

# **Digital Asset Lifecycle**

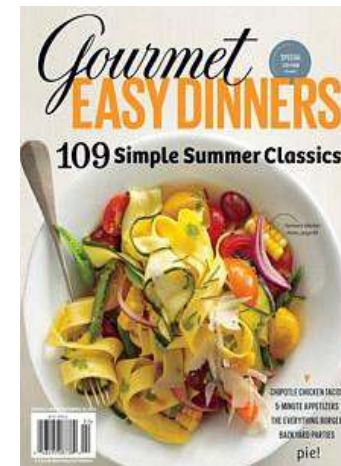
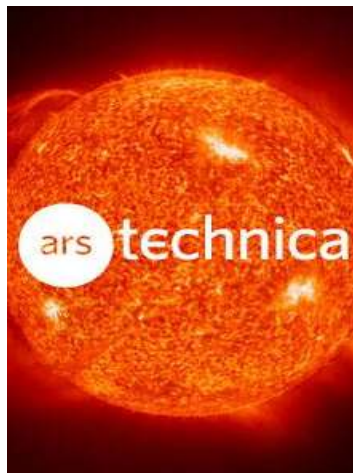
**Brian Cross**

**Director of Digital Assets and Rights**

**November 19, 2013**



# Condé Nast



CONDÉ NAST

# About Condé Nast

---

- Umbrella organization of...
  - 18 consumer magazines
  - 27 websites
  - 50 + apps for mobile and tablet
- Includes notable brands as...
  - New Yorker, GQ, Vogue, Vanity Fair, Wired, Architectural Digest, Style.com, Epicurious, Ars Technica, etc.

# DAM Overview

---

- Digital assets managed by a team of...
  - editorial, metadata managers, taxonomists, digital archivists and technologists
- DAM system quick facts...
  - 3,500,000 digital assets
  - Supports 9 assets classes/16 file types
  - 550,000 searches in 2012
  - 400,000 assets distributed both internally and externally in 2012

# DAM Systems

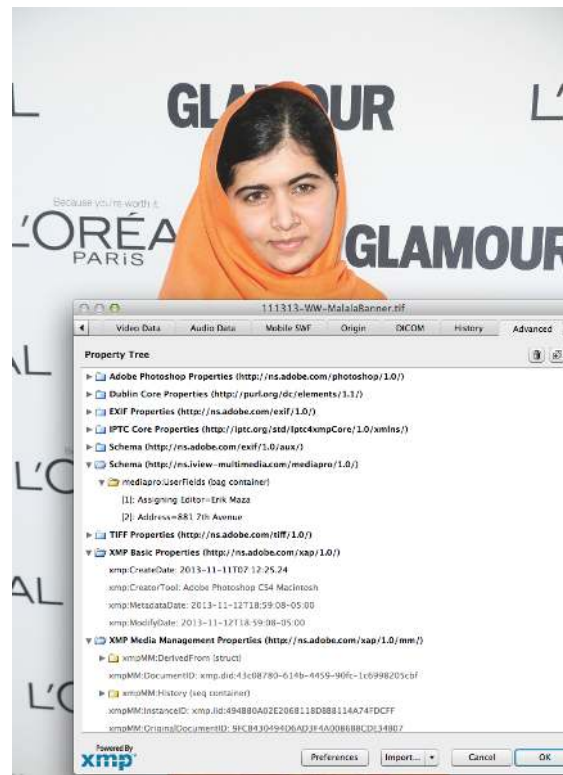
---

- **iViewMediaPro/Photo Portal** - Workflow/production systems focusing on asset storage, metadata creation and revision control of digital media
- **Montrose** - Archival central repository focusing on metadata enhancement, search and retrieval, as well as distribution of large and varied amounts of infrequently changing digital media



# Metadata - Schemas

- PRISM XML Spec for Pre-press
- XMP/IPTC for Images
- Custom schema elements



```
xmlns:prl="http://prismstandard.org/namespaces/prl/2.0/"
xmlns="http://www.w3.org/1999/xhtml"
xmlns:xsi="http://www.w3.org/2001/XMLSchema-instance"
xsi:schemaLocation="http://prismstandard.org/namespaces/pam/2.0/ pam.xsd">
<pam:article xml:lang="en-US">
<head>
<dc:identifier>01495380_1113_02</dc:identifier>
<dc:title>Social Media Space Grows Ever-Crowded</dc:title>
<dc:creator>RACHEL STRUGATZ</dc:creator>
<dc:contributor>SHARON BER</dc:contributor>
<prism:publicationName>Women&#39;s Wear Daily</prism:publicationName>
<prism:issn>0149-5380</prism:issn>
<dc:publisher>ADVANCE MAGAZINE PUBLISHERS INC.</dc:publisher>
<prism:coverDate>2013-11-13</prism:coverDate>
<prism:coverDisplayDate>NOVEMBER 13, 2013</prism:coverDisplayDate>
<prism:volume>206</prism:volume>
<prism:number>101</prism:number>
<prism:startingPage>1</prism:startingPage>
<cnf:articlePages>
<cnf:pageNumber logicalPage="1">1</cnf:pageNumber>
<cnf:pageNumber logicalPage="11">12</cnf:pageNumber>
</cnf:articlePages>
<prism:section>1</prism:section>
<prism:subsection1>How to Be Heard?</prism:subsection1>
<cnf:sectionCode>
</cnf:sectionCode>
<dc:subject></dc:subject>
<cnf:assignmentNumberText/>
<cnf:layoutReference
cnf:refid="2013/Print/WWD/11_November/111313/SourceFiles/001/Document/w13a001
23.indd"/>
<cnf:layoutReference
cnf:refid="2013/Print/WWD/11_November/111313/SourceFiles/012/Document/w13a012
.indd"/>
<prism:wordCount>1845</prism:wordCount>
<prism:copyright>COPYRIGHT &#169;2013 FAIRCHILD FASHION GROUP. ALL RIGHTS
RESERVED. </prism:copyright>
<cnf:category></cnf:category>
</head>
<body>
<h1>Social Media Space Grows Ever-Crowded</h1>
<p prism:class="byline">By RACHEL STRUGATZ</p>
<p>The social media party is starting to feel a little cramped.</p>
<p>Brands and retailers are taking to Facebook, Twitter, Instagram, Tumblr,
Pinterest and other social media sites this holiday season, promoting their
offerings with photos, videos, tweets, posts, pins, contests and more. The
overall result is a cacophony of content that can be deafening to the
consumer.</p>
```

CONDÉ NAST

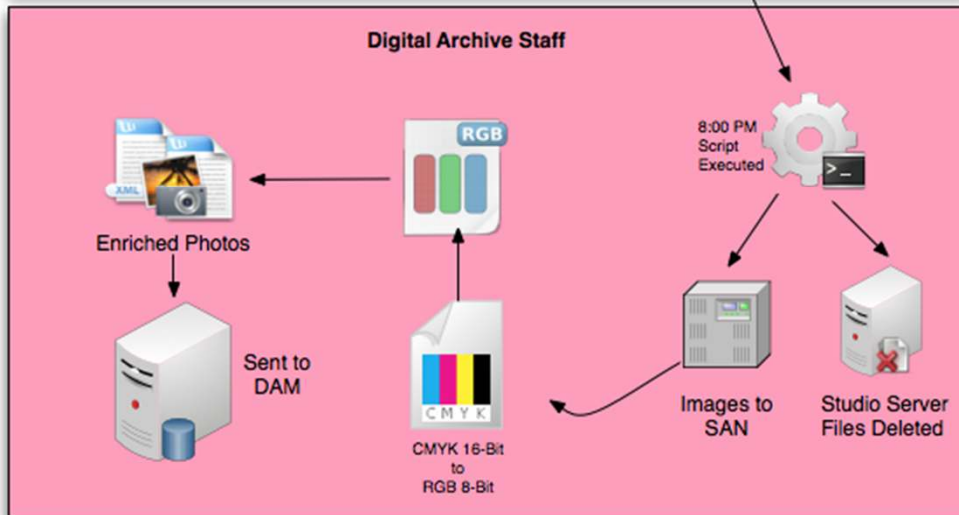
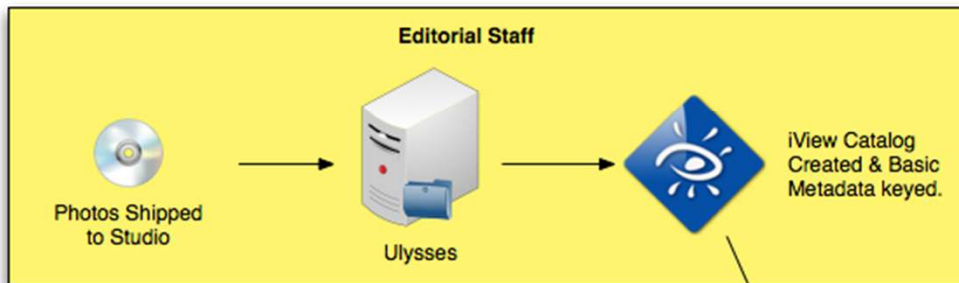
# Metadata - Semantics

- Ontologies
- Authority files
- Taxonomies

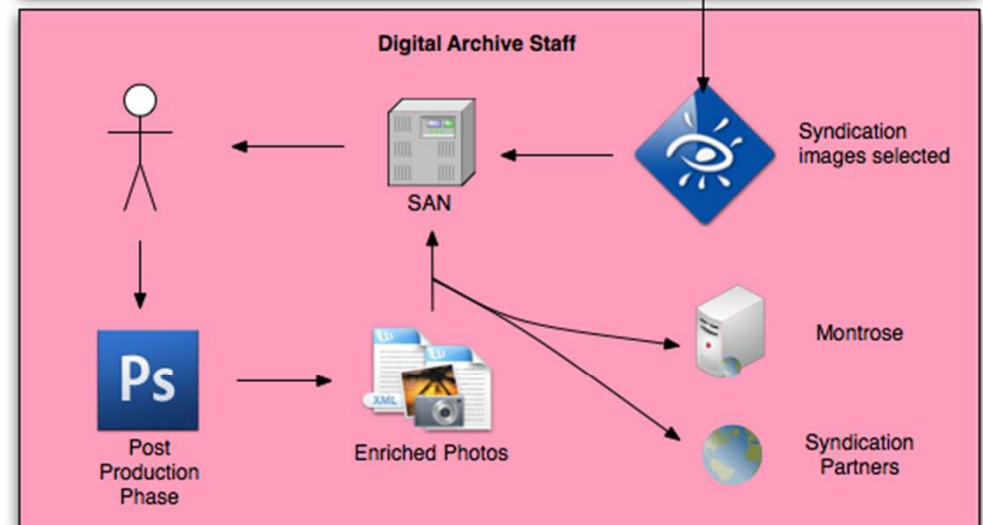
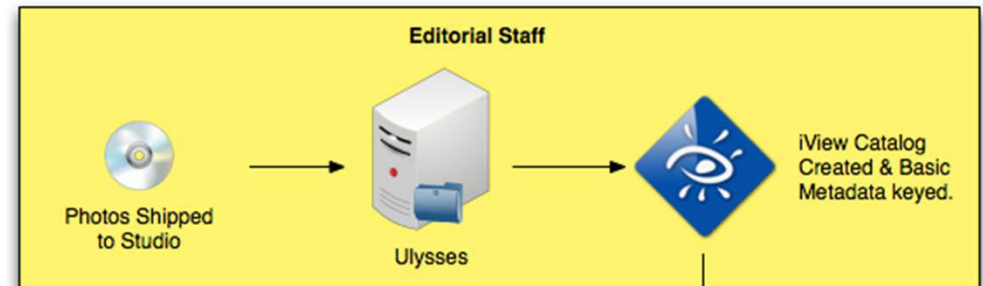
```
<?xml version="1.0" encoding="UTF-8" standalone="yes"?>
<authorityFile xmlns="http://dev.nstein.com/tme-authority-file/4.10"
  xmlns:ci="http://dev.nstein.com/common/1.3">
  <name>Category</name>
  <attributes>
    <attribute>
      <name>UN</name>
      <type>text</type>
      <size>0</size>
      <values/>
    </attribute>
  </attributes>
  <terms>
    <term>
      <id>18d7cadf-9289-4eb8-ac69-d30f8d75e771</id>
      <name>Architecture</name>
      <enabled>true</enabled>
      <variations>
        <variation>
          <name>Architecture</name>
          <weight>100.0</weight>
          <case>ci</case>
          <accent>as</accent>
          <languages>
            <language>eng</language>
          </languages>
        </variation>
      </variations>
      <relations/>
      <attributes>
        <attribute>
          <name>UN</name>
          <values>
            <value>Architecture</value>
          </values>
        </attribute>
      </attributes>
    </term>
    <term>
      <id>ce43dff2-8193-44ed-9adc-5ab6bdd9300b</id>
      <name>Art</name>
      <enabled>true</enabled>
      <variations>
        <variation>
          <name>Art</name>
          <weight>100.0</weight>
          <case>ucs</case>
          <accent>as</accent>
          <languages>
            <language>und</language>
          </languages>
        </variation>
      </variations>
      <relations/>
      <attributes/>
    </term>
    <term>
      <id>79dd494f-6bed-4bc6-a37a-b8bf17416f65</id>
      <name>Beauty</name>
      <enabled>true</enabled>
      <variations>
        <variation>
          <name>Beauty</name>
          <weight>100.0</weight>
          <case>ci</case>
          <accent>as</accent>
          <languages>
            <language>eng</language>
          </languages>
        </variation>
      </variations>
      <relations/>
      <attributes>
        <attribute>
          <name>UN</name>
          <values>
            <value>Beauty</value>
          </values>
        </attribute>
      </attributes>
    </term>
  </terms>
</authorityFile>
```

# Workflow Process - Photo

Digital Studio Image Workflow

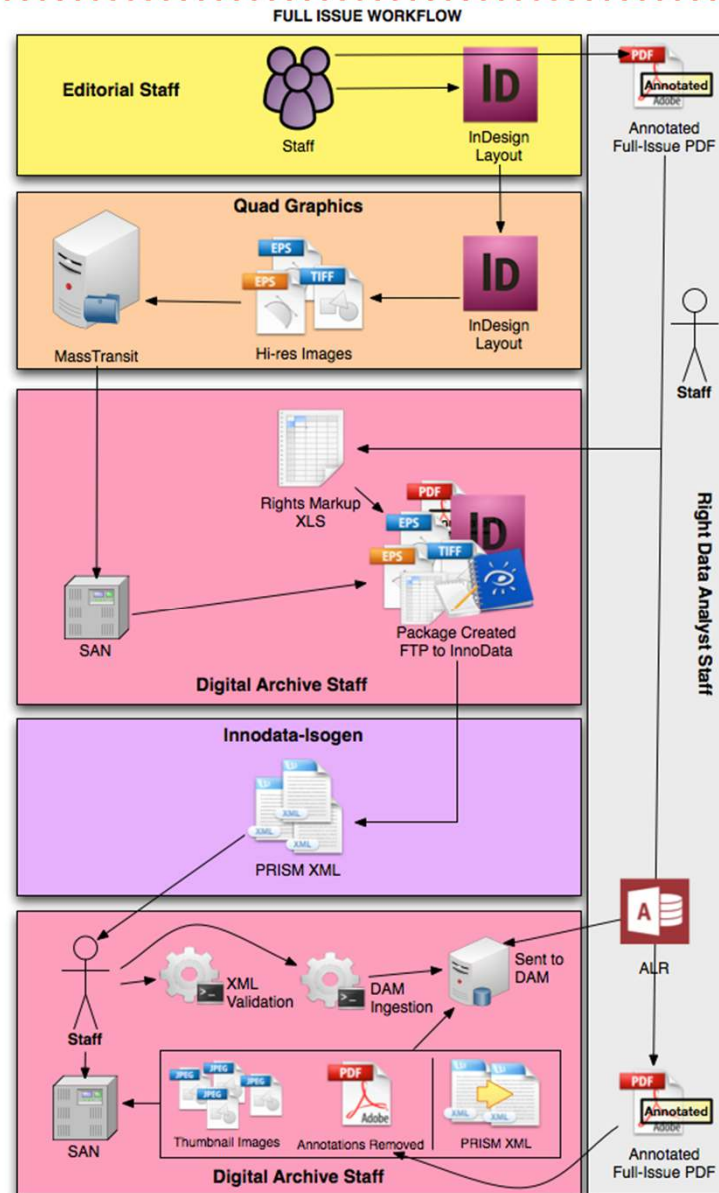


WWD Syndication Image Workflow

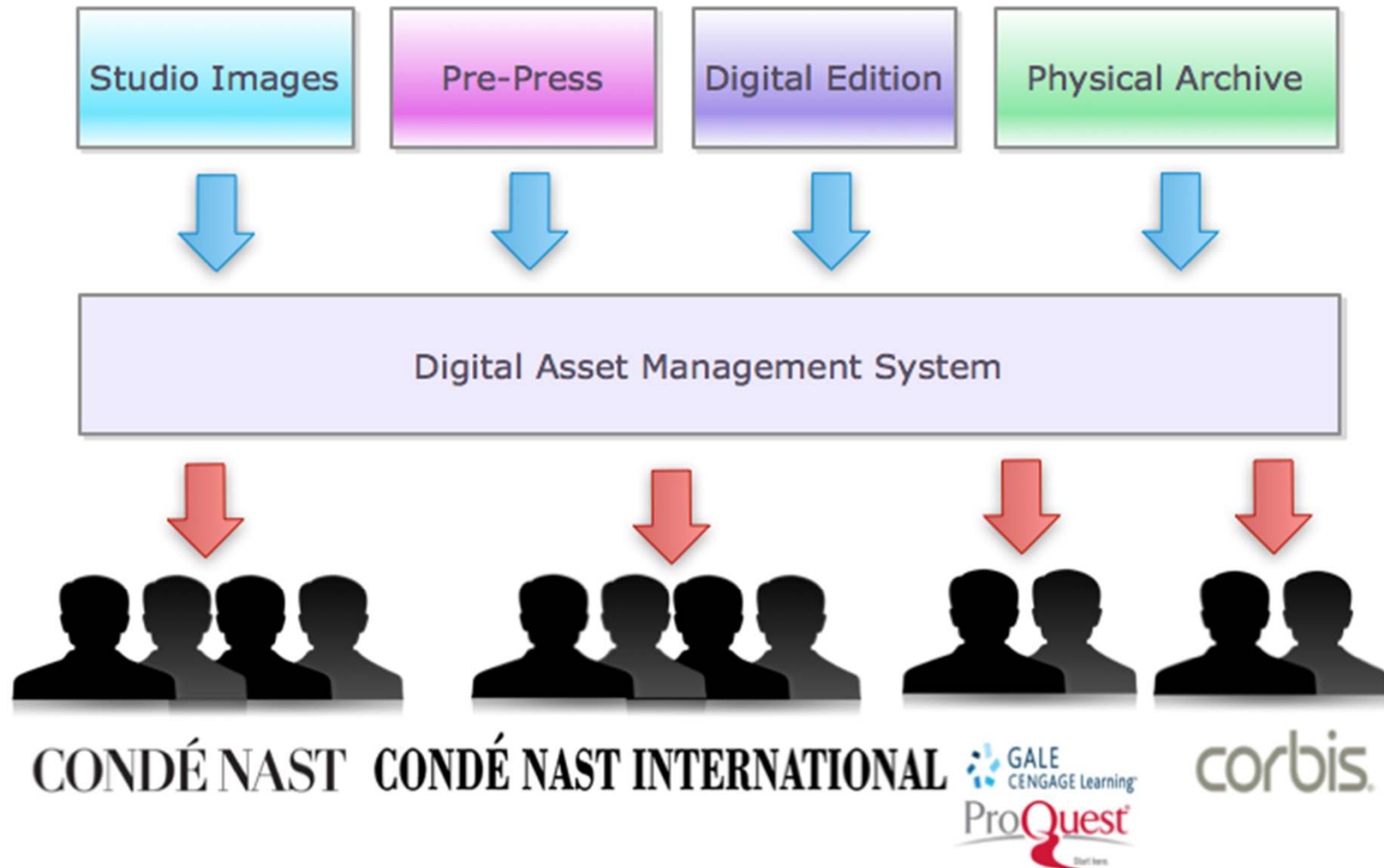




# Workflow Process - Pre-press



# DAM Process Flow



CONDÉ NAST

# Distribution - Internal

---

- Serves US...
  - Brand editorial and business
  - Corporate editorial, licensing and marketing
- Serves International...
  - Brand editorial and business
  - Brand licensees
  - Custom publishing

# Distribution - External

---

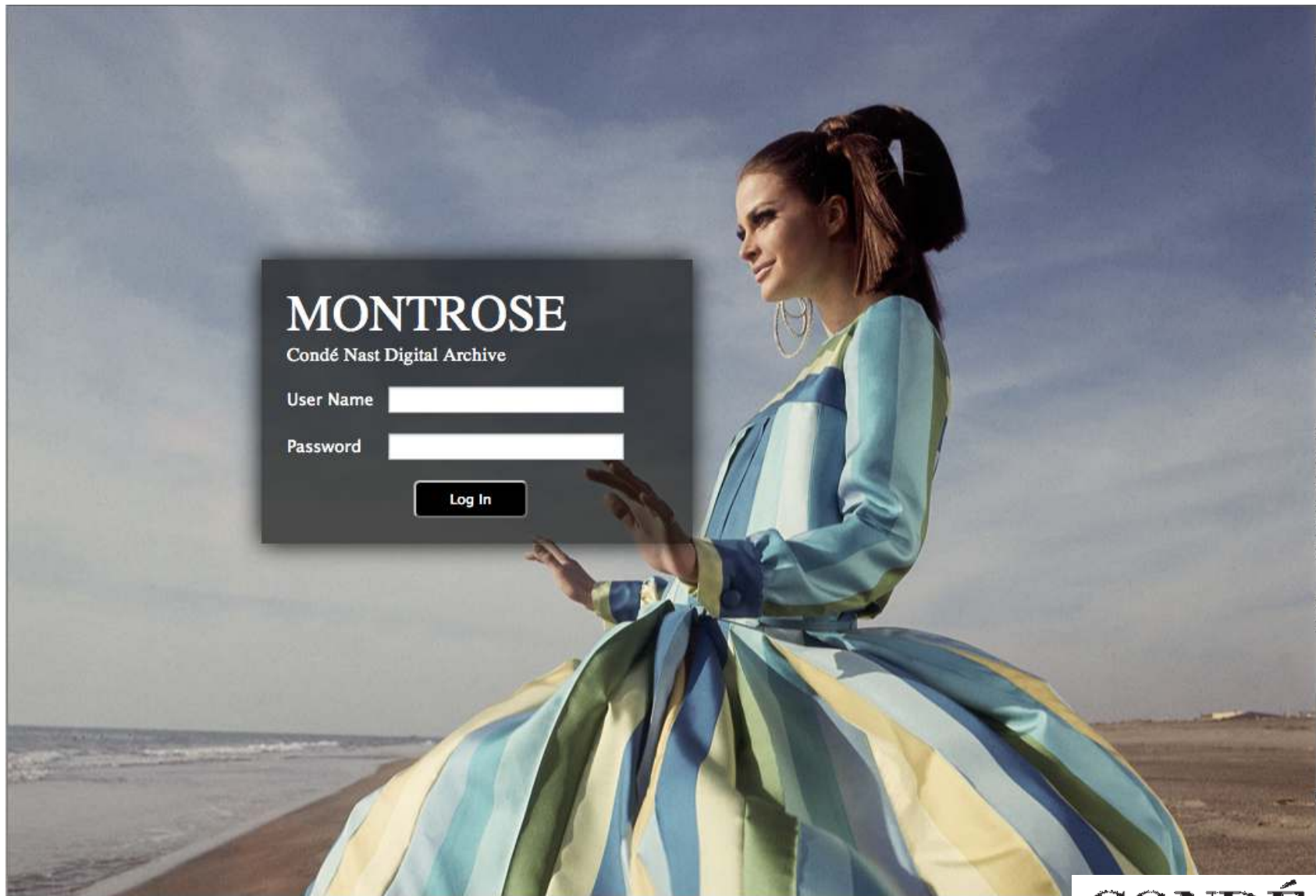
- XML distribution serves...
  - Nexis, Gale, ProQuest, EBSCO, Dow Jones, NewsBank, Westlaw
- Image distribution serves...
  - Corbis, New York Times, LicenseStream

# Monetization

---

- **Licensing** - Fairchild Photo Service, CartoonBank, etc.
- **Syndication** - Yahoo, EBSCO, Gale, ProQuest, Corbis, etc.
- **New Editorial Products** - Gourmet Live, Domino Special Editions, Vanity Fair E-books, Vogue Archive, etc.

# DAM Product Overview



2,728,140 Article, Image, Layout, Video and Audio Files from 98 Publications.

CONDÉ NAST



# Authority File/Taxonomy Management

**CONDÉ NAST** | Digital Asset Management

SearchAdvanced Search

Welcome Brian Cross! Logout

DashboardPackage ManagementSystem Configuration ▾Baskets ▾Analytics ▾ReportsPersonalization ▾PublicationsMontrose

Refine By

Ontology

Accounting Codes (29)  
All Rights (1)  
Archive Condition (4)  
Archive Format (20)  
Asset Color (3)  
Category (19)  
City (107)  
Collection (6)  
Collection Year (61)  
Color (14)  
Country (249)  
Cover Display Date (270)  
Creator (49296)  
Designer Brand (2233)  
ISSN (110)  
Language (19)  
Location (13955)  
Pictured (17026)  
Publication (239)  
Publication Code (126)  
Publisher (4)  
Region (27)  
Rights Date (166)  
Rights Publication Code (49)  
Season (5)  
Semantic Keywords (6593)  
Show (371)  
State (58)  
Subcategory (22)  
Third Party Licensor (16)

Term

Jewel (4)  
Adam Kimmel (3)  
Adam Lippe (3)

SearchClear

New Term

Term	Ontology	Variations	Modified By	Modified Date	
Wendy Hope	Creator	Wendy Hope	cndam-loader	2013-11-15T09:29:36.320433-05:00	
Northern Mariana Islands	Country	Northern Mariana Islands	cndam-loader	2013-11-15T08:35:53.593263-05:00	
Lip Enhancement	Semantic Keywords	Lip Enhancement	cndam-loader	2013-11-15T08:48:45.935239-05:00	
Harry L. Starnes	Creator	Harry L. Starnes	cndam-loader	2013-11-15T09:29:36.320433-05:00	
Mexico Open	Creator	Mexico Open	cndam-loader	2013-11-15T09:29:36.320433-05:00	
Condé Nast International	Publisher	Condé Nast International	cndam-loader	2013-11-15T08:35:53.593263-05:00	
Margaret Thompson Biddle	Pictured	Margaret Thompson Biddle	cndam-loader	2013-11-15T10:27:15.152332-05:00	
Splashnews.com	Creator	Splashnews.com	cndam-loader	2013-11-15T09:29:36.320433-05:00	
Suzanne Karotkin	Pictured	Suzanne Karotkin	cndam-loader	2013-11-15T10:27:15.152332-05:00	
Teresa Hills	Creator	Teresa Hills	cndam-loader	2013-11-15T09:29:36.320433-05:00	
Ann Taylor	Designer Brand	Ann Taylor	cndam-loader	2013-11-15T08:46:00.931174-05:00	
Friend Country Club	Location	Friend Country Club	cndam-loader	2013-11-15T08:35:53.593263-05:00	
Northbrook Golf Club	Location	Northbrook Golf Club	cndam-loader	2013-11-15T08:35:53.593263-05:00	
Chris Strompolos	Creator	Chris Strompolos	cndam-loader	2013-11-15T09:29:36.320433-05:00	
Thomas Harkin	Creator	Thomas Harkin	cndam-loader	2013-11-15T09:29:36.320433-05:00	
Aam	Creator	Aam	cndam-loader	2013-11-15T09:29:36.320433-05:00	
Blair Bethea	Creator	Blair Bethea	cndam-loader	2013-11-15T09:29:36.320433-05:00	

1

2345678910...

# Digital Asset Ingestion

CONDÉ NAST | Digital Asset Management

SearchAdvanced Search

Welcome Brian Cross!Logout

DashboardPackage ManagementSystem ConfigurationBasketsAnalyticsReportsPersonalizationPublicationsMontrose

Package Manager

Create New Package

Package Search

Package Browse

Browse

- Cover Images ( 1 )
- Full Issue ( 1 )
- Physical Archive Images ( 1 )
- WWD Images ( 5 )

Package Information

Package

Package Name \*WW\_111513

Package DescriptionWWD November 13, 2013

Package Type \*Full Issue

Source Group \*Pre-press

Brand \*WWD

Path to Folder \*//swcnprny048/2013/Print/WWD/11\_November/111303

Help

To create a package fill out the fields above and click "Create Package". You will be notified once the package has fully been ingested.

- Package Name\*: The name of the package.
- Package Description: A brief summary of the contents.
- Package Type\*: This pre-defines the allowed assets and workflow for the package.
- Source Group\*: This is the ingestion channel of the content.
- Brand\*: The associated owner of all the assets. This binds security to the assets. Publication can be selected later.
- Path to Folder\*: The location of the assets on storage. (Ex. //swcnprny048/2013/Print/Traveler/TR\_0113)

Default Overrides

Metadata Containers

Administrative

On Sale Date \*2013-11-13

Off Sale Date \*2013-11-14

Is Published \*☒ true ☐ false

Live Date \*2013-11-13

Is Outtake ☐ true ☐ false

Is Protected ☐ true ☐ false

Best Category Representation ☐ true ☐ false

Is Featured Arrival ☐ true ☐ false

Publication Metadata

Publication \*WWD

Region \*United States

Publisher \*Fairchild Fashion Media

Cover Date \*2013-11-13

Cover Display Date \*November 13, 2013

Volume

Issue Number

Issue Identifier

Create Package

© Condé Nast Montrose Digital Archive

CONDÉ NAST

# Metadata Editing

**CONDÉ NAST** | Digital Asset Management

SearchAdvanced Search

Welcome Brian Cross! Logout

DashboardPackage ManagementSystem Configuration ▾Baskets ▾Analytics ▾ReportsPersonalization ▾PublicationsMontrose

**Package Management**

Select AllBatch Edit AssetsAdd To BasketRun ReportPrintNew PackageDelete Package

Package Search

Search

Package Browse

Browse

Cover Images ( 1 )

Full Issue ( 1 )

Physical Archive Images ( 221 )

WWD Images ( 5 )

WW\_111313

Created:2013-11-14 02:21:40 pm

Created By:bcross

PackageId: 631d37f50fee7603bd84b997812e17e656baa6f5

UUID:f3f4a0e6-c918-383b-d878-f811ebd7a4a10a2d3e63

View Details | View Gallery | View Validation Report | View Workflow Report

Tools ▾Profiles ▾Full Preview

Edit Next

Asset Preview

Cover Date: November 13, 2013

Search Facets

Asset Type

Image (66)Adobe PDF (50)Prism XML (30)Lay

Number of Results25 ▾Sort byRelevance

Displaying 1 to 25 of 161 Results

Modified By: bcross

Modified Date: 2013-11-14 02:25:45 pm

WWD

Cover Date: November 13, 2013

Pg. 10

Modified By: bcross

Modified Date: 2013-11-14 02:25:45 pm

WWD

Cover Date: November 13, 2013

Pg. 10

Asset Type: Image

Package Type: Full Issue

Package: WW\_111313

Source Group: Pre-press

Brand: WWD

FileName: 111313-WW-EYE-03.tif

Save

Semantic Metadata

CategoryEvent

Sub-Category

Keywords

KeywordParty

Designer

People Pictured

Person PicturedDiane von Furstenberg

Person PicturedAllison Williams

Master Rights

Assignment Numbers

# Workflow

CONDÉ NAST | Digital Asset Management

SearchAdvanced Search

Welcome Brian Cross! Logout

DashboardPackage ManagementSystem Configuration ▾Baskets ▾Analytics ▾ReportsPersonalization ▾PublicationsMontrose

Package Management

Select AllBatch Edit AssetsAdd To BasketRun ReportPrintNew PackageDelete Package

Package Search

Search

Package Browse

Browse

Cover Images ( 1 )

Full Issue ( 1 )

Physical Archive Images ( 221 )

WWD Images ( 5 )

WW\_111313

Created:2013-11-14 02:21:40 pm

Created By:bcross

PackageId: 631d37f50fee7603bd84b997812e17e656baa6f5

UUID:f3f4a0e6-c918-383b-d878-f811ebd7a4a10a2d3e63

Brand:WWD

Package Type:Full Issue

Estimated Loaded Asset:161

Estimated Validation Reports:161

Current Workflow Action

Make Images Protected Status: Pass

Move to protected succesfull. 22 items updated.

Publish Package

If you would like to make this package and its contents public. click the link below

Publish Package

Workflow History

State	Date	Message	Status
Load	2013/11/14 14:21:40	Awaiting content to be loaded and verified.	Pending
Load	2013/11/14 14:25:37	Moved pending status to Pass	Pass
Propagate PRISM Data	2013/11/14 14:25:37	PRISM data copy has been succesful. 82 items updated.	Pass
Build PRISM Relations	2013/11/14 14:25:51	PRISM relations created successfully. 127 relations created.	Pass
Make Images Protected	2013/11/14 14:26:01	Move to protected succesfull. 22 items updated.	Pass

View Details | View Gallery | View Validation Report | View Workflow Report



# Discovery - Browse

**MONTROSE**  
Condé Nast Digital Archive

All



Publications

Royalty-Free

Tip: Can't find what you're looking for? Use [Advanced Search](#).

## Publications BROWSE ALL CONDÉ NAST US AND INTERNATIONAL TITLES

US TITLES

INTERNATIONAL  
TITLES

Title: WWD

Search: Covers

2013

November

October

September

August

July

June

May

April

March

February

### WWD 2013 Select an issue from the versions below to start browsing. (223 Issues)

November 14, 2013



Select a version to browse:  
Pre-press  
PDF Archive

November 8, 2013



November 13, 2013



Select a version to browse:  
Pre-press  
PDF Archive

November 7, 2013



November 12, 2013



Select a version to browse:  
Pre-press  
PDF Archive

November 6, 2013



November 11, 2013



Select a version to browse:  
Pre-press  
PDF Archive

November 5, 2013



**CONDÉ NAST**

# Discovery - Search

**MONTROSE**  
Condé Nast Digital Archive

Image



Publications

Royalty-Free

Tip: Can't find what you're looking for? Use [Advanced Search](#).

Search results: Diane von Furstenberg AND publication:"WWD" sort:newest

## Refine by

PUBLICATION

WWD X

SOURCE

PERSON PICTURED

CATEGORY

SUB-CATEGORY

CITY

ROYALTY-FREE

REFINE BY DATE

From

To

Refine

## Image (7,621)

Number of Results 50

Sort by Newest ☐ Select All | Show/Hide Info

Save Search Add to Basket Print



CONDÉ NAST



CONDÉ NAST

# Collect - Manage

PREVIEW

WWD\_111313

November 13, 2013

Syndication

Remove from Basket

Share Basket

Clone Basket

Checkout

Number of Results 25

Sort by Relevance

Select All | Show/Hide Info |

Information

Basket Name:

WWD\_111313

Descriptions:

November 13, 2013

Syndication

Status:

Open

Created On:












2013-11-17 02:58 pm

Created By:

bcross

Displaying 1 to 25 of 50 Assets

Next



CONDÉ NAST

# Request/Download

➔ Checkout ① General Information ② Basket Export ③ Permission Request ④ Review

## Review Basket



**Asset Type:** Image  
**Source:** Pre-press  
**Publication:** WWD  
**Cover Date:** November 13, 2013  
**Page(s):** 10  
**File Name:** 111313-WW-EYE-13.tif  
**Pixels:** 1500 px x 2250 px  
**Inches:** 5 " x 7.5 " at 300 DPI



**Asset Type:** Image  
**Source:** Pre-press  
**Publication:** WWD  
**Cover Date:** November 13, 2013  
**File Name:** 111313-WW-TeenEloise-07.tif  
**Pixels:** 3300 px x 4950 px  
**Inches:** 11 " x 16.5 " at 300 DPI



**Asset Type:** Image

**Submit Your Request**

\*Royalty-Free Assets are pre-approved for editorial and specific internal ad/promo usages only.

Rights Analysis is required for high resolution files, except as noted below.

Rights Analysis is not required for:

## Terms and Conditions

By using this database you are agreeing to the terms and conditions below. PLEASE NOTE: Varying restrictions on use apply to the materials contained in this database. You are solely responsible for obtaining any necessary permissions or clearances prior to using these materials. Any use of the materials contained in this database is on a non-exclusive basis only. If you have any questions regarding use of the

☒ I accept the Terms and Conditions stated above.

### General Information

[Change >](#)

Basket Title: WWD\_111313

Your Email: Brian\_Cross@condenast.com

Additional Receipts:

Region: USA

Magazine/Department: Editorial Assets and Rights

Group: Corporate

### Basket Export

[Change >](#)

Resolution Type: High-Resolution

### Permission Request

[Change >](#)

Format: Electronic

Rights: Syndication

Rights Type:

Planned Reuse Date: 2013-11-20

Print Issue Date:

Response Deadline: 2013-11-20

Usage/Additional Comments: For :  
ProQuest, Corbis, etc

**CONDÉ NAST**

# Distribute

## Basket Syndication

### Basket Information

Basket Name: WWD\_111313  
Description: November 13, 2013 Syndication  
Status: Open  
Created On: 2013-11-17T14:58:04.167899-05:00  
Created By: bcross  
Preview Basket: [Click Here](#)

### General Information

Basket Title

Your Email

Additional Receipts

Additional Receipt

+ -

Region

Magazine/Department

Group

### Syndication Resolution

☒ High-Resolution ☐ High-Resolution (JPEG) ☐ High-Resolution (JPEG 1200px) ☐ High-Resolution (JPEG 600px)

### Syndication Groups

☒ Full Issue Syndicates ☐ Image Syndicates ☐ None

### Syndication Partners

☒ Burrellesluce

☐ Corbis

☒ Ebsco

☐ Factiva

☒ Factiva For Lexis

☒ Gale

☐ Gilt\_FTP

☒ Lexis

☐ License Stream Archive

☐ License Stream Fairchild Archive

☐ Mainstream

☐ MainstreamAllure

☐ NFB

☐ NY Times

☐ New Era

☒ News Bank

☒ Proquest

☐ Soicher Marin

☐ Stockfood

☐ Test

☒ Westlaw

Other Syndication Partner

CONDÉ NAST