

# Implementation of systems for Media / Digital Asset Management in

# 10 STEPS

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AV Preserve

*Take Control of Your Records!*

National Audiovisual Institute, Warsaw, Poland

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# AMPRESERVE

Library of Congress

United Nations

Museum of Modern Art

Fidelity Investments

Flemish Institute for Archiving (VIAA)

Denmark Statsbiblioteket

Harvard University

US Public Broadcasting

Carnegie Hall

HBO

We are planning to digitize our collections and need a new database to manage them.

**What tool should we use** 

**PREPARATION**

# STEP 1

Build your business case

# WHY DAM/MAM?

- We can't find anything
- We have to look in 6 places to find things
- We don't know what we have
- We need to deliver digital assets to our users
- Our production units need to re-use assets
- We need to track rights, permissions of content
- We need a preservation system
- We want to publish to the web
- We need a centralized storage system
- Our digital collections are hard to manage

# WHY DAM/MAM?

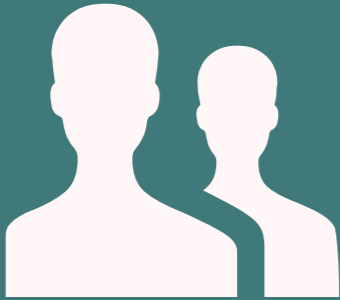
- > Video / audio production asset management
- > Public search, discovery, viewing
- > Internal search, discovery, viewing
- > Metadata, cataloging and organization
- > Production workflow management
- > Edit functions: transcode, sub-clip, download
- > Digital preservation management
- > Multi-channel publication
- > Rights management and licensing

# STEP 2

Recognize that technology is  
just a small part of the issue



people



45%

+

policy



45%

+

technology



10%

# STEP 3

Get all the stakeholders  
involved from the beginning



**archives**



**IT**



# Who is responsible for?

Selecting the product / development product ownership

Configuration / customization

System administration

Support

Development of policies

Enforcement of policies

Uploading content

Using content

Description and organization

Outreach and training



**archives**



**IT**



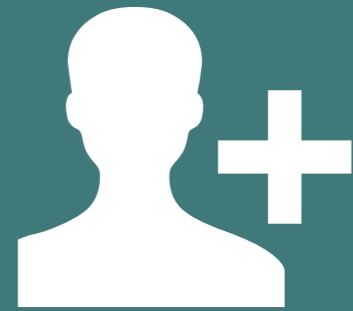
**production**



**education**



**PR**



# STEP 4

Determine concrete goals  
and objectives (use cases  
and requirements)



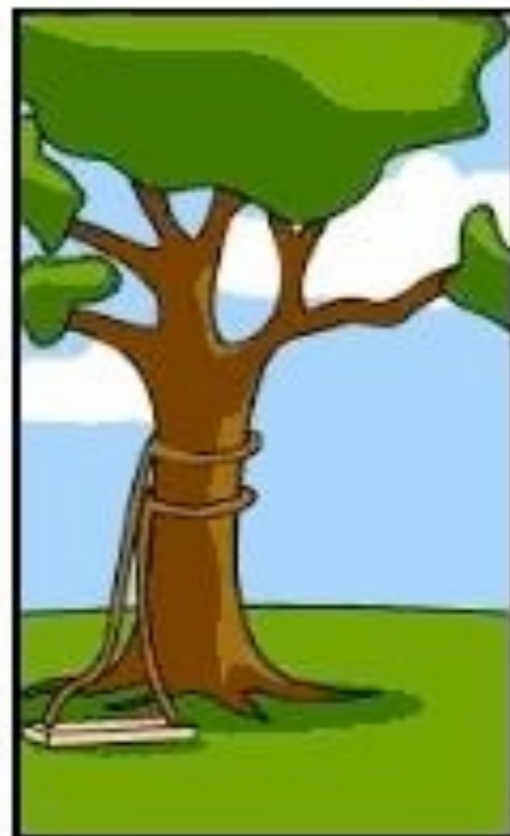
How the customer explained it



How the Project Leader understood it



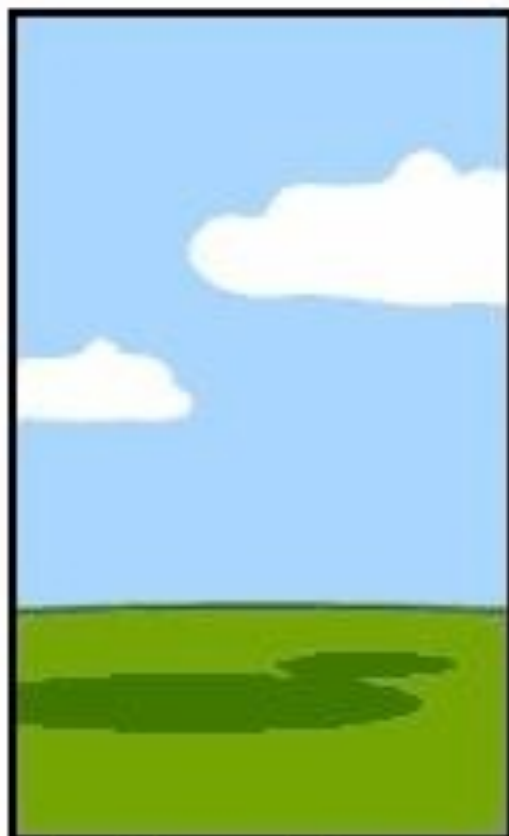
How the Analyst designed it



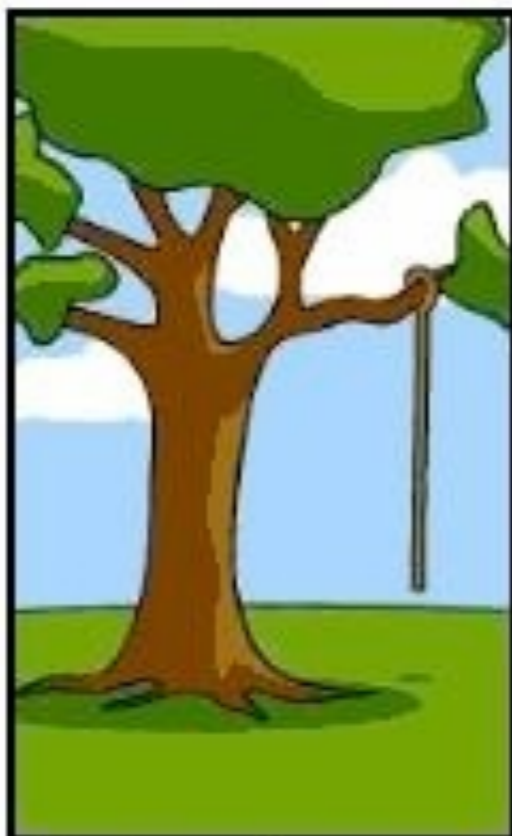
How the Programmer wrote it



How the Business Consultant described it



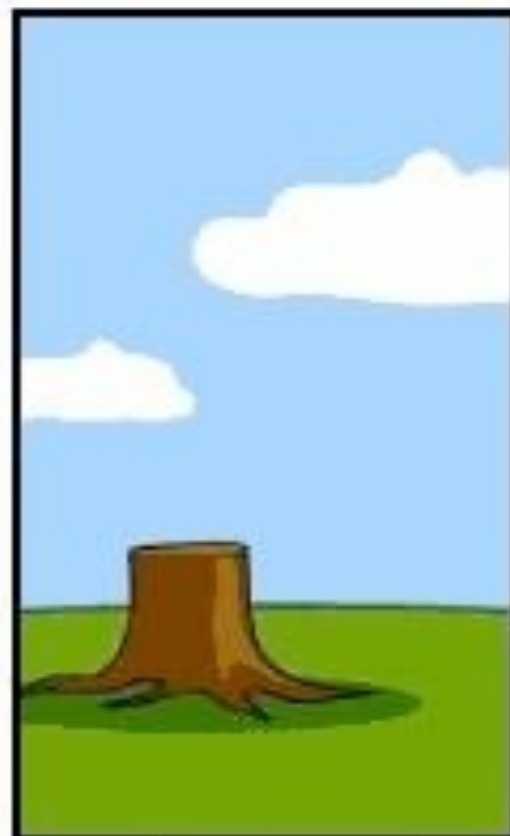
How the project was documented



What operations installed



How the customer was billed



How it was supported



What the customer really needed



# REQUIREMENTS: METADATA MODEL



**Entities** (collections, assets, people)

**Attributes/fields** (title, description, keywords)

**Controlled vocabularies / taxonomy**

**Validation rules** (entry format, lists)

**Repeatability**

**Source**

## REQUIREMENTS: FILE FORMATS / CODECS



**Read / decode** - playback



**Write / encode** - create, transcode

search  
options

workflow

reporting

**REQUIREMENTS: FUNCTIONALITY**

migration

configuration

metadata  
extraction

delivery

permissions

rights  
management

batch  
processing

navigation

versioning

transcoding

fixity

editing

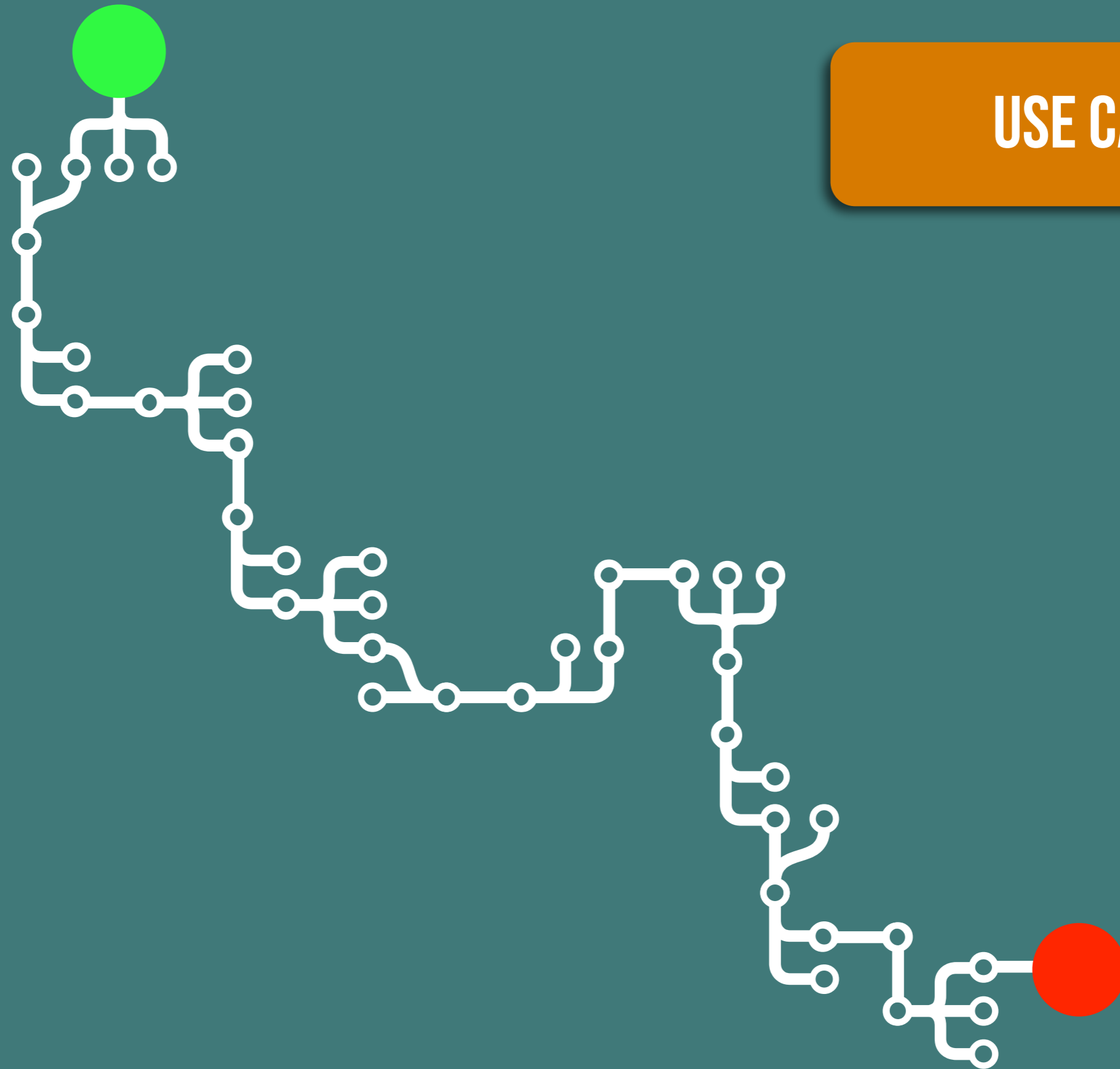
global vs local  
access

analytics

storage  
management

languages

encryption



USE CASES

## USE CASE SCENARIO

**UC-1** System administrator configures a policy to complete periodic fixity checks every six months using stored checksum values. System performs fixity check at specified interval and reports failed fixity checks to system administrator. All outcomes, success and failures, are logged in system.

## USER STORY

As a       [role]       I need to       [task]       so that       [reason]      .

As a **system administrator** I need to **configure automatic fixity checks** so that the **collection's integrity is regularly audited**.

## ASSOCIATED REQUIREMENTS

**R-1:** The system shall store a checksum value associated with an asset for future fixity checks.

**R-2:** The system shall provide a mechanism for configuring the frequency of fixity checks


**R-3:** The system shall store all fixity check outcomes (pass, fail) with asset ID, date/time of check

**R-4:** The system shall provide a report of all fixity checking outcomes to system administrator

**R-5:** The system shall enable the entry of system administrator's email address for delivery of fixity reports

**SELECTION**





# **REQUEST FOR PROPOSALS (RFP)**



# **CUSTOM DEVELOPMENT**

# STEP 5

Ask the right questions



—% Match  
—% Friend  
—% Enemy

## BigDaddyC\_taco

24 / M / Straight / Single  
Chicago, Illinois

Message Him

Join OkCupid

Find better matches

with our advanced matching system

About

Photos

The Two of Us

Personality

### My self-summary

I'm a young, ambitious, sexy and outgoing individual. I love traveling, having recently been to South America and through the southern states on a road trip with friends. I'm a very caring/emotional person. I enjoy anything artistic/expressive and I'm always up for new activities. Also, I've been told I'm too perfect.

### What I'm doing with my life

- Working at a marketing company in Chicago. Hectic, but manageable.
- Volunteer on South Side of Chicago (Pilsen, Little Englewood).
- Writer for the most entertaining site ever known Plaid Tie (theplaidtie.com).
- Constant traveler (upcoming trips include Bolivia, South Carolina and Puerto Rico).

### I'm really good at

- Listening to how your day went.
- Carrying heavy, bulky items in my all-too-snug, deep-cut V-

### His Details

Last Online	July 25
Ethnicity	Hispanic / Latin
Height	6' 0" (1.83m).
Body Type	Average
Diet	Mostly anything
Smokes	No

IS HE AT LEAST 5'10"?

about it

Sign	Gemini but it doesn't matter
Education	Working on college/university
Job	Sales / Marketing / Biz Dev

“The Google of online dating”  
— *The Boston Globe*

“The best free dating site”  
— *About.com*

“A favorite hangout for internet goers”  
— *The Village Voice*

“Pretty legit”  
— *Some guy on Yelp*

CAN YOUR SOLUTION DO X?



## HOW DOES YOUR SOLUTION DO X?

<Refer to Use Case 1>

 Also, demo with **your** use cases, assets & metadata!

# STEP 6

Don't select by the label



*Mommy's  
Time Out*



2011

MOSCATO



*Mommy's  
Time Out*



DELICIOUS  
**RED**



*Mommy's  
Time Out*



2010

GARGANEGA  
PINOT GRIGIO



*Mommy's  
Time Out*



DELICIOUS  
**PINK**



## SAMPLE EVALUATION CRITERIA



+



+



+



**40%**  
cost

**40%**  
functional  
& technical

**15%**  
project approach

**5%**  
response quality

**IMPLEMENTATION**

# STEP 7

Test, configure, test,  
customize, test, configure,  
test, configure, test...  
Be prepared for set backs.

# STEP 8

Prep your assets and  
metadata for ingest



Find



Organize



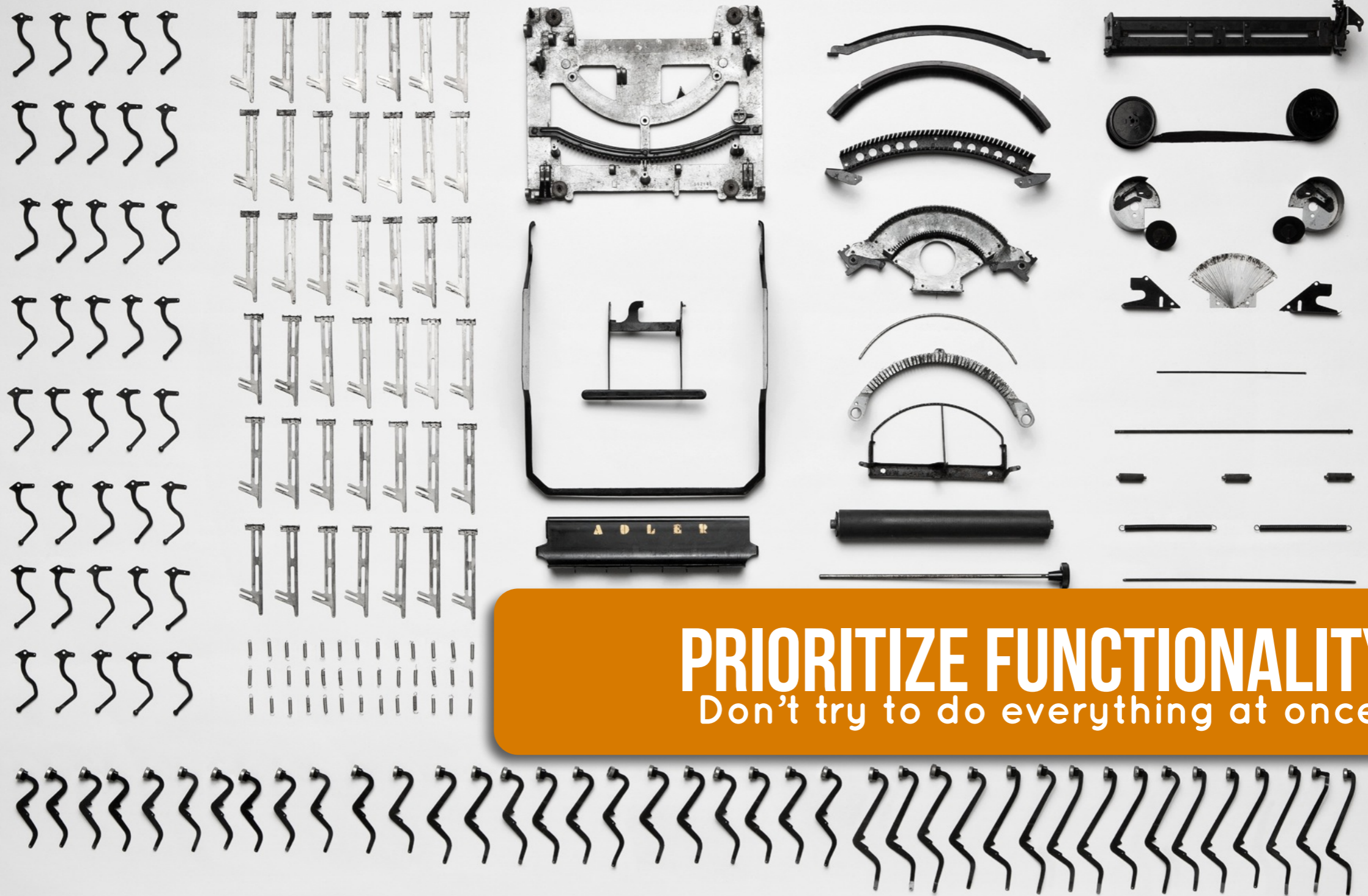
Deliver

# STEP 9

Determine system rollout plan

**STAFFING!**





**PRIORITIZE FUNCTIONALITY**  
Don't try to do everything at once



*Easy to use = Easy to love.*

**AIM FOR EARLY WINS, TRUST, BUY-IN**

# STEP 10

Remember, there is no “done”

WORLD U.S. N.Y. / REGION BUSINESS TECHNOLOGY SCIENCE HEALTH SPORTS OPINION

## Road Work Ahead, Forever





**∞ DIGITAL ASSET MANAGEMENT AS A PROCESS**

**THANK YOU!**

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