



COVID 19

Impact on the DAM market



Working from home has become the norm for a lot of people due to COVID-19. This has created a need to transition to cloud based services like DAM.

DAM with COVID 19



Companies have come to realize the importance and the benefits of platforms that allow employees to collaborate easily no matter where they're located. (Parker, 2020)



According to PricewaterhouseCoopers, less than one in five executives wants to return fulltime to the office. (Klemke, 2021)



User adoption – users require to be trained and supported to be able to use DAM productively. (Panwar, 2020)

How are DAMS being used



Marketing agencies would provide access to the DAM technology to help their customers maintain consistency across in-house content and content developed by partners. (Parker, 2020)



Companies have started to use DAM solutions for storage, management, delivery, and analysis of digital assets, which has increased the growth of the DAM market. (Markets and Markets Research, 2020)

Challenges:



Lack of metadata may cause companies to be subjected to copyright infringement lawsuits. According to Transactional Records Access Clearinghouse 2016 report, the US had 4,000 copyright infringement cases in 2016. (Markets and Markets Research, 2020)



The Excess of metadata may cause DAM systems to slow down when it comes to the discovery or navigation of digital assets. To avoid such challenges, it would involve a lot of manual work and professional skills from companies to make their DAM system work efficiently and effectively. (Markets and Markets Research, 2020)



A declined usage of DAM by Small and Medium-sized Enterprises due to their increased investments and falling profits. (Markets and Markets Research, 2020)

GCM 460: DAM Creative!
The impact of COVID 19 on DAM Market
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