

**Use of Digital Asset Management Solutions
in Rich Media Libraries**

Survey Conducted and Report Prepared by:



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BACKGROUND/PURPOSE

Allied Vaughn is an organization supplying communications management and distribution solutions. The company developed the expertise over its 40 years of experience as a duplicator of communications media. It began with videotape, then migrated into optical media in the 1990s, and, over the past decade, added a variety of online delivery solutions.

This report analyzes the results of an online survey Allied Vaughn conducted to gain insight regarding trends in the use of Digital Asset Management solutions for organizations dealing with ever-expanding rich media libraries. Important members of various associations of archivists were contacted to better understand their needs, and rate of adoption, of this relatively new tool.

The broad initiatives of the survey were to:

- Determine the type of content in an organization's rich media library
- Who requires access to the library, and what tools are available to them
- What is the organization's stage of adopting a Digital Asset Management solution
- What are the biggest challenges and benefits of implementing a Digital Asset Management solution

RESEARCH DESIGN

Methodology

Participants for this study were contacted between December, 2007 and January, 2008 with an email that contained a link to a web-based survey. Allied Vaughn received a 10.3% response rate from members of either the Association of Moving Image Archivists (AMIA) or the National Film Preservation foundation (NFPF).

While a slight majority (57%) of the respondents did not supply information regarding what type of organization they represented, those that did identify their organization type indicate participants represented a good cross section of organizations.

Completed Interviews

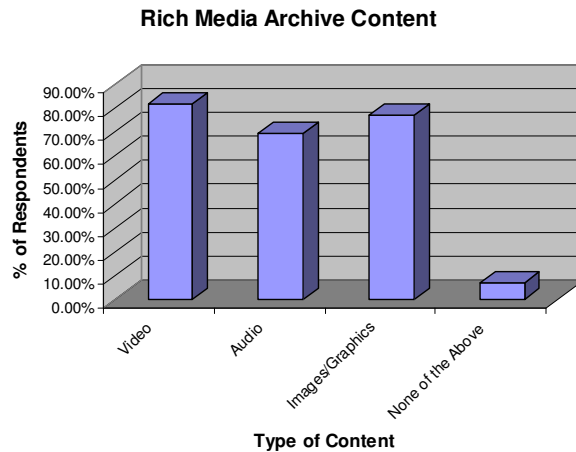
Organization Type	Responses
Government	8%
Corporation	10%
Education/Academic	19%
Entertainment/Broadcast	6%
Not Identified	57%

RESULTS SUMMARY

CONTENT

Media Libraries Contain a Variety of Content

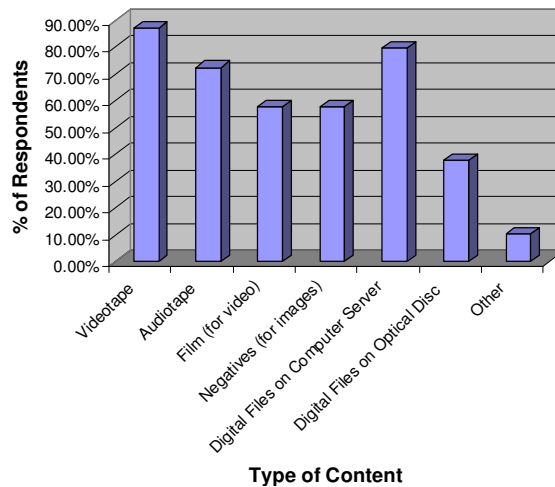
One of the clear patterns that emerged from the tabulation of this survey was that most of the archivists responding are dealing with different media formats. While Video was the most common format contained in rich media libraries (81.6%), Images/Graphics (77.2%) and Audio (69.3%) were also widely archived. This cross-section indicates that many of the archivists contacted were managing at least two of these formats, and some, all three. In contrast, only 7% said they did not archive any of the three formats mentioned.



A variety of master formats are also used

Video (87.0%) and audio (69.3%) tape continue to be widely used master formats in rich media libraries, but relying on digital files from a server is very common with 79.7% using this tool for archiving master content. Archival of film (16mm, etc...) for video content and negatives for images are both only used by 58%. Only 37.7% used digital files on optical media as an archival tool.

Rich Media Archive Master Formats

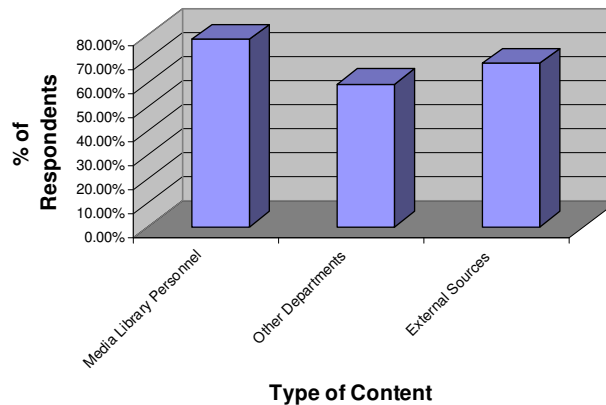


ACCESS

Content needs to be accessed more by external sources than by other departments within organizations

While survey participants reported a relatively consistent need to access archive content by archive personnel, other departments within the organization, and external sources, it appears external access is slightly more common (68.1%) than access by other departments (59.4%).

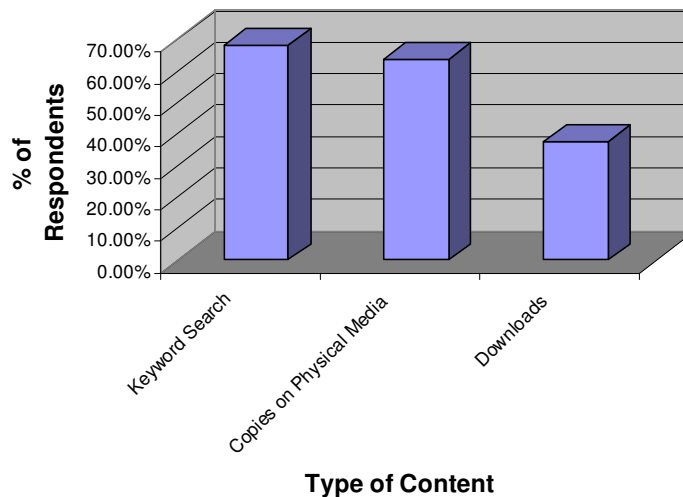
Who Needs to Access Rich Media Libraries



Users require keyword search and copies of content on physical media more often than downloads

Participants indicate a need to use keywords and phrases to search for content (68.1%), and then have the content copied to physical media of some type (63.8%). A much smaller percentage of respondents reported demand to download digital files (37.7%).

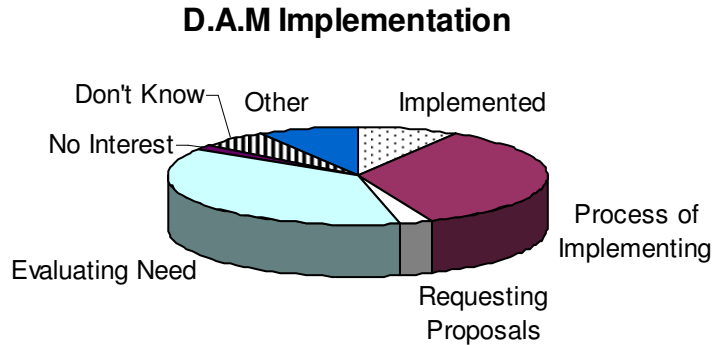
Most Needed Functions of Rich Media Libraries



IMPLEMENTATION

Almost half of respondents were either implemented or in the process of implementing a Digital Asset Management solution

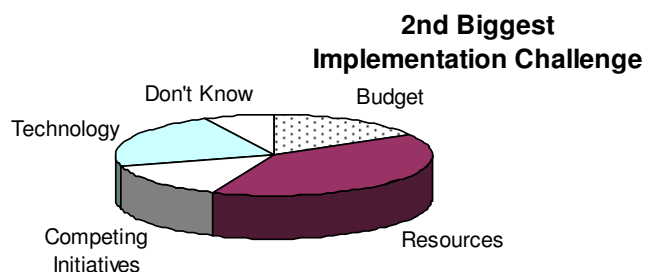
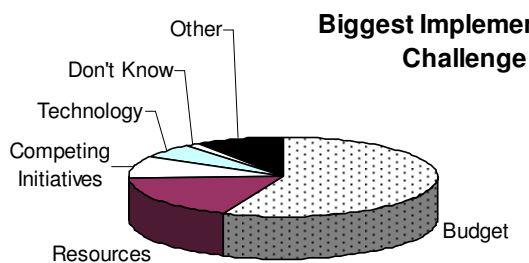
The largest percentage of respondents were either implemented (8.7%) or in the process of implementing (34.8%) a digital asset management solution, and another 2.9% were requesting proposals. Over a third (37.7%) was evaluating need, and only 1.4% had no interest.



The biggest implementation challenges are budget and lack of resources to tag assets

72.8% of respondents said budget was the biggest (56.4%) or second biggest (16.4%) D.A.M. implementation challenge, while 58.2% said lack of time and resources for tagging information to assets was the biggest (18.2%) or second biggest (40.0%) challenge.

Other important factors were lack of technology to convert assets to digital format (5.5% biggest challenge, 21.8% second biggest), and competing D.A.M. initiatives within the company (9.1% biggest challenge, 14.5% second biggest).



Improved access and workflow were the benefits most often referenced by participants, while asset preservation and conversion of assets to digital formats were also mentioned.

Following are some of the verbatim comments from survey respondents:

Workflow

- A media asset management system (MAMS) will provide the functionality to capture intellectual, technical and physical metadata in order to manage and control the receipt, preservation (including copying), storage, movement and internal access to ... moving image and recorded sound items in analogue and digital form. The system will integrate a catalog database, business workflows and preservation history; monitor physical conditions of audiovisual items, movement tracking and the copying processes (including making of digital file copies) into a centralized database.
- Library serves two purposes, internal re-use and external licensing. Internally, saving time and money. Externally, need to stay competitive
- Order(ing)
- To organize the collection
- Increase productivity, celebrate centennial of my institution, satisfy requests from outside sources, assist other departments
- Provide a complete solution for our customer base
- We want to be able to rapidly answered requests for still photographs, and to fill orders as soon as possible.
- Discover a better management/distribution method for a growing media library
- Better management and control of the digital assets.
- Create order out of chaos to better serve our patrons
- One location to store and access all media files.
- for still images, workflow needs within organization. For paper collections, space, indexing, and access benefits.
- Just the storage and retrieval process made it worth it.
- necessity to migrate formats
- volume of material to manage
- Records Management
- Less time wasted looking for file footage.

Access

- We need to make information about our holdings able to be searched electronically both for in-house reference purposes and for public access.
- Better public access
- Need to provide better access to our staff
- access by users.
- Need to gain easier access to digital materials
- Easy access and implementation and money.
- Needed to improve access to digital objects for both staff and patrons.
- Losses minimized, quick retrieval, in sync with technology developments of other departments
- Enhanced access
- Increased access capabilities.
- intelligence of and access to our collections, potential for new business opportunities
- Public Access
- Control of Collection and easier access to content.
- With systems increasingly becoming outdated, along with today's demand for remote and immediate access to data, our survival and relevancy greatly depends on providing services that provide effective structures to accommodate today's trends.
- Need to access the archive internally, and to share it.
- quick access
- We have a significant amount of sound and audio and we wish to make them more easily accessible to the research public
- Wider access to our holdings for the public we serve.
- better access of collection and preservation issues
- ready access to video
- Essential to the mission of the institution to make assets accessible and keep records current over the long-term,
- We get more users to our archives by having the ability to provide digital products. plus encourage ongoing art historical research by staff and others.
- A digital asset management solution would allow us a way to provide better access to our media rich materials.
- A digital asset management solution would allow us a way to provide better access to our media rich materials.
- Ability to make information available for museum original research and visiting researchers.
- Wider access, more sophisticated online environment.
- To make our rich resources more widely available.

Preservation

- Preservation concerns
- deteriorating media
- To protect digital assets.
- Preservation and repurposing of the video assets
- We are interested in digital access as a preservation tool--if people use a digital file, we can better preserve the original items
- deteriorating analog media

Digitization

- Digitize or become irrelevant
- increase in digitally born items, mandate of mission statement.



**USE OF DIGITAL ASSET MANAGEMENT SOLUTIONS
IN RICH MEDIA LIBRARIES**

FOR MORE INFORMATION, CONTACT:

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OR LOOK US UP ON THE WEB AT:

[HTTP://WWW.ALLIEDVAUGHN.COM/DIGITAL-ASSET-MANAGEMENT.HTM](http://www.alliedvaughn.com/digital-asset-management.htm)