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iTunes: The Workflow Show
MAM 101

A Primer on Media Asset Management
What is MAM?

Let’s talk terminology:

MAM - Media Asset Management
DAM - Digital Asset Management
PAM - Production Asset Management
CMS - Content Management System
OVP - Online Video Platform
EVP - Enterprise Video Platform
What’s MAM Technically?

Back end (server-side):
- Database
- Application Server (for front-end GUI)
- “Services bus” for automation & integration tasks
- Possibly an integrated transcoder
- Possibly a streaming server for media proxies
- Possibly - other stuff, incl. ingest & playout servers

Front end (client-side):
- Full client app (native Mac OS X or Windows, Java)
- Web app (HTML5, Flex/Flash)
The MAM Philosophy

We got all excited about file-based workflow

Now it’s time to put files in the background and move to CONTENT-based workflow

Humans don’t tend to think in terms of files and directory hierarchies!
The MAM Philosophy

Metadata-driven search

Metadata-driven workflow automation
The MAM Philosophy

It’s not just about technology!
Process and policies matter
People matter - The Media Manager is KEY
Change Management is a big part of adopting MAM
Types of Metadata

- Intrinsic/technical
- Qualitative/descriptive
- Process-oriented
- Rights management
- Usage history
MAM Use Cases

Search - both for post-production (elements) as well as distribution/marketing (finished assets/inventory)

Obviously having good metadata is key for powerful search... Who’s entering the metadata?
MAM Use Cases

Collaboration - clipping selects, review and approval, “paper cuts”

Likely will involve producers (maybe not super-technical) and editors/gfx artists - make sure MAM UI is appropriate for both types of users!
MAM Use Cases

Transcoding - using built-in functionality, or more commonly, integrated with other transcoding platforms

Frees up workstations for creative use

Can track original, mezzanine, various distribution-oriented versions/flavors of an asset
MAM Use Cases

Archival - Send to archive, retrieve from archive

Preserves proxy & metadata for search/review, even if full-resolution file is “offline” (tape library or object storage)

Obfuscates archiving software (often not super-friendly)
MAM Use Cases

**Distribution/Publishing** - pushing to social media, OTT & VOD systems, CDNs, playout & newsroom systems

Often involves Communications Dept./Marketing people, they need an interface appropriate for their purposes

Complex distribution workflows (for media & metadata) can be easily automated, made “push-button simple”
The MAM Spectrum

Internally focused vs. Externally focused

Often relates to client licensing - named user accounts versus simultaneous users

Some MAMs handle both roles well, most... not-so-much
Integration Possibilities

Anything is *possible*, but find out what’s *actually* been done!

What APIs does the MAM offer, if any?

What other systems (new & legacy) will the MAM have to talk to, what are their APIs, what data will be exchanged?

How long will integrations take, how much will integration services cost?
Integration Possibilities

Ingest systems
NLEs, other creative applications
Playout/newsroom
CMS
Transcoders
Archive systems
Billing systems
Etc. etc. etc.
Selecting a MAM

Feature Set (out of the box)
Aesthetics (UI, admin panel, job tracking)
Scalability (objects, users, automations)
Integration Options
Track record of the vendor (happy customers)
Viability of the vendor (longevity, location)
Staffing of the vendor (size, culture)
$$$ Cost $$$
Integration Partners who know wassup!
Be a Good MAM Customer!

1. Have your workflows mapped out - have flowcharts for EVERY process within the organization
2.
Start working on your metadata taxonomy NOW - embrace the “Goldilocks Principle”
Be a Good MAM Customer!

3.

Break goals into Phase 1 Must-Haves, Phase 2 Nice-to-Haves, and further out pie in the sky stuff
Be a Good MAM Customer!

4. Be realistic about costs - the hardware is usually the smallest portion of the proposal, good software and professional services cost $
5.

Be realistic about implementation schedule - it’s often measured in months, not days or weeks, and make sure to schedule plenty of time for training!
Be a Good MAM Customer!

6. Get buy-in, both executive and end-user - will the users use it, see down-the-road benefits? Will execs see it as a potential revenue generator, and not just a cost center?
Thanks!

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