FUTURE TRENDS
in Digital Asset Management (DAM)

FOCUS ON SECURITY

As the digital world and AI grow, so does the importance of the protection of digital assets. It is becoming more common for DAM systems to offer customizable security features to meet the organization's needs. For example, access controls, encryption, and authentication. These security features also help organizations comply with data privacy regulatory requirements like GDPR, HIPAA, and CCPA (Cronin, 2024).

AI-POWERED TOOLS

The use of AI tools allows for improved asset categorization, tagging, asset searchability and discoverability (SurgeryPlanet, n.d.). Repetitive tasks can be automated to streamline workflows and increase efficiency. This reduces time spent on administrative tasks that can be reinvested into creative work, campaign strategy, and innovation (MediaValet, n.d.).

E.g. facial recognition can be used in photograph retrieval. The system identifies individuals across a diverse range of images with high precision, recall, and fast processing (Henry Stewart Publications, 2012).
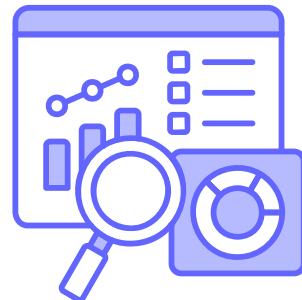
Facial recognition   **AI tagging**   **Metadata generation**

INTEGRATION OF ANALYTICS

Another increasing trend in DAM is the addition of analytics. As content moves from DAM systems to marketing channels, users want more visibility into how these assets perform. Performance analytics are becoming an expected feature and they transform DAM into a measurable marketing tool, bridging the gap between creation and performance (Sesimi Editorial, 2025). The ability to understand usage, engagement, and ROI directly sets these DAM systems apart from competition.

VIDEO INTEGRATION

The last future DAM trend is being able to efficiently manage video assets. Currently, video assets dominate digital platforms so it is important that DAM systems are optimized for video creation and analytics. The DAM systems should be able to tag, version, and deliver videos with the same speed and reliability as static assets (Sesimi Editorial, 2025).

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