

# DAM

## & RIGHTS MANAGEMENT

### DAM, an organized home for your digital assets

You've probably heard of a DAM before! DAM, abbreviation for Digital Asset Management, is a technology that can congregate all of your organization's files into a centralized platform. Hosted on either a private or third-party server, a DAM is an essential tool in gathering, organizing, managing, and reusing created assets.

There are countless benefits to using a DAM that is designed specifically for your organization, one being **digital rights management**. You care about your organization's copyright and the usage rights of your resources, and a DAM can be your key in managing your ever-expanding catalogue of digital assets.

### DRM, your protection from becoming a pirate

The content you create is important to you. With 24% of all bandwidth coming from downloading illegal bandwidth, online piracy is becoming an issue within the creative industry.<sup>1</sup> To counteract this issue, digital right management policies are being integrated into different online platforms. On the web, DRM-controlled content can only be viewed with certified DRM browsers, where the original publisher is able to choose what actions can be performed.<sup>2</sup>

### Putting DRM into DAM

What do you get from properly defining your metadata policies and keeping detailed records of usage rights? A DAM that can keep track of asset limitations, expiration dates, model rights, location rights, and etc.<sup>3</sup> Not only can a DAM reduce the manual labour relating to asset management through automation, a DAM can control usage privileges on the go.

With a well-maintained DAM, your organization will be able to extend the longevity of its assets. With the support of a DAM and a populated metadata catalogue, you will be able to reuse your organization's assets without the worry of infringing on other's copyright and facing legal trouble!<sup>4</sup>

### Tips and tricks on good DAM rights management

- 1** Collecting usage rights is the first step. Keep good track!
- 2** Insert the copyright data right when you upload!
- 3** PIMs can be integrated, whilst also being controlled by DRM.<sup>5</sup>
- 4** Third-party DAMs can allow for automatic asset approvals.<sup>5</sup>
- 5** Usage rights are constantly checked online using web crawlers.<sup>6</sup> Be cautious!
- 6** A dedicated DAM organizational position is essential to a healthy DAM.<sup>7</sup>