



What is Digital Rights Management?

Digital Rights Management (DRM) prevents potential rights infringements and increases the security of digital content. It is a key component to protect the usage of one's intellectual property according to the copyrights in place for that piece of work. A Digital Asset Management (DAM) System usually contains original content but can also hold licensed materials from third parties. These assets should be protected with DRM which states the rights and permissions on how, where, and when the content can be used.

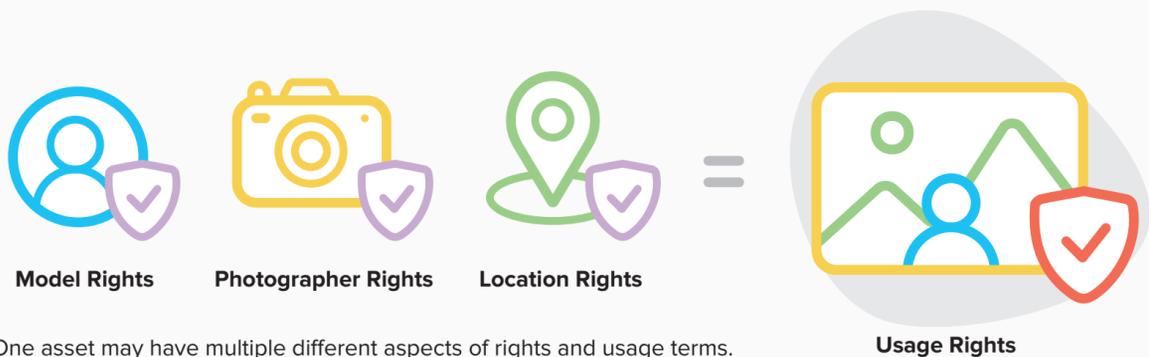
Assets in a DAM can be organized according to the taxonomy throughout its lifecycle and can be linked with various metadata. Metadata can store some variables of data relevant to the content, however, with multiple variables in regards to the usage rights, a supplemental Rights Management solution may be required to keep the rights information readily available on the DAM system. DRM is a solution that brings files, metadata, and licensing information together which allows you to control the usage and rights of all the assets within the DAM.

DRM allows you to:

- Restrict or prevent editing, downloading, sharing, or printing of documents and files.
- Set a timeframe of when users can access the asset, also known as an expiration date.
- Limit access to only certain IP addresses or locations. Only people in that specified area will be able to access the content.
- Add watermark to documents and media.
- And more!

DRM is more important than you think

In a DAM system, you can link digital rights information directly to the asset. This can include usage information, limitations, expiration dates, model rights, location rights, and more. This provides users in the DAM with the information needed to make the right decisions when collecting assets for other uses. This is especially important for organizations creating marketing and advertising materials, to ensure that the content they are using is licensed and can be distributed in the required format. This not just covers your business from being compliant, but it also protected the original content creators. This reduces any potential legal consequences which risk the brand's reputation and also saves time within your business workflow in searching for usage and rights information.



One asset may have multiple different aspects of rights and usage terms. All of these licenses and agreements are managed and in DRM.

DRM offers significant value to businesses that work with licensed content from photos, videos, audio, etc. For example, if you have a photo on your DAM that has been licensed to you by a third-party provider. The model within the photo may have individual rights and usage terms. The photographer who captured the photo may also have certain rules. Other factors are location rights, and the limits on where and when it can be used. These are variables that can be found on a single photo, it can be further complicated if there are celebrities or other unique contract rights involved, such as product placements. Having DRM is a must-have for businesses in any industry that needs a comprehensive solution in managing digital rights.

Benefits of DRM in DAM

- 1 File Security** - tracks content and makes sure the user has the right permissions to use the asset. Also prevents unauthorized users from seeing the content.
- 2 Content Control** - manage which users can access the content and how they view certain assets. DRM can also control what users can do with the content.
- 3 Prevent Misuse** - Rights information can be found in the DAM making it easy to determine if it can be used in certain situations. Only users with permissions will have access to the asset volume.
- 4 Legal Protection** - DRM secures the intellectual property and rights which protect you and the content creators. DRM can stop content from being altered or copied on the system.

DRM is an essential part of any DAM system within the current world of all things digital. If you are not already implementing good DRM practices, you may want to revise your workflow to avoid any errors and optimize your system to provide the most efficient way to ensure all your assets are secure and protected.

We want to know what you think about this! Does your current organization use proper DRM in their DAM? Let us know in the comments section.