There are several ways AI can add tags to assets: it can analyze written content, group similar items, or identify objects within the asset (Quuu, 2024). With these tags, content becomes easier to manage while also providing better search results, which enhances user engagement.



Cloud-Based DAM

Distribute assets using a content delivery network (CDN) to enhance accessibility (Bynder, n.d.). Allow users to update assets across multiple locations outside the DAM while providing the ability to access files from various locations (Bynder, n.d.). This approach enables users to collaborate in real-time. Additionally, no special hardware or software is required; companies only need to select the features and storage they require, resulting in a cost-effective asset delivery method.

Blockchain for Asset Security

A decentralized system distributes data across multiple computers or nodes, with each node maintaining a copy of transactions such as creation, modification, or access (Rednexie, 2024). This decentralization safeguards assets against unauthorized changes, making the system highly resistant to fraud or data loss. Furthermore, the increased transparency of asset transactions fosters trust among users.



Green DAM

Transitioning from printed assets to digital content reduces environmental impact. Centralized storage of digital assets prevents file duplication and allows marketing teams to update content seamlessly (GmbH, 2024). This streamlines the management process and reduces the number of emails sent. By avoiding large email attachments, it is estimated that 60 grams of CO2 can be saved per email (GmbH, 2024).

Sustainable DAM

Integrating various technologies into a DAM system enhances efficiency and sustainability. For example, incorporating Product Information Management (PIM) eliminates the need for additional data entry, resulting in a smoother workflow and an improved customer experience (How Digital Asset Management Boosts Sustainability, 2024). Additionally, integrating Customer Relationship Management (CRM) simplifies the process of providing accurate information to customers, fostering better engagement and satisfaction (How Digital Asset Management Boosts Sustainability, 2024).



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