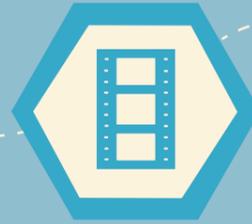
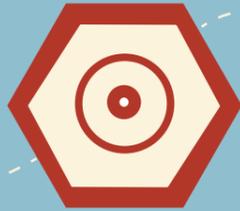
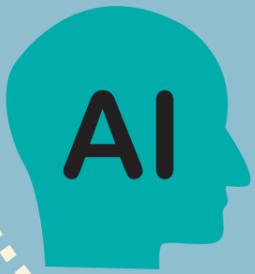




# Future Trends



Digital asset management (DAM) as a system that arranges, stores, and access digital assets in the current digital environment. DAM has changed from a dedicated tool for individual large companies to an essential part of many companies' management methods and institutions worldwide. Thus, Future trends of DAM are also a crucial topic that society and the DAM industry concern about and also bring an immeasurable impact to enterprises and the community.

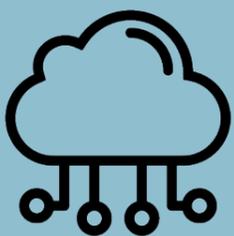
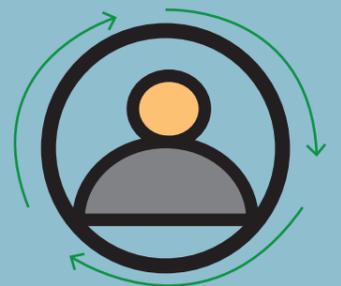


## AI-based DAM

In the content-oriented digital environment, AI-based DAM can real-time process information, thereby realizing dynamic media management functions. Meanwhile, it enables automation instead of manual labor, access auto-tagging, and automatic optimization. An ideal AI-based DAM can use information, including perception and movement, to perform tasks such as reasoning and learning. Moreover, analyze, create and operate by using social intelligence and creativity.

## Human-centered DAM

DAM manager Carner pointed out that, “Enter human-centered design, an approach to creating a solution that ultimately meets end-users needs. Some principles underlying the practice include collective intelligence, failing fast, having empathy for the end-user and showing, and not telling. These principles can be applied to the design of a DAM system — even if you will not be creating a custom user experience or user interface” (2020). By integrating the concept of human-centered, attach importance to the user experience and balance high user adoption rate and management efficiency: maximize the capacity and contribution of DAM to the company.



## Cloud-based DAM

Holmes explained that “A cloud DAM system refers to a digital asset management solution that is hosted on a network of remote servers and accessed through a web browser” (2020). Cloud solves the limited shortcomings of traditional digital storage and achieves almost unlimited digital storage. The application of the cloud in DAM meets the outstanding requirements of digital asset information storage. Since any number has its value, a tremendous amount of space is required to store these numbers. Cloud can keep the figures of various social organizations and individuals in the cloud space, which provides flexibility and convenience for DAM.

## Blockchain DAM

Blockchain technology is based on the comprehensive application of the Internet and big data technology, which can record all the digital distribution in each account book. In the management of digital assets, blockchain technology helps achieve perfect, comprehensive, and accurate digital assets records and ensures digital asset information transportation's fidelity. Also, blockchain technology facilitates the sharing of digital asset information, extends the using space of digital asset, traceability to various digital assets, and effectively manages the digital assets.

