

New Edition

# Annual DAM Trends Report

Everything you need to know about the  
Digital Asset Management market today

# Let's talk DAM

In June 2022, we surveyed marketing and creative professionals to gain insight on how they manage digital assets, and to look at the major differences between DAM users versus non-users.

As the demand for digital asset management (DAM) continues to grow, the results of this survey can help to guide organizations looking to centralize, organize and distribute their high-value digital assets.

Between the wide variety of respondents, we noticed a staggering difference between the efficacy, benefits and outcomes of a DAM versus other solutions.

Read on to learn more about:

- [The state of the digital asset management market today](#)
- [How a DAM compares to other solutions](#)
- [The outcomes that organizations have seen by using a DAM](#)
- [Why MediaValet is the perfect DAM partner](#)

**Let's deep dive into the newly revised Annual DAM Trends Report!**

## Part 1

# The Digital Asset Management Market Today

The digital asset management market is booming, as digital content continues to grow exponentially. Currently valued at USD 4.2 billion, the global DAM market is projected to reach USD 8.0 billion by 2027.

Unsurprisingly, there's a combination of tools out there, and most organizations are using more than one. This section explores the maturity of the asset management market and the various levels of investment organizations are taking to secure their digital assets.

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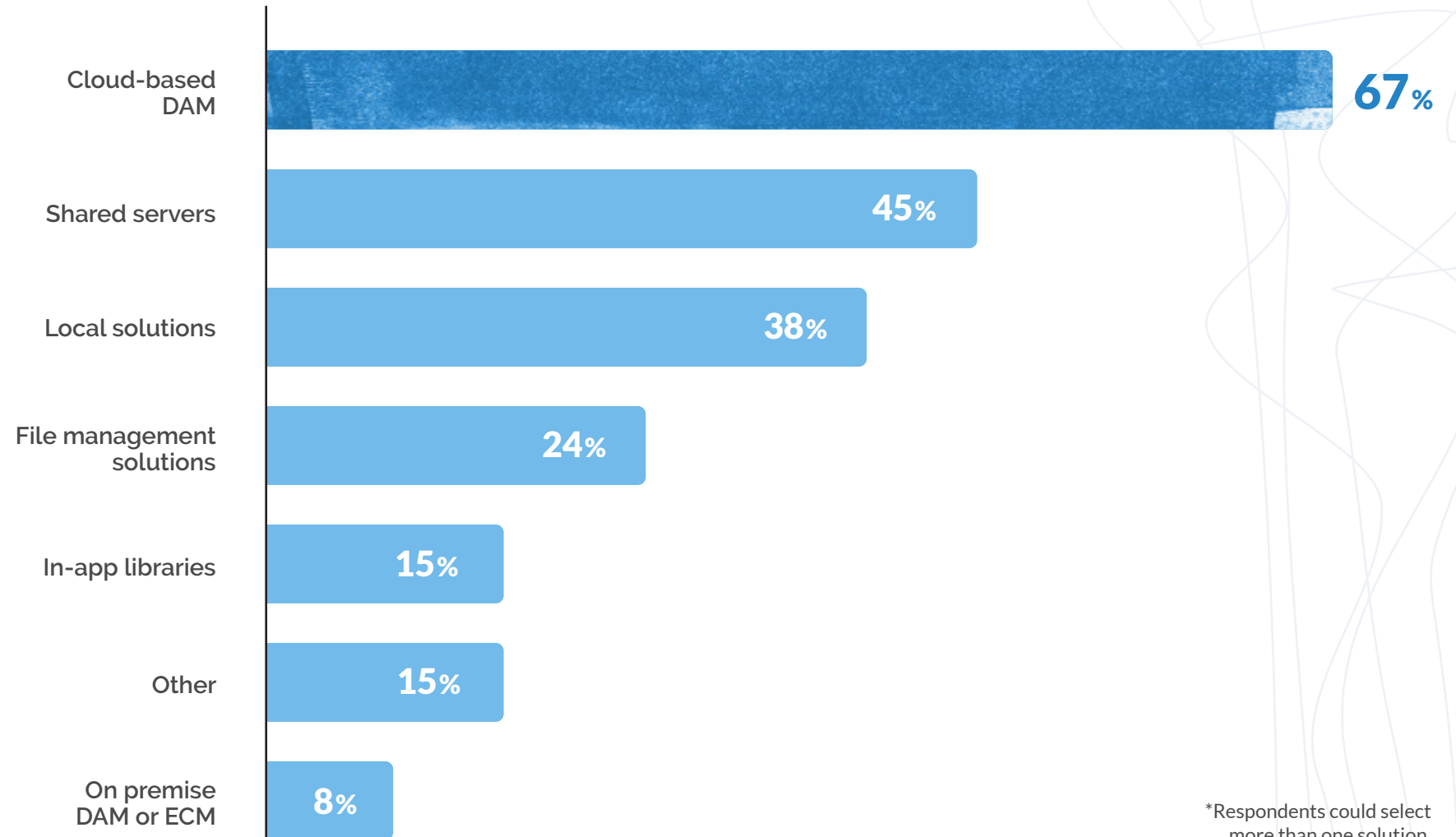
# The move to the cloud is imminent

In 2022, most organizations are taking the next step in their digital transformation, investing in cloud-based DAMs (67%) and/or file management solutions (24%).

There is however, still a reliance on shared servers (45%) and local solutions (38%) to store and manage digital assets. This may decrease over time, as more industries and departments consider moving operations to the cloud.

**KEY FINDING:** Almost three quarters of organizations choose a cloud-based asset management system.

Where does your organization currently store its digital assets?



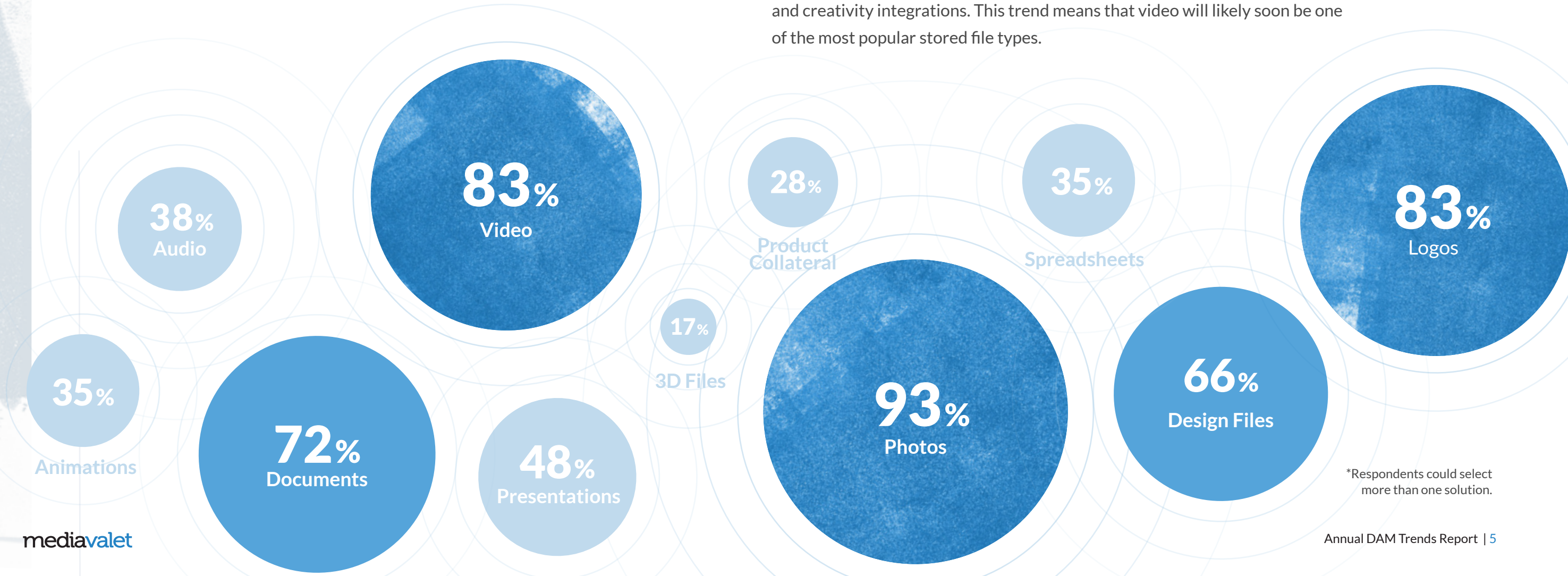
\*Respondents could select more than one solution.

# Video is on the rise

**KEY FINDING:**  
This year, video file storage is on par with logo file storage!

## Which types of digital assets are currently being managed in your solution?

Unsurprisingly, static asset types, like photos (93.1%), logos (82.8%) and documents (72.4%) are among the top 5 most stored file types. What is surprising, however, is that video is quickly becoming one of the most popular file types (82.8%), as well as design files (65.5%). This perhaps is due to advancements in DAM features and integrations, such as video intelligence and creativity integrations. This trend means that video will likely soon be one of the most popular stored file types.



\*Respondents could select more than one solution.

# Video is on the rise

Video consumption is at an all time high, and projected to hit 3.5 billion internet users by the end of 2023.

When assessing DAM solutions, it's best to ensure that you incorporate future plans and shop for a system that can scale with you. Though video may not currently be a widely used medium for your brand, as video consumption increases, so too will your output.

From marketing campaigns to brand videos to events, the DAM solution you choose needs to enable easy, central accessibility, sufficient and affordable storage capacity and a dedication to technology that can help to index your growing library.

83%  
Video

38%  
Audio

35%  
Animations

72%  
Documents

48%  
Presentations

17%  
3D Files

28%  
Product Collateral

93%  
Photos

35%  
Spreadsheets

66%  
Design Files

83%  
Logos

\*Respondents could select more than one solution.

# Video storage in Action

At ACAMS, an organization that provides training and information on the detection and prevention of money laundering, James Langan described the urgent need to house their video and how the audio and video intelligence MediaValet offers has helped streamline their operations.

[Read more about their experience here.](#)



With Audio/Video Intelligence, we're projecting that we'll [save] a ton of time by indexing videos and then just searching for the keywords. It's going to be a game-changer in timesaving... [Something else] particularly exciting is the extent of facial recognition capabilities!

James Langan,  
Senior Global Brand Specialist



# Organization-wide access is on the horizon

Contrary to expectations, DAM use spans multiple departments, not just marketing and design. 71% of respondents reported that their DAM was being used by external contractors, and 60% reported sales involvement in DAM.

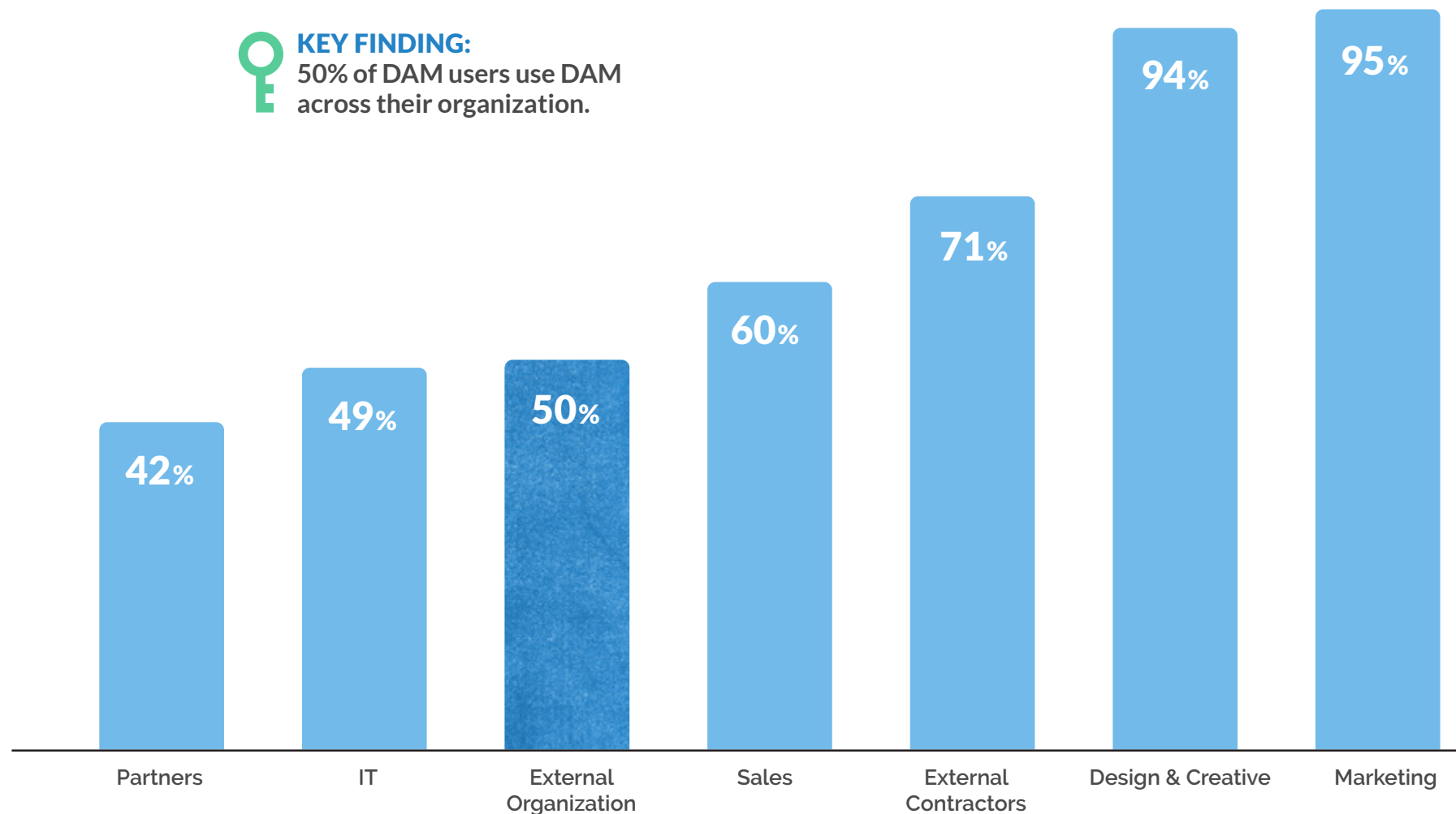
Of the 70% of our survey respondents already using a cloud-based DAM, **half of those are aiming to expand their DAM** to become an organization-wide solution.

As more and more departments begin realizing the benefits of a DAM we predict it becoming a core component of the tech stack. We'll likely see this number increase over the next few years as more companies lean into their digital transformations.

## Which departments need access to your organization's digital assets?

\*Respondents could select more than one solution.

**KEY FINDING:**  
50% of DAM users use DAM across their organization.



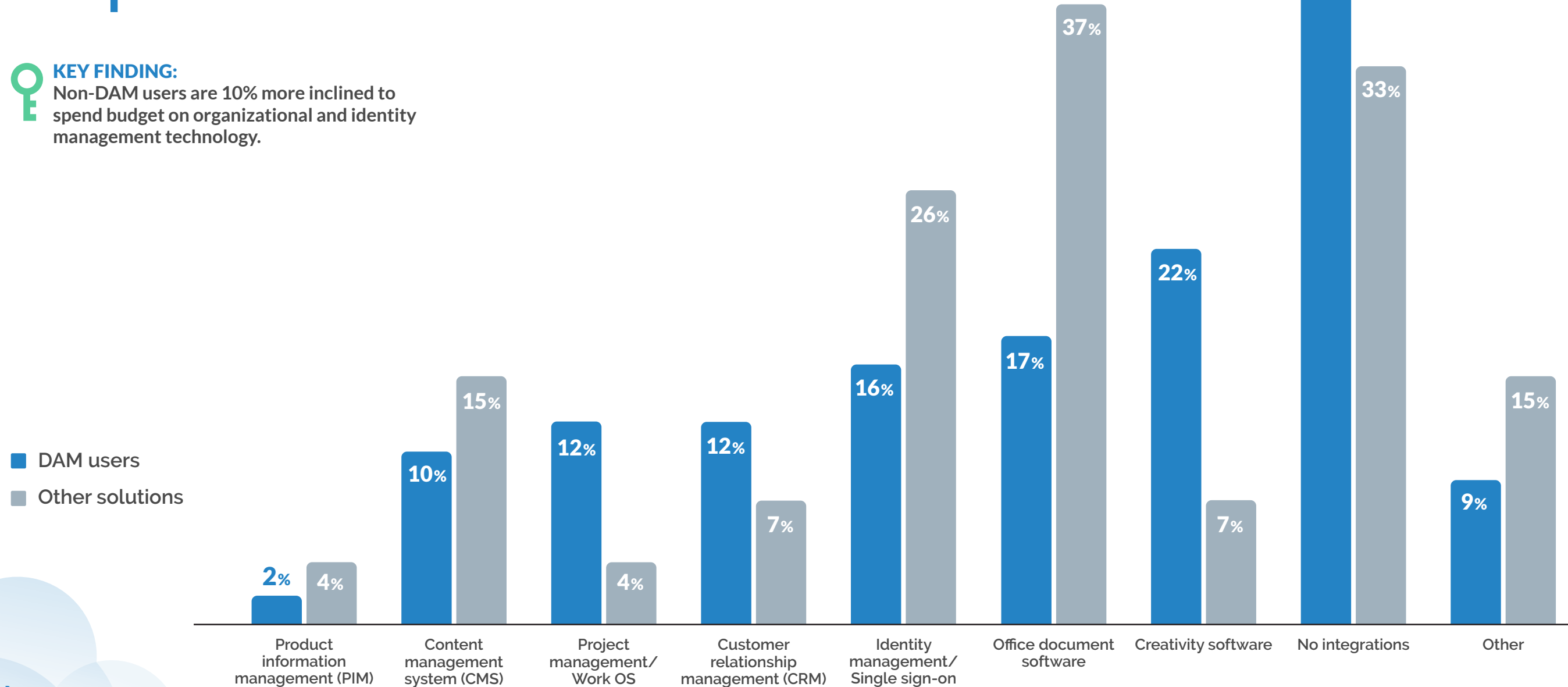
# Digital assets help work flow




## KEY FINDING:

Non-DAM users are 10% more inclined to spend budget on organizational and identity management technology.

Is your current solution integrated with any other technologies? If so, which ones?





DAM users seem to be integrating more into solutions that optimize workflows to drive collaboration.

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Based on respondent answers, investment in integration with other tools seems to be higher with non-DAM users (67%) vs. DAM users (57%). Specifically, non-DAM users report investing in office document software (37%) and identity management software (26%).

Based on respondent answers, investment in integration with other tools seems to be higher with non-DAM users (67%) vs. DAM users (57%). Specifically, non-DAM users invest predominantly in office document software (37%) and identity management software (26%).

Because a DAM facilitates both documentation and enhanced permissions, DAM users have available budget to invest in project management and creativity softwares that increase efficiencies and effectiveness of teams and business processes.

DAM users seem to be integrating more into solutions that optimize workflows to drive collaboration. In fact, 22.4% of DAM users integrated with creativity software vs. 7.4% for non-DAM users, and project management software was reported at 12.1% vs. 3.7%, respectively.

This shows that DAM users are finding value in integrating their DAM solutions with both the tools that help them create the assets, and tools that collaboratively manage projects.

# DAM Integrations in Action

Integrating project management within your DAM system is a key component in building efficient processes that impact business objectives. At Monumental Sports and Entertainment (MSE), the integration between Wrike and MediaValet massively increased productivity and reduced resource waste.

Read more about the [MSE journey with MediaValet here](#).



Implementing MediaValet and Wrike together has most certainly saved us time and money.

Lori Meyers,  
Digital Assets Manager



## Part 2

# How does a DAM compare?

Our data shows that many organizations that have already adopted a DAM are satisfied with their current solution and have found relief from major pain points such as finding assets with ease, asset usage rights, and providing secure access to stakeholders.

Contrary to this, non-DAM users are commonly still experiencing many challenges when it comes to managing their digital assets. This section will explore how respondents are currently using their solution, the challenges they are facing, and how those using a DAM compare their experiences to those who don't.



# DAM makes day-to-day easier

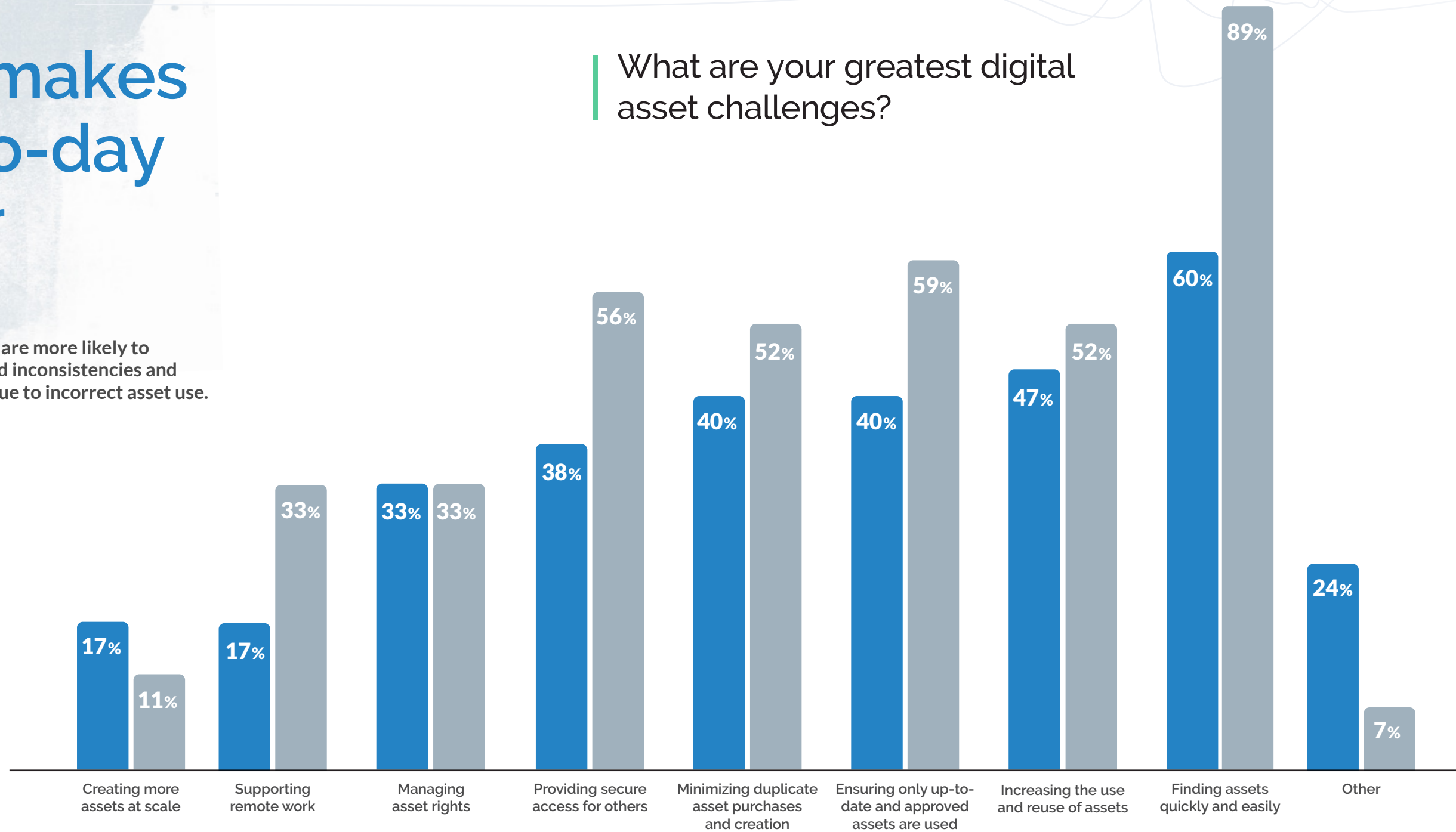


## KEY FINDING:

Non-DAM users are more likely to experience brand inconsistencies and process delays due to incorrect asset use.

What are your greatest digital asset challenges?

■ DAM users  
■ Other solutions



59% of those using solutions other than a DAM report challenges with ensuring up-to-date and approved assets are used.

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On average, those using solutions other than DAM reported more of the common digital asset challenges. The biggest challenges reported for non-DAM users were finding assets quickly and easily (89%), ensuring only up-to-date and approved assets are used (59%) and providing secure access for other teams and stakeholders (56%).

Interestingly, the most common challenge across both those using and not using DAM was finding assets quickly and easily. This could indicate a need for organizations to re-evaluate their metadata strategy to better address the needs of all DAM users.

# Solving for digital asset challenges in action

The United States Naval Institute (USNI) began an initiative to digitalize hundreds of thousands of assets and so far, have enriched over 100,000 with metadata in their MediaValet DAM. The program has been a huge success and has made 150 years' worth of imagery easily accessible and processes much more efficient.

[Find out more about USNI's DAM use here.](#)



The Advanced Search feature is one of my favorites. When given a research request, being able to narrow down the options by if the term is used in the categories, in the keywords, or in one of the custom attributes makes my job that much easier.

Emily Hegrans,  
Digital Archivist



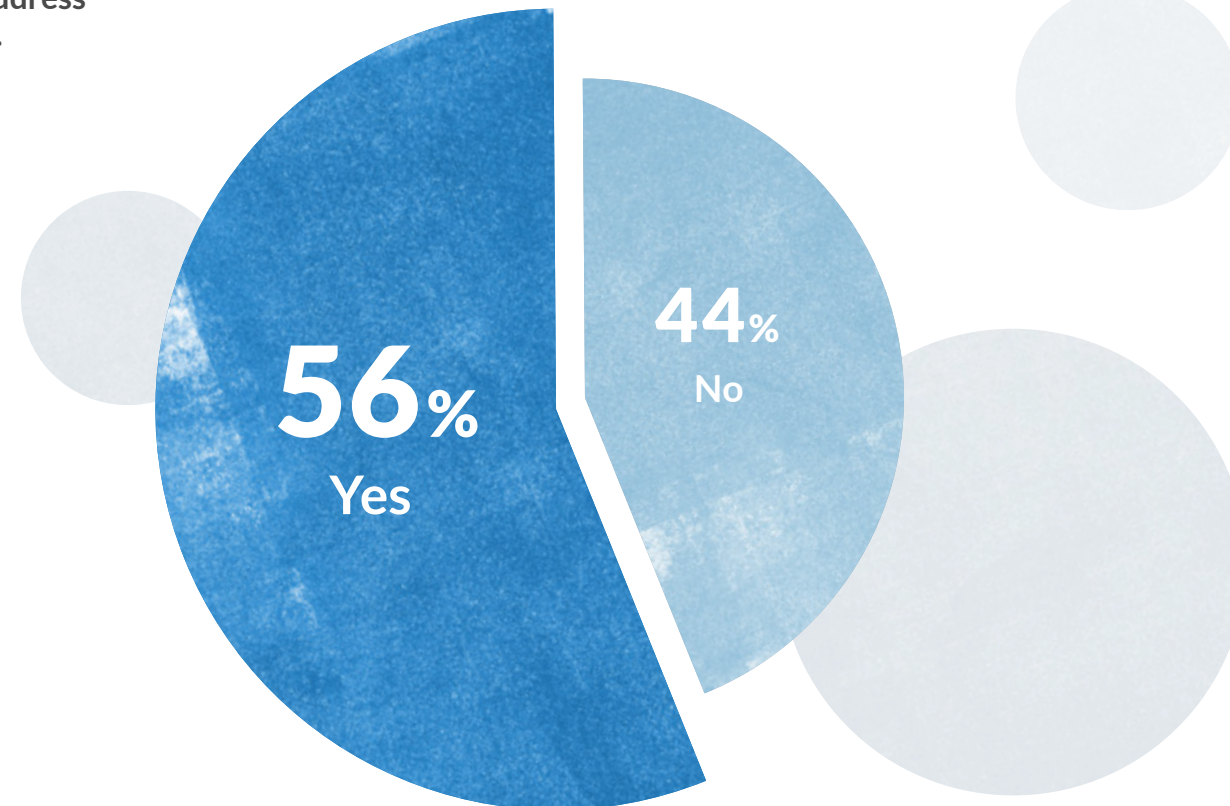
# It's time for a plan

**KEY FINDING:** Only half of organizations have a plan to address their digital asset management challenges.

## Is there a plan in place to address these challenges?

Despite the common challenges listed above, just slightly over half of those surveyed (56%) have a plan in place to address the challenges they're facing.

Organizations that take the time to address these pain points today could give themselves a competitive advantage in the market. Conversely, those that are not planning for a change could find themselves in increasingly hot water as they grow and scale.

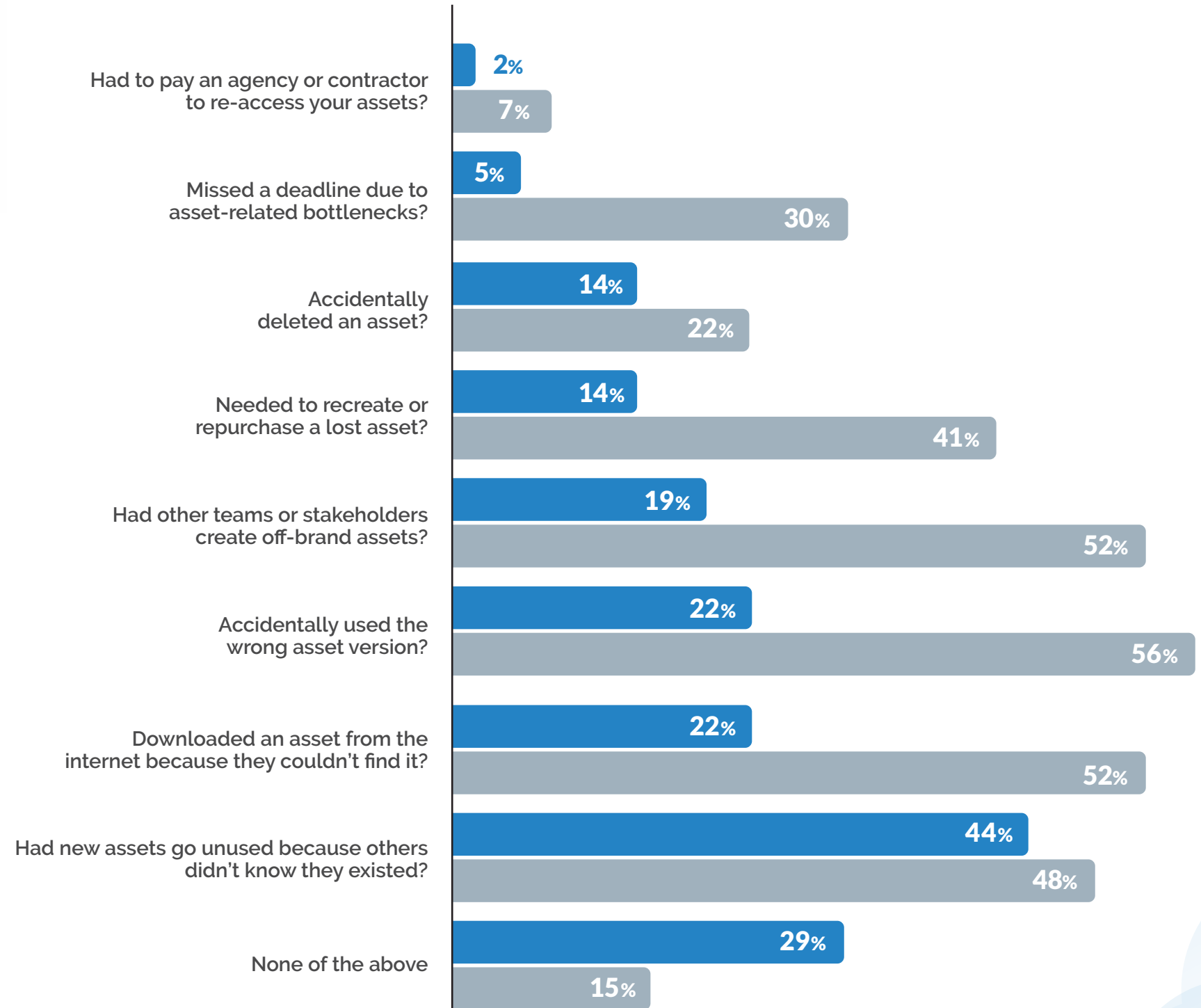


# DAMed if you don't

**KEY FINDING:**  
Nearly half of non-DAM users report a higher instance in wasted resources.

With your current solution, has anyone at your organization:

- DAM users
- Other solution users



57% of those not using a DAM reported someone at the organization accidentally using the wrong asset version.

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Respondents who hadn't invested in a DAM reported asset management challenges at a significantly higher rate than those using a DAM. The top challenges reported include accidentally using the wrong assets (57% vs. 22%), downloading assets from the internet because they couldn't find them (52% vs. 22%) and having other teams or stakeholders create off-brand assets (52% vs. 19%).

Despite having a solution in place, many respondents (44%) report that assets are going unused because others in the organization aren't aware that the assets exist in the first place. The cost of unused assets is not just wasted time and resources; with hundreds of thousands of dollars being funneled into the creation of digital content, unused assets eat into an organizations' earnings.

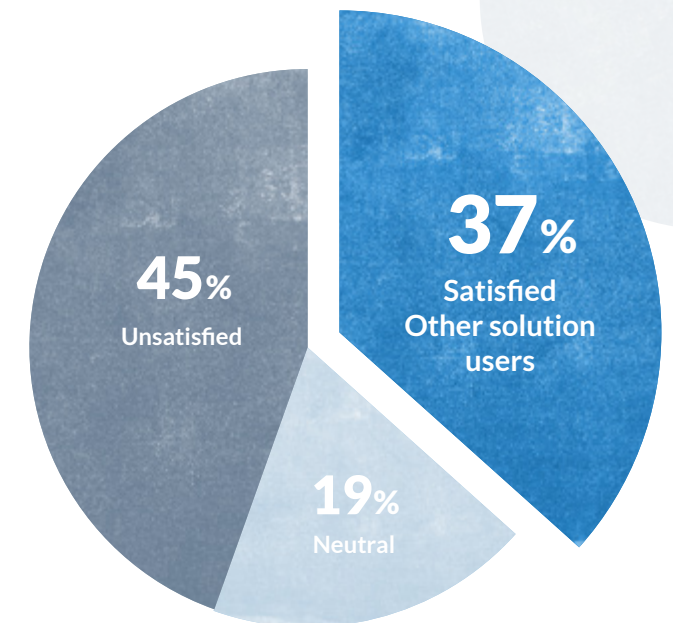
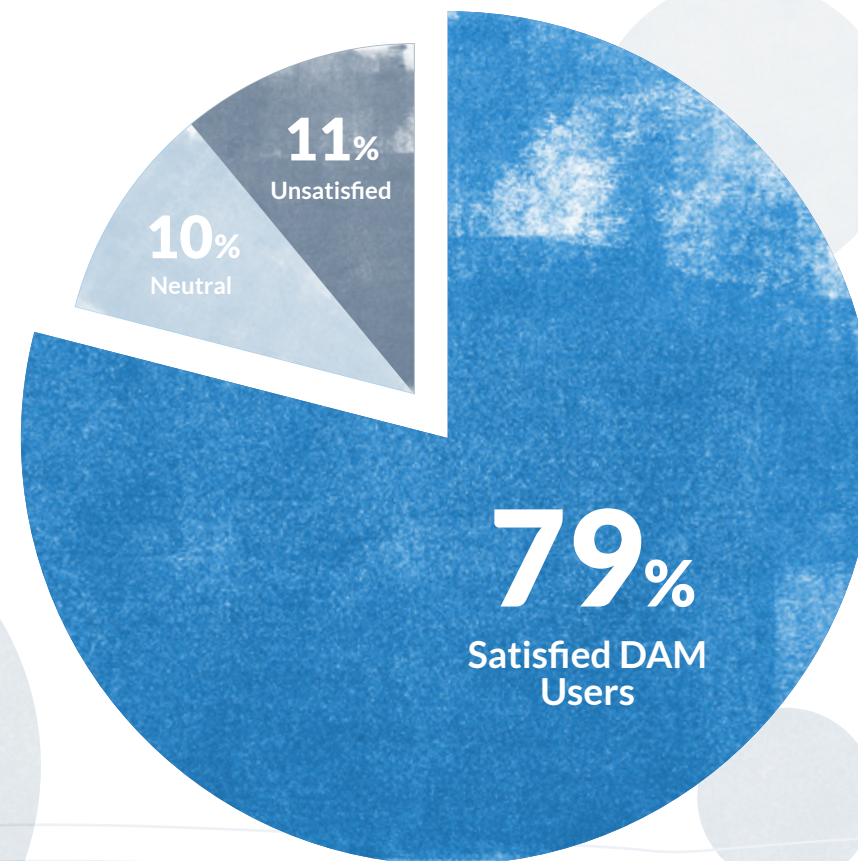
This further proves the value in providing secure organization-wide access to digital assets through a DAM.

# Can't get no satisfaction (without a DAM)

**KEY FINDING:**  
Customer satisfaction with DAM systems is increasing.

## How satisfied are you with the current solution?

An impressive 79% of DAM users surveyed shared that they were somewhat or very satisfied with their current solution versus only 37% of those using alternative solutions to DAM. In addition to that, only 2% of DAM users are very unsatisfied with their current solution versus 18.5% of non-DAM users. This points to an impressive satisfaction rate with DAM users.



## Part 3

# DAM Outcomes

All this data begs the question – is the switch to a DAM really worth the time and effort? Our respondents say yes!

This section explores the business outcomes a DAM facilitates. From ROI to expansion plans, find out how a DAM can impact overall business goals.

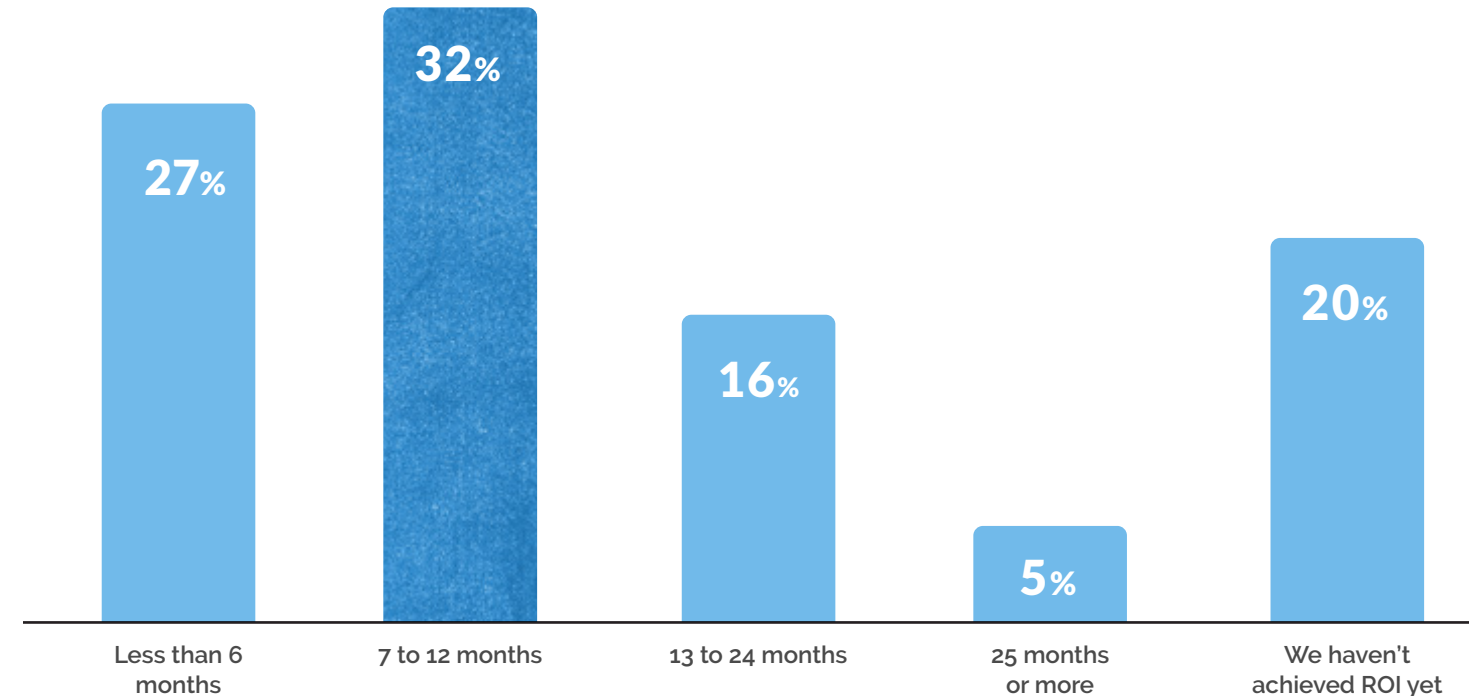
# It's all about quality

**KEY FINDING:**  
ROI is commonly achieved within 6 to 12 months of DAM implementation

## How long did it take for you to achieve ROI on your DAM?

Of those who could pin-point their ROI, 59% shared that they achieved ROI within one year of implementing a DAM. Many organizations recover the cost of implementing a DAM quickly and can continue to build value by expanding the use of their DAM across their organization.

Important to note, is that many respondents stated that they were unsure how long it took to achieve ROI. With this in mind, tracking qualitative data such as improved workflow, increased efficiency, and adoption rates can be beneficial. It's also crucial to set benchmarks against yourself.



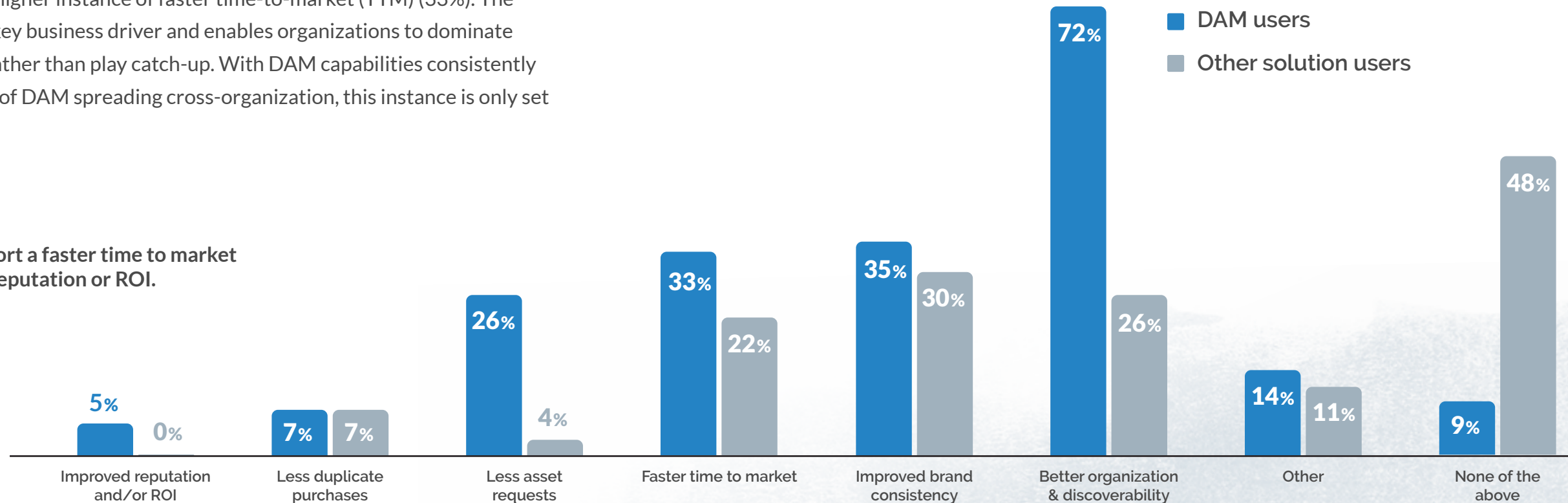
Since implementing your current solution, has your organization experienced any of the following?

Respondents using a DAM experience a significant increase in asset organization (72.4% vs. 25.9%) and reduction in asset requests (25.9% vs. 3.7%) compared to those invested in other solutions. In addition to that, nearly half of respondents (48.1%) who invested in solutions alternative to a DAM reported not improving upon any of the common challenges when it comes to asset management.

DAM users report a higher instance of faster time-to-market (TTM) (33%). The TTM advantage is a key business driver and enables organizations to dominate their market space rather than play catch-up. With DAM capabilities consistently evolving and the use of DAM spreading cross-organization, this instance is only set to increase.

**KEY FINDING:**  
DAM users report a faster time to market and improved reputation or ROI.

# More productive work can be done with a DAM



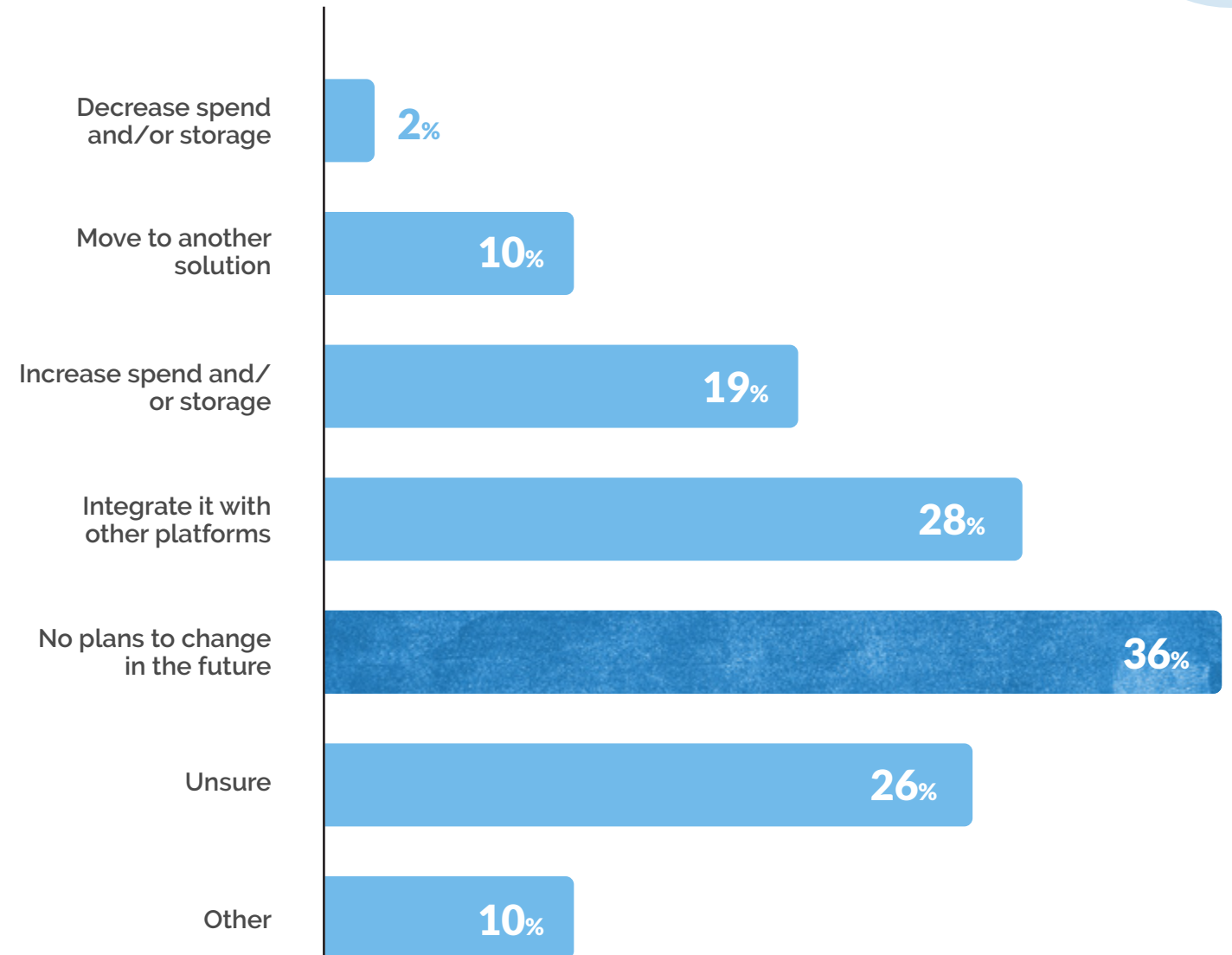
# DAM is here to stay

Over a quarter of survey respondents (27.6%) are planning to take the next step in their DAM maturity by integrating with other platforms in a bid to improve efficiency and workflow.

A large portion of our respondents (19%) shared that they plan to increase their spend, storage, or both, for the DAM they already have in place. This points to a high satisfaction rate for DAM users.

**KEY FINDING:**  
Increased storage and improved integration are on the horizon for DAM users.

## What are the plans for your DAM in the next year?



## Part 4

# Level up with a MediaValet DAM

As our data shows, many organizations that adopted a DAM are highly satisfied with their current solution, especially in comparison with those who use other solutions.

MediaValet is the leading digital asset management solution with best-in-class security, support, and product direction. If you are ready to address major pain points and move toward a more advanced and effective solution, find out why MediaValet could be your perfect DAM partner.

Why should you consider us?

# MediaValet Scales With You

We understand that customers need to scale, so our offering scales right along with you. Whether you need more storage space, or additional users, we offer customers unlimited users, user groups and custom permissions.

We enable as many users as you need – at absolutely no extra cost. As you expand the use of your DAM across your organization, you can rest assured that you won't have to pay to grow.

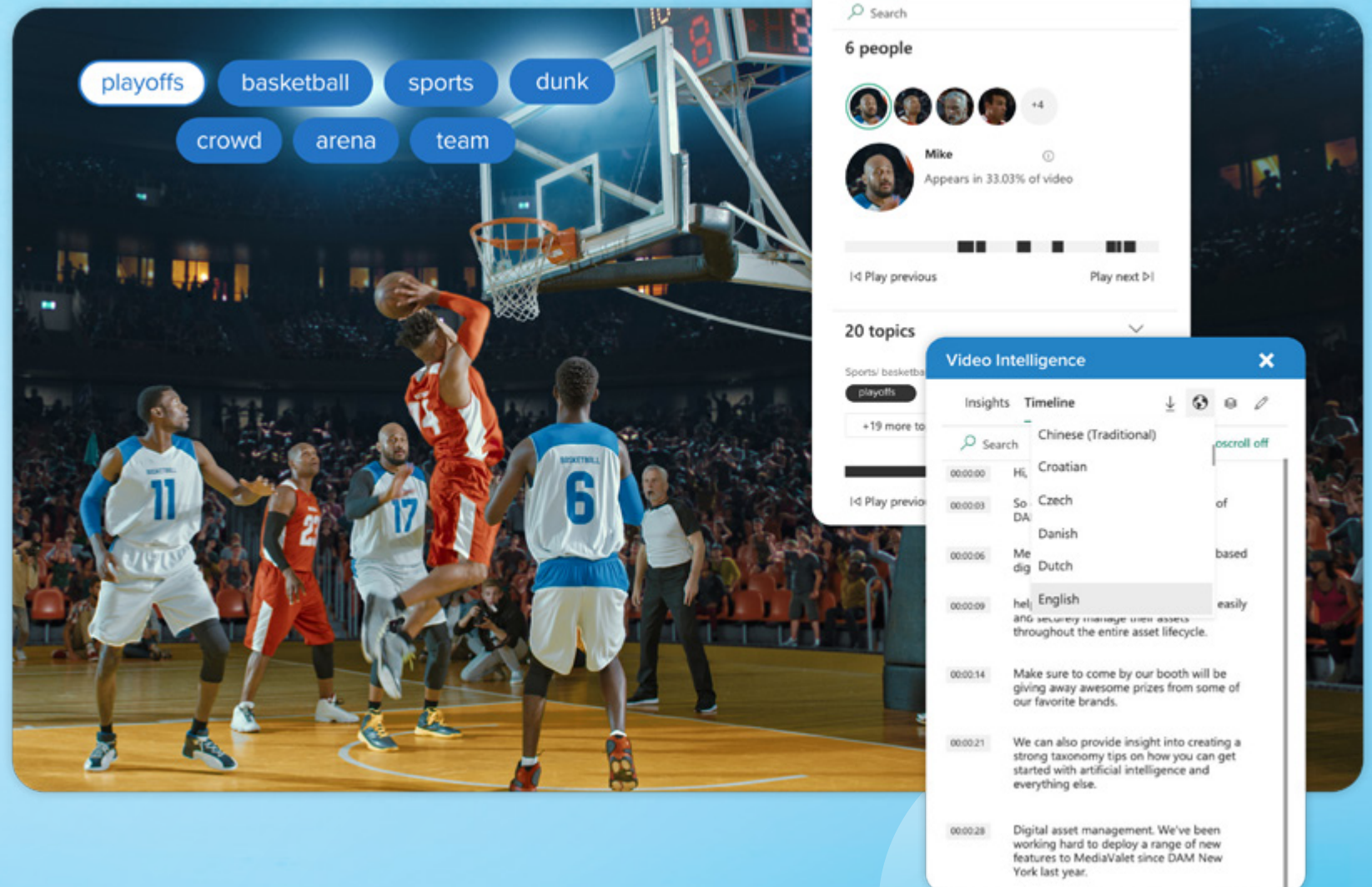
From a single regional team to a global entity, everyone can have access to the same single source of truth. Expand your library and your team with ease at MediaValet.

# Our AI Powered Asset Intelligence is Superior

Our industry leading AI technology automatically identifies people, objects, text, spoken word, topics, locations, and even emotions across all asset formats.

Our advanced audio and video intelligence enables easy management, discoverability and sharing of even your largest videos. Plus, Audio/Video Intelligence detects and tags objects, people, topics, on-screen text, and more, as well as provides transcriptions and translation in 60+ languages.

Share what you need, across all file formats and sizes with your entire ecosystem from one cloud-native location.



# Customizable Portal Distribution is Out-of-the-Box

Whether you're sharing a TB of documents, a 1080P video clip, an entire 8K motion picture or embedding and streaming to thousands across the web, MediaValet makes access and sharing easy, scalable, trackable and secure.

Branded portals enable you to curate a collection of relevant assets for any campaign, project, or event. You control how to share and distribute them in a customizable library to the right stakeholder at the right time.

Instant reformatting, CDN linking, and direct distribution to other platforms make doing business easy.

The screenshot displays the 'Media Kit' interface for Swift Travels. At the top, the Swift Travels logo is visible on the left, and the title 'Media Kit' is centered. Below the title, a search bar and a filter menu are present. The filter menu includes options for Logos, Brand Colours, Images, Videos (which is selected), and Marketing documents. The main content area is titled 'Videos' and features a grid of video thumbnails. Each thumbnail has a play button icon and a title below it, such as 'Cloudy-peak.wmv', 'South-East-Asiat.mov', 'Sunset.mov', 'real-estate.mp4', 'Tourism\_B-Roll.mov', and 'plane.mp4'. A 'Create Share Link' modal is overlaid on the left, showing a checkmark icon and the message 'The Link to your Web Gallery is now ready!'. Below this message is a text input field containing the URL 'http://swifttravels.medialibrary/galleries/153684' and a 'Copy' button. Another modal is overlaid on the bottom right, titled 'URL Settings', with a text input field containing 'http://www.swift-travels.com/portals/' and a dropdown menu set to 'media-kit', along with a 'Publish' button.

# MediaValet Integrations Facilitate your Best Work

At MediaValet, we understand the need to integrate your existing tech stack to your DAM. We offer an extensive, and ever-growing range of integrations, as well as an open API for your own custom needs.

Being able to connect your solutions is foundational to the accomplishment of business objectives. We concentrate on the integrations that will enable better workflows, increase efficiencies, and ultimately grow your business.

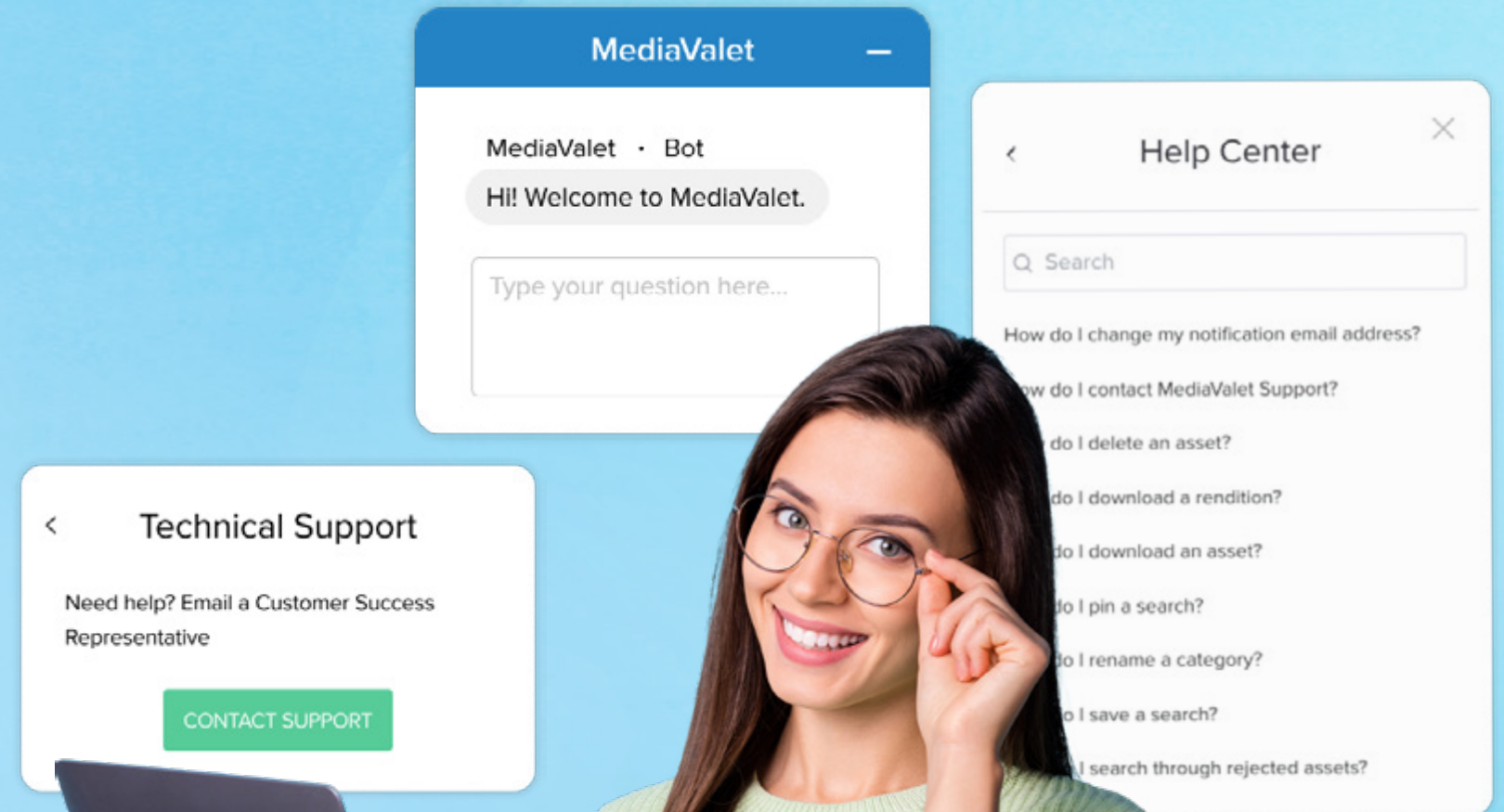
MediaValet integrates across your stack, from project management to SSO to creativity, and everything in between.



# Your Satisfaction is Our Success

Customer satisfaction is key to our business – at MediaValet, our success is only as good as our customers’.

We don’t believe in limiting your access to our expertise, that’s why we offer unlimited platform support and training. There are no hidden costs that come with your DAM success: we’re an extension of your team, available 24/7.



# About Us

MediaValet is a leader in cloud-based digital asset management that helps marketing, communication, video production and creative teams easily manage, collaborate on and distribute their digital assets and content, improving productivity and increasing the ROI on their marketing investments.

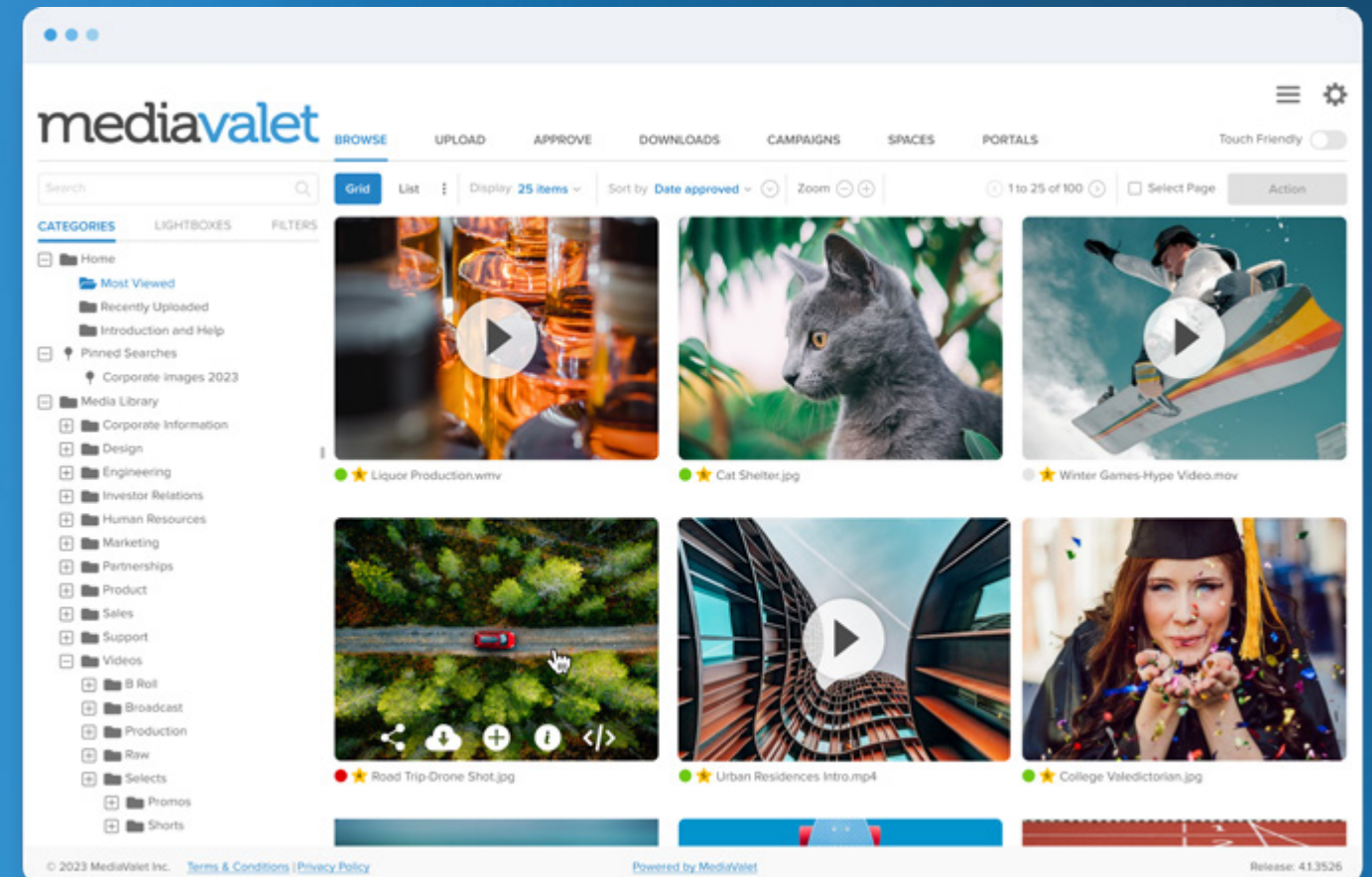
With unlimited users, support and training, teams worldwide can access the content they need, whenever and wherever they need it.

See MediaValet  
in Action Now!

Book a Demo



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Some of our valued customers:

