

# Digital Asset Management (DAM) Market Opportunities Strategies, and Forecasts, 2008 to 2014

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## Abstracts

WinterGreen Research announces that it has a new study on digital asset content management markets. Systems are poised for significant growth as the entertainment and media industry adopts digital media technology. The costs of making and distributing film goes way down, video and images are repurposed and reused, different types of entertainment is being developed based on what ordinary people create and watch on UTube. Changes relate to purchase of marketing and Web 2.0 based applications based on XML and integration technologies.

Digital asset content management solutions matter to corporate IT because they are used to manage the ever-increasing volumes of information used by marketing departments dispersed all over the world. Media, video, and Web content needs to conform to mounting regulatory requirements and legislative pressure. Digital asset content management systems are used by marketing departments to provide information in a manner that is responsive to local needs and requests from distributors for material that is highly localized and personalized.

Caching systems are evolving inside repository systems to speed up delivery of information. Alternative delivery systems are creating flexibility for document and content capabilities. The entry of SaaS players and open source players changes the market by giving Web 2.0 market participants strategic advantage.

Protecting a global brand, delivering streaming video to a corporate portal, and making complex images available to promote products and services are done. Managing rich media assets is an essential component of an enterprise content platform. Increasing volumes of rich media assets means companies are struggling to easily find, manipulate and re-purpose rich media content across the enterprise. The digital brand management

systems put users in control of rich media assets.

Digital asset content management markets at \$203 million in 2007 are anticipated to reach \$558.6 million by 2014. Market growth is a direct result of movements to leverage the Internet as a channel, respond to implementation of broadband networks for video and image transmission, create automated marketing systems implementation, and leverage market opportunities brought by the ability to have data sent over portable wireless devices. Disparate changes in the presentation of video and image content promise to drive market growth.

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Intel / Sarvega  
Interwoven  
JustSystems  
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Microsoft / SharePoint  
OpenText / Artesia / RedDot  
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Percussion  
Tibco  
Terremark  
Thoma Cressey Bravo / Hyland Software  
TigerLogic Corporation  
Vignette  
Yash  
Younts Consulting

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