

DAM: What is it Good For?

Businesses and organizations create a staggering amount of creative and informative digital content. Coming from an archives background, digital asset management (DAM) recalled photos or videos digitized to avoid damage or obsolescence. But as I learn more about the digital asset management field, I realize that there are so many ways DAM is involved in the wider technological landscape. Let us start with a definition. Digital asset management is the process of storing, cataloging, and distributing digital assets. But I heard once that trying to define digital assets is like trying to define art. As soon as you define it, there is something else waiting in the wings that breaks with convention and becomes a part of digital assets. With that in mind, two important components to digital assets are:

- 1) Assets are in a digital format (makes sense).
- 2) Digital assets are owned, licensed, or controlled.

For example, a company's digital assets include the press releases that they created and have the right to use. With that skeletal definition, the types of digital content seem endless, I think that is one of the aspects of working with digital assets that makes it unique and exciting.

The cleverly named podcast and website *Another DAM Podcast* (<https://anotherdampodcast.com/>) features interviews from people working in the DAM field. The interviewees are very diverse professionals from companies and organizations like Wells Fargo, McCormick (seasonings), United States Marine Band, government agencies, museums... the list goes on, and I would need a DAM to organize them!

In implementing a DAM with all the different needs of different organizations, diversity of knowledge is paramount. Although it is good that a coworker in IT knows where all the marketing materials are saved, if she is sick or changes jobs, you may lose the institutional knowledge of the locations of your digital assets. A company that has a digital asset management system and DAM specialists, managers, and librarians to maintain them, will allow those assets to be findable and useable to the largest number of people. Not only does it help with the headache of having to recreate material, but it also cuts the time it takes for the items to be findable. The future need for DAM professionals, software, and education in the field will only increase in the upcoming years.



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DAM Resources

A community of over a thousand members from around the world. Books, webinars and other resources.

<https://damguru.com>

Engaging blog and podcast about DAM from professionals in the field.

<https://anotherdamblog.com>

<https://anotherdampodcast.com>

DAM industry news trends and opinions. Comments by the editor. Independent articles contributed by professionals around the world.

<https://digitalassetmanagementnews.org>

A Glossary of terms used in DAM and is hosted by [Digital Asset Management News](#). However, by registering, a member can comment and rate each term and associated content.

<https://damglossary.org/>

DAM Federation is a website devoted to setting standards and educating DAM professionals. There are listings of educational and professional resources.

<https://damfederation.org/>