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Mastering the Media Maze

# The Ultimate Guide to Streamlined Asset Management

Understanding the value of media asset management throughout the media and content supply chain

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# Contents

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Part One

# At a Glance

Brief Summaries and methodology

The white paper begins with an introduction that outlines the objectives and provides an overview of media asset management, defining MAM and highlighting their evolution, key components, and benefits. Next, the paper explores the opportunities presented by MAM technologies. It discusses how cloud-based solutions, artificial intelligence, advanced metadata management, automation, collaboration tools, content monetization, and analytics can enhance media asset management processes and outcomes. The challenges and opportunities identified throughout the white paper are summarized, and key recommendations are provided for media organizations considering or already utilizing MAM technologies. Lastly, the paper discusses future trends in MAM technologies, highlighting potential advancements and their implications for the industry. By examining the challenges and opportunities in media asset management technologies, this white paper equips media organizations with knowledge and insights to make informed decisions, overcome hurdles, and leverage the full potential of MAM technologies in the ever-evolving media landscape.

# Challenges & Opportunities

Part Two

The media industry has undergone significant transformations in recent years, driven by the proliferation of digital platforms, shifting consumer preferences, and the emergence of new technologies. As a result, the traditional linear supply chain model has evolved into a complex ecosystem, demanding a more agile and efficient approach to content creation, production, distribution, and monetization.

In the dynamic and media-intensive landscape of the Media and Entertainment industry, Media Asset Management (MAM) technologies play a crucial role in effectively managing and leveraging digital media assets. However, implementing MAM systems comes with its share of challenges. These challenges include metadata management, scalability, integration, rights management, collaboration, and long-term archiving. Overcoming these challenges requires careful planning, robust strategies, and continuous improvement processes.

MAM technologies offer numerous opportunities for media organizations. These opportunities include streamlined workflows, enhanced collaboration, metadata-driven insights, monetization, content localization, AI integration, multi-platform distribution, data-driven decision making, and scalability. By embracing these opportunities, media organizations can optimize their media asset management strategies, drive revenue growth, improve operational efficiencies, and deliver personalized and compelling media experiences to their audiences

# Defining Media Asset Management (MAM)

Part Three

Media Asset Management, (MAM) refers to the technologies and processes used to plan, organize, store, retrieve, and manage digital media assets, such as images, videos, audio files, documents and immersive content in a centralized and efficient manner. MAM systems are designed to streamline the workflow of media production, distribution, and archiving, enabling organizations to effectively manage their media assets throughout their lifecycle.

MAM solutions have evolved over time to keep pace with the growing volume and complexity of the digital media and how we now consume, view and access our content . Initially, basic file management systems were used to organize and store media assets. However, as the demand for multimedia content increased, dedicated MAM systems emerged to address the specific requirements of media-intensive industries.

The evolution of the Media Broadcast Industry has allowed Media Asset Management providers to innovate and advance significantly over the past 20 years, leveraging technologies such as cloud computing, artificial intelligence (AI), and metadata management to enhance functionality and efficiency.

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# A look back in Broadcast Media history

1920

### First Radio Broadcast

On November 2, station KDKA in Pittsburgh, Pennsylvania, becomes the first radio station to broadcast regular programming. This marks the beginning of the broadcast media industry.

1939

### First Television Broadcast

The BBC launches the world's first regular high-definition television service in London. It initially serves a limited audience but sets the stage for the future of television broadcasting.

1941

### FCC Authorizes Commercial Television

The Federal Communications Commission (FCC) authorizes commercial television licenses, leading to the growth of commercial broadcasting networks in the United States.

1948

### NBC Introduces Color Television

The National Broadcasting Company (NBC) becomes the first network to introduce regular color television programming in the United States. However, color TVs remain a luxury for many years.

1956

### Videotape Recordings

Ampex Corporation introduces the first practical videotape recorder (VTR). This development revolutionizes television production and allows for the recording and playback of television programs.

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# A look back in Broadcast Media history

1962

### Telstar Satellite Transmissions

The first live television broadcasts are transmitted via satellite. The Telstar satellite enables the transmission

1975

### HBO Launches

Home Box Office (HBO) becomes the first cable network to deliver satellite programming directly to homes. It marks the beginning of premium cable television services.

1980

### CNN Launches

Cable News Network (CNN) becomes the first 24-hour news network. It revolutionizes the news

1995

### DVD Format Introduced

The Digital Versatile Disc (DVD) format is introduced, replacing VHS tapes as the primary medium for home video rentals and sales. DVDs offer superior quality and additional features.

2007

### Streaming Services Emerge

Netflix introduces streaming services, allowing subscribers to watch movies and TV shows instantly over the internet. This marks the beginning of the shift away from physical media and towards digital streaming.

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# A look back in Broadcast Media history

2008

### Hulu launches

Hulu, a joint venture between major television networks, is launched. It provides on-demand streaming of TV shows and movies, further popularizing streaming as a means of content consumption.

### Cord-Cutting Trend

The cord-cutting trend gains momentum as more viewers opt to cancel their cable or satellite TV subscriptions and rely on streaming services for their entertainment needs.

2010

2013

### Netflix Original Programming

Netflix begins producing its own original programming, such as "House of Cards" and "Orange Is the New Black." This move establishes streaming platforms as major content creators.

### Disney+ and Apple TV+ Launch

Disney+ and Apple TV+ are launched as new streaming platforms, signaling the entry of major

2015

### Covid-19 pandemic

The COVID-19 pandemic leads to a surge in streaming viewership as people stay home and consume more entertainment content. Streaming services experience a significant increase in subscribers.

2020

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# A look back in Broadcast Media history

2021

### The Rise of Multiple Streaming Platforms

Numerous streaming platforms, including Netflix, Amazon Prime Video, Disney+, Hulu, Max, and others, compete for viewership, leading to a fragmented streaming landscape.

2022

### Social takes over the attention of viewers

Social media platforms and gaming continue to steal eyeballs in the race for viewers attention. TikTok continues to appeal to audiences as a short-form video-sharing platform, known for its viral challenges and creative content. It quickly becomes popular among younger audiences, capturing significant viewership.

### M&A

AT&T shed WarnerMedia in a deal with Discovery; Amazon buy MGM, ViacomCBS Inc. and Comcast Cable announce distribution agreements to deliver ViacomCBS' full portfolio

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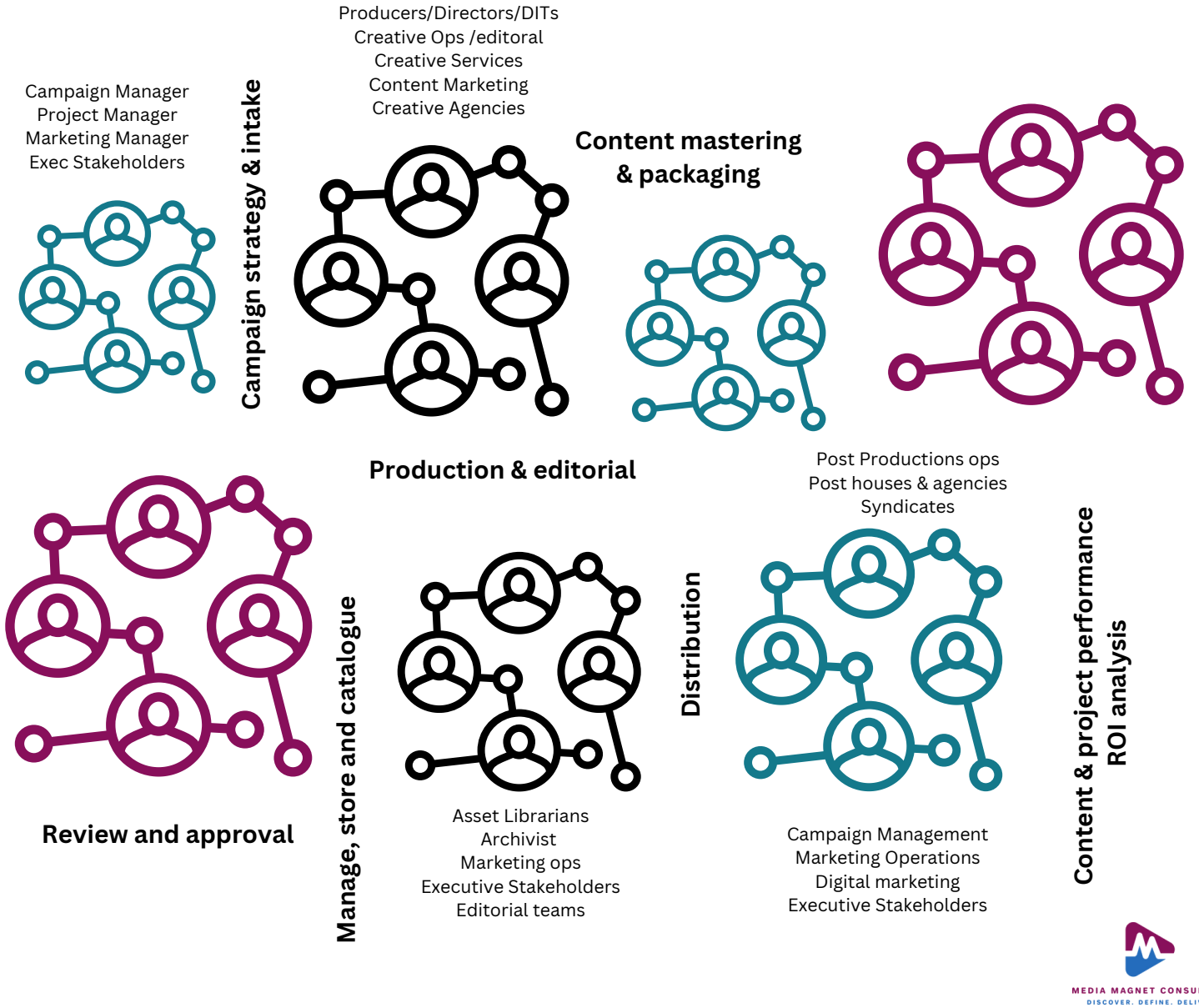
# The assets lifecycle

To fully understand why an organization would benefit from a MAM system we first need to understand the complexities and individual requirements that each division within an organization goes through. Each department will have their own responsibilities and requirements dependent upon which stage of the media lifecycle they are responsible for.

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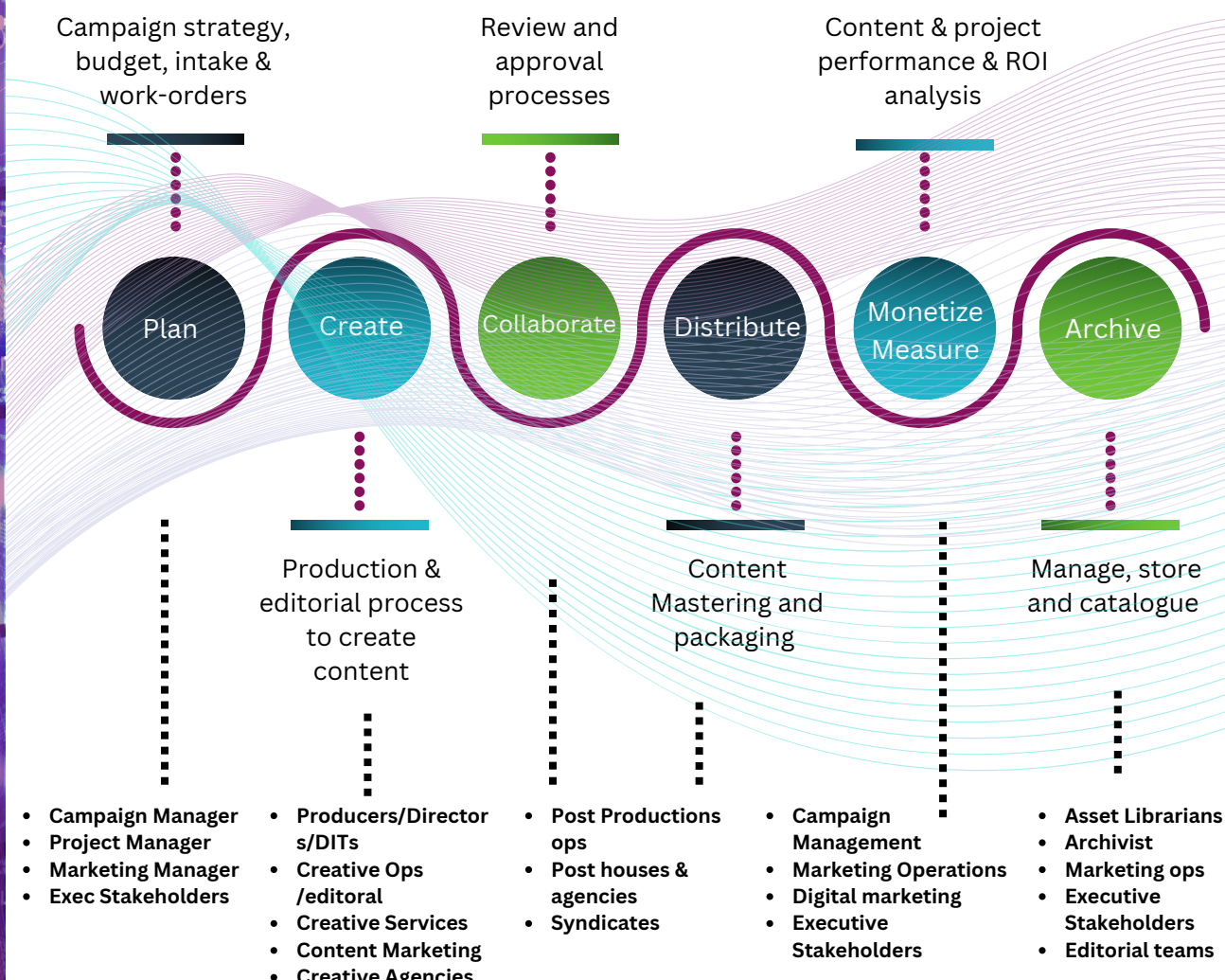
Not all of these processes will be performed or managed solely by a MAM system, but rather the MAM should be integrated to synchronize and update its assets and metadata throughout an organization's set of systems so it can be managed effectively across each step and accessible to each department.

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# Stages of the media supply chain

## Plan

Before the content is created or acquired, it is first planned for. This may be in the form of a marketing campaign plan (if the assets you are creating are for digital channels such as the promotion of a new title). In this scenario the campaign intake or creative brief will be what kicks off the first step in the content lifecycle process. The Campaign Management dept, Marketing Operations and digital Executive Stakeholders will compare possible scenarios taking budget, resources and timeline into consideration. They will use defined templates and assign people to tasks and track progress against plan.

## Create

Once tasks are assigned the creation of the digital assets will take place based on the original creative brief / intake form. Digital content creation will take place in the creative edit suite. This will be performed by the Creative Ops teams, Creative Services, Content Marketing and or external Creative Agencies who will ultimately create the digital content assets. By ensuring that your MAM is integrated to your planning system of record, work order management system or scheduling system, the tasks that are assigned to creatives and marketers are time bound, with specific due dates. Notifications and alerts can be automated and built into the MAM workflow to ensure that the tasks are fulfilled on time so budgets and deadlines are met.

# Collaborate

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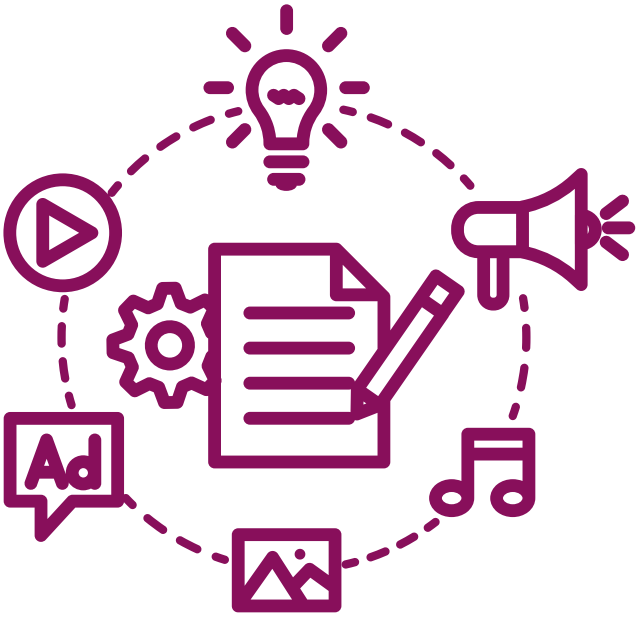
MAM systems facilitate collaborative work environments by enabling multiple users to access and work on media assets simultaneously. They offer tools for project management, task assignment (as described above) and review and approval processes. When collaborating with editorial and the creative teams, the review and approval process needs to be integrated with their editing and production software. Assets will go through various review and approval cycles as-well as variation edits. Usually, this is where creative, marketing and executive teams will leverage the MAM system to perform the review and approval of assets.

An integrated MAM system will allow editors to seamlessly sync their creative assets into the centralized MAM repository, making it available for reviewers to easily preview, approve and comment on. Those comments can even be made available for editors to see directly from the edit bays via MAM plugins and panels - meaning the Editors don't have to leave their edit station to collaborate and make quick changes based on the commentary. When creating original assets, the integration with the editors storage environment will also limit the need for redundant downloads or file transfers. Otherwise, many MAM systems provide tools for ingesting media assets from various sources, including cameras, file servers, cloud storage, and external devices. Ingestion involves importing, transcoding, and metadata tagging to ensure assets are properly identified and categorized. Many MAM systems offer easy upload and ingest options to quickly transfer large assets into the MAMs centralized storage. Integrations with file accelerators and cloud based proxy editing has transformed how MAM workflows can now handle huge files in the cloud, making it available from anywhere with an internet connection. From a production standpoint, the ability to perform remote editing and production has increased the time of delivery, cutting production and the dailies workflows from weeks to just hours. And from a marketing standpoint, if the assets created are made for digital channel distribution, MAMs workflow automation tools native or 3rd party integrations to transcoders / encoders will mean that you can make the asset once and have it delivered in the correct format, size and rendition as/ when it's loaded on a webpage or scrolled to on a social media site (Just in time renditioning).

With collaboration being such a big part of the editorial process for review and approval cycles, it will be used throughout the entirety of an assets lifecycle. It could be that a review and approval is needed to re-publish expired assets, or to restore them from an archive and re-purpose for a new campaign. The MAM system will help you to visually collaborate on this decision making, in conjunction with searching, viewing and filtering through the MAMs metadata management capabilities, which plays a crucial role providing the essential information about the media assets. Efficient metadata management is critical for effective asset organization and retrieval. However, ensuring consistent and accurate metadata across a vast number of assets can be challenging. Establishing standardized metadata schemas and implementing robust metadata tagging processes are essential to overcome this challenge.




MAM systems enable the creation, storage and management of metadata as well as the assets themselves. This allows the users to search, filter, retrieve assets based on the specific criteria such as keyworks, rights, campaign metadata, descriptions, dates, file formats and so much more. In all scenarios, choosing a MAM with strong integrations or features that allow you to better search, retrieve and collaborate across users and assets will reduce time spent on redundant and manual tasks, increasing efficiencies across your asset supply chain.

# Distribution

Now that the assets have been created, edited and approved for the campaign usage, it's time to deliver the assets for consumption. Media assets will need to be distributed in different formats and versions depending on which campaign they belong to and where they are being delivered to. Managing and organizing multiple file formats and versions of the same asset can be challenging. In 2023, there's over 200 different streaming services alone. Ensuring compatibility across different formats and maintaining proper version control for delivery to each platform can be crucial for efficient asset management. With a MAM system, you can streamline the distribution of media assets across these various platforms, channels, and formats. Some MAM providers also offer built in features to automate content localization, transcoding, automated delivery, and integration with content management systems (CMS) or digital asset management (DAM) systems. MAM solutions enable organizations to distribute media assets across multiple platforms and channels. They provide capabilities for transcoding, format conversion, and delivery automation, allowing seamless distribution to websites, social media platforms, mobile apps, streaming services, and other digital outlets.

It's important that when selecting a MAM that is managing your assets for distribution, you consider what type of end platform the assets will be published to and how much of this workflow the MAM will be managing vs. delivering to another system that will be the primary CDN for that publish the asset.

Let's first take a look at long form episodic assets. Typically a MAM system that is managing long form content for distribution to linear and non linear platforms will undergo a stage in the media supply chain called "Mastering" a step where the media and all of its associated elements are processed and packaged to a specification defined by the syndicator. Some MAMs have workflows built in that help to automate and validate the files as they are being created in the production stages. MAM systems that are able to understand instructions that will apply business logic and rules during the production and editorial so asset files can be validated early in the production process and then orchestrate the formatting and delivery of the assets based on its end distribution / syndication points. An example of this would be when a studio is sending their video assets to a syndication partner and the request that the content must meet certain technical criteria and contains all mandatory metadata. If your Video Asset management system is manual, sorting out content meeting these criteria would be incredibly time-consuming.

So, in an effort to make the most of significant content investments, major network broadcasters and content distributors are increasingly expanding their worldwide reach and sending a single piece of content to multiple outlets simultaneously. However, this global strategy has complex transcoding and the processing of sometimes dozens of files related to that single movie or TV series. To help standard this, Interoperable Master Format (IMF), can be used to create a single, interchangeable master file format and structure for the distribution of content around the world.

This is a framework for creating a true file-based final master. It provides media organizations with a master format for creating multiple tailored versions of the same piece of content for different audiences. It allows distribution of unique versions, such as a Spanish language version, a French version, an airline version, and numerous others elements that can make content illegal to watch in some parts of the world.

The diagram below illustrates what an IMF framework looks like across the asset lifecycle from production to distribution.

# IMF workflow

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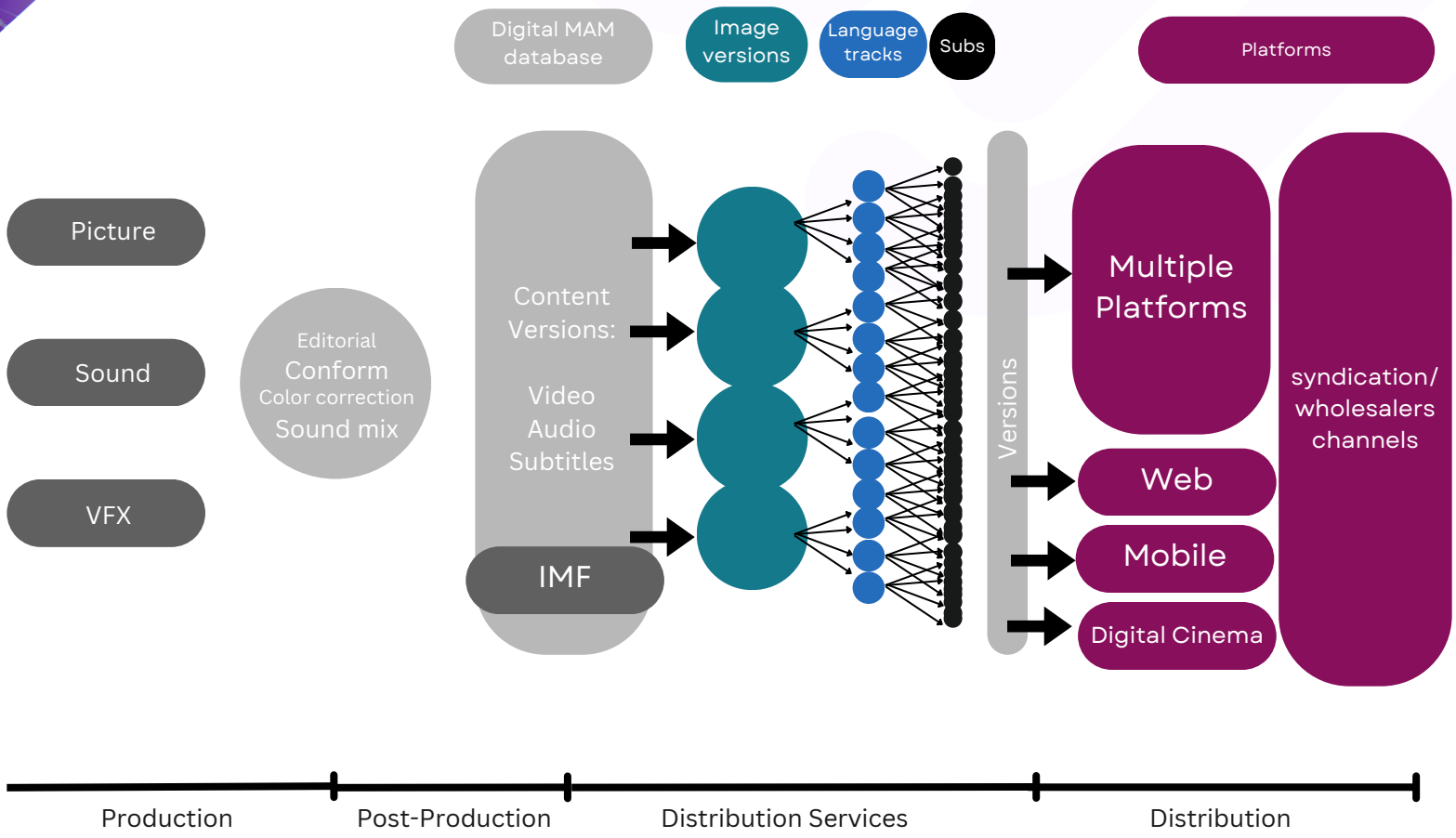


It's helpful to select a MAM system that has built in automation and supports IMF template workflows so you can automate IMF process to avoid any potential issues and possible bottlenecks. Once a distributor's packaging and managing profile is built, the syndication of assets including multiple audio tracks, subtitles, or images, and their corresponding data to multiple places is streamlined in a workflow that truly helps you create content – whether it is your own content or content for syndication – on demand and optimized for a variety of platforms. These workflows would be tedious and cumbersome unless metadata and other details determined by the user can be assigned during the media's import into projects. Automating this workflow using your MAM, you can also look at the MAM workflow assembling all the required files on the delivery and have the MAM workflow automatically convert your content into the required formats, assign assets with relevant metadata for both editing or archiving, and repackage them with the original elements. The best format for each distributor's channel can be automatically generated, at the highest quality, lowest cost, and fastest delivery time.

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# Monetization & Measurement

Traditionally, MAM systems introduced value and an ROI by looking at decreased workflow redundancies, storage cost savings, automation for workflow efficiencies, TCO value for cloud vs on premise investments etc. In addition to improving efficiency and distribution, MAM systems can also help industries like sports broadcasters monetize their content. By accurately tracking the usage of videos and photos, MAM systems can help broadcasters determine the value of their content and negotiate better licensing deals. But, as the demand for content is ever growing, the evolution of how we can leverage MAM across all content management and digital channels (not just broadcast on linear), it opens up potential for understanding how and where your content performs best. Marketing solutions for digital transformation goals are great at providing analytics tools that allow marketers and content producers to measure the effectiveness of their content assets and campaigns. So, why not look at a MAM system that is thinking about applying the same analytics measurement capabilities and applying it to how they understand their media assets performance? Maybe the MAM vendor is able to take the analytics and measure the effectiveness of both video and digital assets from each of its cross platform campaigns, helping to measure performance by combining project costs and time metrics with campaign analytics and selecting a MAM system that is able to provide valuable insights into the best performance for better content monetization.

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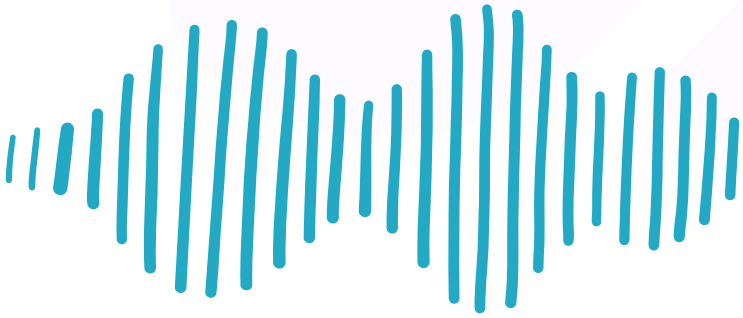
We are in a time where streaming viewership is credited for Studios. A staggering **85%** of U.S. households have at least one video streaming subscription, and **60%** have at least one paid music streaming subscription. In late 2021, more than **81%** of U.S. households had at least one TV-connected device, an increase from **72%** in 2019.

**85%**

US households have at least one video streaming subscription



In Q3 2021, **73%** of global viewing time was on big screen TVs. That includes streaming directly on a smart TV, or using streaming devices or game consoles connected to a TV. Asia was the only region where big screen TVs didn't dominate, with desktops winning the majority at **49%**.


Let's consider how the industry is looking at changing the rules of how streaming providers credit and pay the studios.

Currently OTT providers pay based on the number of paid subscribers or ad revenues for those AVOD services. Let's say a movie or series released primarily to streaming would make money based on the ads that non-premium members see while watching it. But a lot of people subscribe for the ad-free memberships, and outside the ads how can you really credit the studios? The only income they get otherwise is through membership fees, and those are for the streaming service as a whole, not per-program (usually). In fact, if someone goes a month without watching anything, then the income from the monthly fee literally *can't* be linked to any actual product.

**73%**

of global viewing is done on the big screen

Under the reasonable assumption that the individual ads aren't enough to cover costs, how is "success" measured in the streaming world? How would they even know if a given program has made a profit if it's not based on episode watches? They may have specific streaming data analytics.They know exactly how many people watched something, how long they spent watching it, what else they watched in addition to the thing and so on.

So they'd be able to track what someone watches immediately after subscribing (which could indicate that this specific content drew them in) and they can also track if there's a spike in subscriptions when something is released. Maybe there are SIGNIFICANT spikes in subscriber numbers whenever we add a big new show/movie to our streaming service.

There's a very direct and very substantial correlation between how much money the streaming service brings in each month based on what content they have managed to secure exclusive streaming rights.
Choosing a MAM system that is able to ingest this type of video analytics data or have the syndicators share the data back into the MAM so it lives with the Asset ID to get a better idea of how well the show is performing, its video watches and how do we use video analytics to understand what content to produce next and what performed well. Much like a digital email campaign or social media campaign. Clicks, opens, likes on content all help the marketers to monetize better and really understand content effectiveness and attribution. How do we take a similar model and apply it to video streaming analytics, so studios get a look to watch behaviors that can help development and future production decisions.

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# Archive

Media assets may need to be preserved and archived for long periods, especially in industries such as broadcasting or film production. Ensuring the integrity, accessibility, and long-term preservation of assets over extended periods requires robust archiving strategies, including proper storage infrastructure, backup systems, and migration plans to newer formats or storage technologies. MAM solutions offer centralized storage repositories to securely store and organize media assets. They often integrate with cloud storage platforms or provide their own storage infrastructure. Archiving capabilities enable long-term preservation and retrieval of assets, ensuring efficient management of large media libraries.

The above examples illustrate the different stages of the assets lifecycle and how Media Asset Management (MAM) technologies have evolved to meet the demands of managing digital media assets efficiently. These systems encompass various components as described, such as asset ingestion, metadata management, storage/archiving, collaboration/workflow, and distribution/delivery. Implementing a MAM system offers numerous benefits, including improved efficiency, enhanced collaboration, easy asset discovery, scalability, and cost savings.
To ensure your organization gets the most value out of their MAM solutions, understanding the unique set of use cases your organization has will require careful planning, implementation, and ongoing management of MAM systems. Organizations should invest in robust strategies, user training, and continuous improvement processes to overcome these challenges and optimize their media asset management workflows.

Part Four

# Finding the right solution begins with a well crafted Request for information

**65%**

increase in content demands

As the demand for rich media content continues to grow exponentially, you might be on a journey to select a system and work with a vendor / partner that will help your organization to effectively manage media assets and optimize your workflows.

It's not surprising that as consumers demand for content has grown 65% since 2019, the number of number of vendors promising media and content supply chain management has doubled.

**50%**

increase in vendors who market "media supply chain" management

How do I know which vendor is right for me? Before reaching out to vendors, you need to have an understanding of your internal teams goals, requirements and current challenges. Here is a simple framework that when shared with the vendor, will help to align on what recommendations they will offer and how the solution can provide value that meets your goals.

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# Crafting an RFI with purpose

## Key Business Objectives

Start with the overall company/org Business objectives. Share this with the vendor so they have a clear understanding that it's not just the technical . feature sets you are interested in but how will the solution meet align to the company's strategic goals. Sharing this information can help create business cases that can secure budget approvals and down the road **evaluate the ROI.**

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## Current Landscape

Next share the current landscape of how you do things today. This will help Vendors understand and do a maternity assessment and lay out a plan within their proposal of how that will grow over time if they are selected.

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## Challeneges

What's not working with the current way things are done. Detail the bottlenecks, pain points and the outcome these pain points are having on everyday operations + meeting that overall KBO.

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## Requirement Sharing

Vendors will ask for requirement gathering which is critical to implementing the right workflows and ensuring feature / capabilities of their solutions is a right fit for you. However, remember, it's not your job to provide the solution or ask for specific point and click features. Leave that up-to the vendors to provide the recommendations on how your current pain points can be solved by offering their solution. Demo requests / POCs should be part of your evaluation to see the solutions capabilities and feature sets. But, that should not be the driving discussion during requirement gathering/sharing. Stick to providing vendors with insights into what's not working in the current state and what's top priority for you. You can also share your workflow use-cases during the requirement gathering stages.

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# Implementation & Adoption

Consider change management, implementation, training and ongoing support. Share your goals for how you plan to support this across your organization and ask the vendor to provide their recommendations in the scope of work. The success of an effective MAM solution isn't just about the technology. It is also made up of how well it is implemented, adopted and supported. Make sure to get a full understanding of how the vendor will deliver this. Do you need to work with a 3rd party or will they offer these services? Ask vendors to provide a detailed and documented scope of work that includes the workflow use-cases the solution will deliver. This is something that can be used as the success criteria for implementation and UAT.

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Another useful way to narrow down the vendor selection is through an RFI (request for information). So many times we see RFIs ask for specific point and click features/capability vs. asking questions that allow you to get an understanding of how the vendor will partner and provide a recommended solution that meets both strategic business objectives and technical requirements. Overall, RFIs can provide your organization with a structured mechanism to gather information, clarify requirements, evaluate potential suppliers, benchmark offerings, and establish relationships. They can help to facilitate an informed decision-making process and contribute to successful procurement or partnership outcomes.

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# Crafting an RFI with purpose

Think back to your organization's strategic Key Business Objectives. What type of value can their solution offer to my organization? What has the biggest impact for my teams and how will the solution over time as our business needs change and evolve?

Try and share your strategic goals, the challenge, and leave room for the vendor to explain the opportunity their solution will deliver for each requirement. Here is an example, you want to know if the MAM will work with cloud storage. Rather than ask “does the MAM integrate with Cloud storage and if so, which one?”, think about the strategic goals of your storage needs and why you have them.

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# Q&A EXAMPLES

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## Question

**40%**

original content growth

"Over the next year, we plan to produce 40% more original content. As our media libraries grow, scalability becomes a significant challenge for us. Managing and storing large volumes of media assets, especially high-resolution videos and images, requires us to look for a vendor with substantial storage infrastructure. Can you describe how your solution will support our growing demands?"

## Answer

“Certainly! Our storage solution is designed to address the scalability challenges of managing and storing large volumes of media assets. We have a robust and scalable storage infrastructure, that works on both AWS and Azure, that can accommodate the increasing demands for media asset storage. We utilize advanced storage technologies, such as distributed storage clusters or cloud-based storage, to ensure ample space for your media assets. We also offer flexible storage options to suit your specific needs. Whether you require on-premises storage solutions, cloud-based storage, or a hybrid approach, we can tailor our solution to meet your requirements. This flexibility allows you to choose the storage setup that best aligns with your organization's preferences, budget, and data access requirements. We understand that managing large media libraries often requires quick access to files for editing, distribution, or retrieval. Our solution focuses on delivering high-performance storage that ensures fast access to your media assets. With optimized data retrieval and transfer speeds, you can efficiently work with high-resolution videos and images without experiencing bottlenecks or delays..."

# Q&A EXAMPLES

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We know that Cloud-based MAM solutions often offer seamless integration with other cloud-based services and platforms. This integration enables organizations to leverage complementary services such as content management systems (CMS), digital asset management (DAM) systems, video hosting platforms, or video transcoding services. By integrating these services, organizations can streamline their workflows, enhance distribution capabilities, and deliver a more cohesive media experience. If you want to learn more about a vendor's integrations and interoperability, you should ask:

## Question

“Over the next 2 years we want to decrease our operational costs by 30%, eliminating redundancies in our workflow and removing systems that have duplicate capabilities within our media and content supply chain. Currently, we replicate and copy files and metadata across multiple systems causing bottlenecks in bandwidth, many with different file formats, protocols and or metadata standards. We need a process to better inform the different BU’s on the status of an asset and make it accessible across systems. Can you define how your system will often integrate with various other tools and platforms, such as editing software, content management systems, or digital asset management systems. Ensuring seamless interoperability and data exchange between our different systems”?

**30%**

**Decrease in operational costs**

# Q&A EXAMPLES

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Another requirement that comes up when researching MAM vendors, is how they handle DRM and permissions. Media assets often have associated rights and usage restrictions. Tracking and managing the rights and permissions for each asset, including licenses, copyrights, and usage agreements, can be complex. Compliance with copyright laws and regulations while ensuring proper asset usage can be a challenge, and you want to ensure the vendor you select supports current and future plans to stay ahead on advancements in content security. You can give examples of what you don't want to happen and ask the vendor to describe how they can prevent a scenario like this from happening.

## Question

"Our legal and business affairs teams are looking to gain security in how we manage and share assets with external agents. How can we ensure that our assets are safe from copyrights and ensure internally our teams cannot expose the organization to endure costly legal usage right fines"?

# Looking ahead

**Part Five**

Looking ahead, the future of MAM technologies holds exciting possibilities for the Media and Entertainment industry. From feature rich Enhanced AI Integration, where MAM systems will further leverage AI technologies, such as machine learning and computer vision, to automate and optimize various aspects of asset management, including automatic tagging, content recognition, and advanced analytics to Augmented Reality (AR) and Virtual Reality (VR), where MAM systems will adapt to the rise of AR and VR technologies, enabling organizations to manage and distribute immersive media experiences seamlessly.

We are seeing an abundance of Intelligent Content Recommendations. How will MAM systems leverage AI-driven recommendation engines to deliver personalized and targeted content recommendations to audiences, enhancing user engagement and driving content discovery?

We predict that MAM systems will start to have better integrations with IoT devices, allowing seamless capture, management, and distribution of media assets from various connected devices, such as cameras, drones, and sensors, expanding the potential for advancements between DAM and MAM solutions.

By keeping abreast of these future trends and embracing innovative technologies, media organizations can stay at the forefront of media asset management, unlock new opportunities, and deliver exceptional media experiences to their audiences.

Part Six

# In Conclusion

As we have discussed in this white paper, the media and content industry is undergoing a significant shift, driven by changing consumer behavior and rapid technological advancements. While challenges arise from fragmentation, globalization, rights management, and personalization, there are ample opportunities for optimization. By embracing automation, AI, cloud computing, and blockchain, stakeholders can streamline their supply chain processes, enhance collaboration, protect intellectual property, and deliver personalized content experiences. Embracing new distribution models such as streaming and DTC empowers content creators to connect directly with audiences and capitalize on valuable data insights.

# Recommendations

To thrive in this evolving landscape, organizations need to adapt their strategies and leverage emerging technologies to meet the demands of the media and content supply chain. With an abundance of Vendors offering media supply chain management, to effectively make vendor selections and to leverage MAM technologies and overcome challenges, media organizations should consider the following key recommendations:

- Conduct a thorough assessment of organizational needs, workflows, and goals before selecting and implementing a MAM system.
- Establish standardized metadata schemas and robust metadata tagging processes to ensure consistent and accurate asset identification and categorization.
- Prioritize scalability by opting for cloud-based MAM solutions that can accommodate growing media libraries and support remote teams.
- Foster a culture of collaboration and provide adequate training to ensure widespread adoption and usage of the MAM system among team members.
- Implement robust security measures to protect media assets from unauthorized access, data breaches, and accidental loss.
- Stay informed about industry standards, best practices, and emerging technologies to continuously enhance and evolve the MAM strategy.

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## Question & Information


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