CORE CONCEPT

Digital Asset Management (DAM) and Media Archive Course: Metadata, Rights and AI Tagging

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Introduction:

Digital asset management DAM and media archive work, covering metadata, rights and AI tagging, is a 1-week course for media library, brand content and agency asset units that ends with a DAM and Media Archive Roadmap for a case organisation. Broadcasters, agencies and marketing departments hold years of photos, footage and tapes that staff cannot find, cannot prove they may reuse and cannot move safely to a new platform. Nominees already catalogue, ingest or share media assets and learn through case study analysis of real catalogues, licences and footage samples. CoreConcept Training Center delivers this digital asset management course.

Course Objectives:

- Assess an organisation's photo, video and audio holdings against a lifecycle model and a findability and reuse baseline
- Design a metadata schema and faceted taxonomy using IPTC Photo Metadata, XMP, Dublin Core, PBCore and EBUCore fields
- Operate ingest, approval, version control and access rules so assets enter a DAM platform consistently named and described
- Record usage rights, licence terms and model or property releases so expiring or restricted assets are flagged before reuse
- Plan legacy videotape and film digitisation and AI auto-tagging with preservation records, confidence thresholds and human review
- Prepare a DAM and Media Archive Roadmap covering platform selection, migration, rights exposure and clip licensing income

Target Audience:

- Media library and archive units responsible for cataloguing, retrieving and preserving photo, video and audio holdings
- Brand and content operations units responsible for approved imagery, templates and campaign asset distribution
- Agency asset and traffic units responsible for delivering creative files and usage records to clients
- Rights and licensing units responsible for tracking licence terms, releases, embargoes and clip sales
- Digital platform administration units responsible for configuring DAM or MAM systems, permissions and integrations
- Digitisation and migration project units responsible for transferring legacy tapes, film and disks into managed storage

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Course Outline:

Day 1: DAM and MAM Landscape, Asset Lifecycle and Archive Baseline

- DAM Versus MAM Scope for Brand and Broadcast Libraries
- Asset Lifecycle States From Creation to Archived and Deleted
- Content Audit of Shared Drives, Tape Shelves and Agency Disks
- Stakeholder Map of Creators, Approvers, Licensees and Archive Users
- Archive Maturity Baseline Scorecard for Findability and Reuse

Day 2: Metadata Schemas, Controlled Vocabularies and Taxonomy Design

- IPTC Photo Metadata Core and Extension Field Selection
- XMP Embedded Metadata Mapping Across Image and Video Files
- PBCore and EBUCore Description of Audiovisual Instantiations
- Controlled Vocabulary, Thesaurus and Faceted Taxonomy Construction
- Dublin Core Crosswalk for Migrating Legacy Catalogue Records

Day 3: Ingest Workflows, Usage Rights Tracking and Platform Operations

- Ingest Rules for File Naming, Proxies and Thumbnails
- Usage Rights Record for Licence Term, Territory and Media
- Model and Property Release Linking With Expiry Alerts
- Approval Workflow and Version Control in a DAM Platform
- Role-Based Access, Single Sign-On and Brand Portal Sharing

Day 4: Legacy Tape Digitisation, AI Auto-Tagging and Archive Monetisation

- Legacy Videotape and Film Digitisation Priority Matrix
- PREMIS Event Records for Transfer and Fixity Checks
- AI Auto-Tagging Confidence Thresholds and Human Review Queues
- Speech-to-Text and Face Recognition Indexing for Footage Search
- Clip Licensing Rate Card and Stock Library Distribution Model

Day 5: Case Study Build of the DAM and Media Archive Roadmap

- Case Organisation Asset Inventory and Taxonomy Draft
- DAM Platform Requirements Matrix and Vendor Scoring Sheet
- Rights Exposure Review of Case Licences and Releases
- Platform Migration Sequence and Digitisation Budget Phasing
- DAM and Media Archive Roadmap Completion and Peer Review

Skills You Will Gain:

- Metadata Schema Design
- Faceted Taxonomy Building
- Media Ingest Control
- Usage Rights Tracking
- Licence and Release Auditing
- Tape Digitisation Planning
- AI Tagging Quality Review
- DAM Platform Evaluation

Why Attend This Course:

- Deliver a DAM and Media Archive Roadmap for a case organisation to the head of content, the marketing director and the archive owner
- Choose which DAM or MAM platform, taxonomy and migration order suit the organisation's holdings, users and licence obligations
- Avoid reuse of assets with expired licences, lost footage on decaying tapes and costly re-shoots of content already owned
- Pass on the metadata schema, rights record template, ingest rules and tagging review checklist to library and brand colleagues

Conclusion:

Back at work, the participant presents the DAM and Media Archive Roadmap to the head of content, the marketing or brand director and the archive owner. They use it to agree the platform shortlist, the metadata schema and taxonomy, the order in which tapes and legacy collections are digitised and the rights checks every asset passes before reuse or sale. After the first migration batch and the first quarter of AI tagging, the unit should review search success, tagging error rates, rights exceptions and clip licensing income, then update the roadmap.

Frequently Asked Questions FAQ:

What should participants know before the digital asset management DAM and media archive course?

Participants should already catalogue, ingest, share or license photos, video or audio in their organisation. No programming is needed. Bringing a sample of catalogue records, a folder structure or a licence agreement helps them apply the case study work to their own holdings.

How does the digital asset management DAM and media archive course differ from records management or broadcast engineering courses?

It concentrates on creative and media assets: metadata for photos and footage, usage rights, AI tagging, tape digitisation and clip licensing. Records management courses deal with business documents and retention, and broadcast engineering courses deal with studio signal flow and transmission.

Why does digital asset management DAM depend on rights metadata as much as descriptive metadata?

An asset that can be found but not lawfully reused has little value. Recording licence term, territory, media and releases against each file lets teams filter out restricted material, warn before expiry and identify archive footage that can be sold.

What do participants take back from the digital asset management DAM and media archive course?

Participants take back a DAM and Media Archive Roadmap for a case organisation, with an asset inventory, a taxonomy draft, a platform requirements and scoring sheet, a rights exposure review and a migration and digitisation sequence they can adapt.