

BROADCASTING & DISTRIBUTION

collateral : exhibits : signage : PRINT VENDORS

affiliates : direct mail : newspaper : periodicals : websites : newsletters : ADVERTISING

PERSON TO PERSON NETWORKING

tradeshows : exhibits : presentations : print collateral : promotional items : invitations : EXTERNAL EVENTS

web server

internet

us mail

Media Matrix : Mentari Trading Company

# media asset management



networking participants

banner ad click

opt in email

PROGRAMMS : parties : sales presentation : pop presentation

digital

EMEDIA : website : cable ads : streaming media : broadcast email : banner ads

EVENTS : trade exhibits : presentations : craft shows

video

PRESENTATIONS : powerpoint : multi-media : flash : kiosk

FACILITIES : retail stores : warehouse : home office

digital

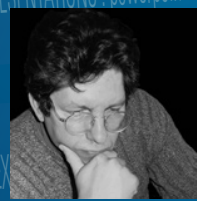
photo

PERSONNEL : Melissa : John : Karen : Workforce

digital

audio

DISC MEDIA : DVD : CD : FLASH



Francis Koerber

internet visitors

distributors customers

locales

operations

internal server

database information



communications system

ad response : info request : registration/payment : mail list revision : DATA

# Media Assets: An Overview

Over the past 10 to 20 years, almost every aspect of marketing and communications, everything from print to video broadcasting has been transformed and ported into the digital realm. The specialization and expertise that once encompassed each industry has been homogenized into simple and inexpensive technologies that all reside on a common platform of personal computers, cell phones, inkjet printers and iPods.

What used to cost hundreds of thousands of dollars in equipment has been reduced ten-fold while the ability to communicate across vast networks is increasing ten-fold. Simply put, analog is going out, digital is coming in. Fiber optics are quickly replacing copper wire, and availability for any information on any device, just about anywhere, has become commonplace.

This forces everyone to reconsider and readjust their thinking about the very nature of communications, what they once required to produce and deliver, what are the possibilities now, and where they are headed into the future.

## The Three *Elements* of Media

**Images, Sounds** and **Words** are the very elements of communication. From these three basic elements all other types of media communications are realized.



## The Two *Types* of Media

Media can be categorized as **Static** (a single projected instance in time) or **Active** (numerous projected instances over a finite period of time). This is perfectly illustrated in the visual (Image element) as the difference between photography and videography. In music (Sound element) it is the difference between a printed score and the actual performance of the same. In words (Word element) it is the difference between a written document and person reading the same document.

STATIC



ACTIVE



the passage of time >>>

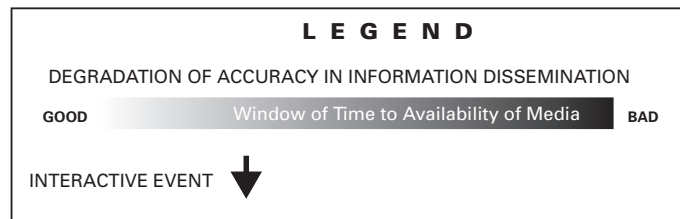
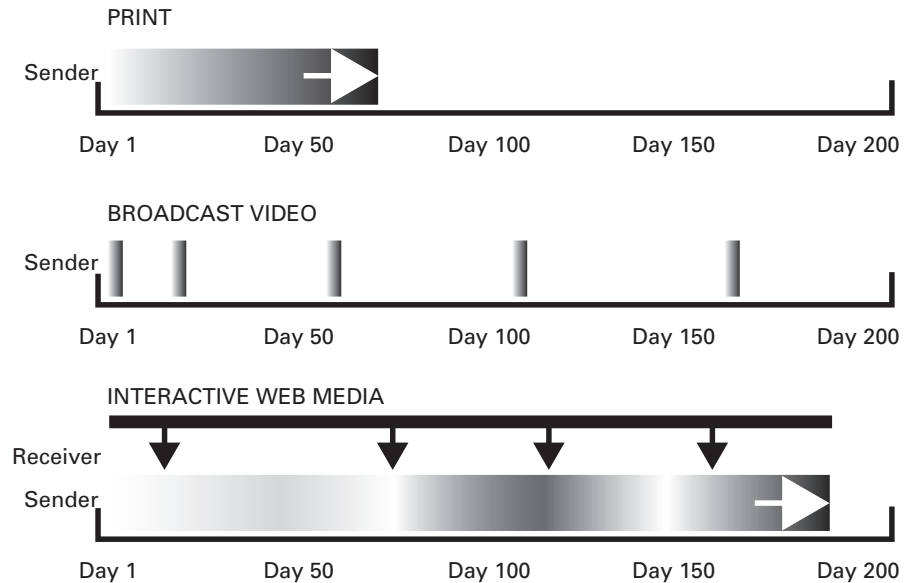
# Media Assets: An Overview

(cont'd)

## Media, Time, and Shelf-Life

Media can be communicated in **Fixed** or **Actual** time. Print pieces are “fixed” in the moment the ink is applied to the paper on the printing press. It cannot be changed. What is communicated at that moment in time may or may not be true depending upon all the variables on which the facts are based, and data can become less reliable the further it moves into the future. On the other hand, live video is projected in actual time. Although it is a real time source of information, it is not able to continually project it’s communication without the aid of retransmission. Information then becomes measurable in terms of it’s **shelf-life**. (How good is the message being communicated for what length of time?)

The revolution of the Internet has become the gray area that falls between Fixed and Actual time communiqués. It has the ability to project all forms and types of media including the new element of interactivity.



## Interactive Media

The power of interactive media is that it facilitates the communication between the sender and one or more receivers in an ongoing interactive fashion. The source (sender) of the communiqué is able to host its message indefinitely and drive traffic to the point of reception (receivers). Sender and receiver can interact via email and other communication mechanisms.

# Roles of the Media Asset Manager

The Media Asset Manager (MAM) is a unique position in that he directs, conceptualizes, creates and produces all marketing and communications deliverables. He works with the executive team to establish policies, practices and tools to develop and maintain the desired image or brand identity.

The MAM's role is three-fold:

As **Director**, he owns the marketing strategy and execution of marketing/communication objectives. He develops the strategic overview to messaging, the cultivation of market-reach concepts, and the internal communication mechanisms for the smooth flow of marcom in day-to-day operations.

As **Producer**, he takes on the creative design and production of all internal and external communications and marketing endeavors. He is responsible to refine and maintain a consistent brand and style guide which increases personalization, message relevance and timeliness as well as integrates channel delivery across web, email and print, video and exhibits, signage and any other media. He works directly with vendors to fulfill the demands of media production, fabrication, duplication and fulfillment. He fills numerous roles typically employed in the production process:

**Creative Director:** meet and collaborate with officers and/or personnel boards, teams, or individuals as necessary to determine the scope of a project in creating concepts to final delivery.

**Art Director:** meet with the Creative Director, and other Officers as deemed necessary by the contracting personnel to discuss the scope of the project, the services necessary for completion of the project, the specification of deliverables, time lines and deadlines, signatures for sign-offs, final delivery and invoicing.

**Designer:** create new concepts for brands, composition, storyboarding, templates, sketches, roughs, etc.

**Production Artist/Layout:** execute electronic design on the Macintosh computer. This stage is usually linked directly to Production.

**Illustrator:** create vector or raster based illustrations including spot graphics, chart matter, form matter, maps and any other visual matter that is not photographic.

**Photographer:** research stock photography and/or create original photographs (digital format only). This includes execution of Photoshop manipulation, retouching, sizing, formatting and preparation of files for use in media production.

**Information Architecture:** create process maps, website architectures, navigational schematics and schemes, linear and non-linear program flow diagrams for presentations, video segments, animations, etc.

**Sound Designer:** composes music, creates sound effects, live and multitrack recordings and handles musical and voice-over talent for inclusion in video segments, flash animations, presentations, etc.

**Programmer/Developer:** creates code for HTML pages, CSS, Javascript modules, scripts, actionscript for Flash modules, containers for flash animations, code for audio and video streaming modules. He works with engineers and IT to establish communication mechanisms toward fulfillment.

**UI Designer:** creates sketches and comps for the production of webpages and interactive applications for HTML, Flash, Powerpoint and other interactive modules.

**Administrator:** Administer proposals, contracts, Release of Rights, invoices, photocopies, prints and fabrications and monitor business functions.

As a **Communications System Technician**, he is responsible for the purchase, maintenance and upgrading of hardware and software that comprise those systems.

# Skillset of the Media Asset Manager

## Conceptualization

Modeling  
Prototyping  
Software  
Application  
System Simulation  
2-D and 3-D Process  
Mapping  
Visual  
Audio  
Video  
Photographic

## Software Applications

InDesign  
QuarkXpress  
Illustrator  
Photoshop  
DreamWeaver  
Fireworks  
Flash  
Word  
Excel  
PowerPoint  
iMovie  
iPhoto  
Sibelius  
Garage Band  
QuickTime  
FTP  
Email

## Analog Capture

Image Scanning  
Audio Recording  
Voice-Over  
Videography

## Data Back-Up and Archival Services

CD and/or DVD  
back-ups kept in a  
fireproof safe



## IMAGE

### Composition

**Photography**  
Original (Digital Only)  
Stock

### Illustration

Technical  
Schematic  
Corporate Branding  
Product Branding  
Form Matter  
Chart Matter  
Styled Maps

### Signage & Large Format Print

2-D Signage  
3-D Signage  
Posters  
Indoor Signage  
Outdoor Signage  
Backlit Duratrans  
LightJet Output

### Exhibit/Display Print

LightJet

## Projected (see Multimedia) Publications

Brochure  
Newsletter  
Flyers  
Stationery  
Advertisements  
Corporate Suite  
Direct Mail  
Newspaper  
Book  
Handouts  
Magazine  
Press Kit  
Post Card

## Prepress

Color Proofs  
Preflight  
PDF Conversion  
(Digital Proofs)



## SOUND

### Music Composition

Scoring  
Arranging

### Music Styles

Baroque  
Classical  
Romantic  
Jazz  
Easy Listening  
Blues  
Rock  
Progressive  
Instrumental  
Vocal

### MIDI Sequencing

Multitrack  
Sequencing  
Acoustical Overlays  
General MIDI

### Sound Effects & Processing

Reverberation  
Delay  
Gate  
Compression  
Distortion  
EQ

### Remote Recording

8 track Digital

### Multi-track Recording

Unlimited Tracks  
(MIDI sequencing, acoustical instruments and voice-over)

### Conversion and Output

(stereo and mono)  
mp3  
wav  
aif



## WORD

### Composition

Copywriting  
Poetry  
Lyric  
Prose

### Text Formatting

Keystroking  
Conversion

### Languages

English  
Spanish



## MULTIMEDIA

### Website Development

Conceptualization  
Information  
Architecture  
Website  
Architecture  
Navigational  
Schemes

### Design

Web site and page design  
Web Page  
Templates  
Flash Sites

### Programming

HTML  
CSS  
Javascript Modules  
Audio Streaming  
Video Streaming  
Actionscripting

### Flash Animation

Storyboarding  
Symbol Creation  
Animated Symbols  
Level Loading

### Video Streaming

Video Capture/  
Conversion  
Hosting Modules

### Presentation

PowerPoint  
(linear& non-linear  
(hyperlink or navigational menu driven)

### Conversion

to Website  
to DVD  
to CD-ROM  
to Printed  
Presentation  
**Audio Streaming**  
Audio Capture/  
Conversion  
Hosting Modules

## Interactive PDF

Documentation  
Hyperlinks to  
websites  
Audio Modules  
Video Modules

## Domain Name Management

Web Forwarding  
Name Server  
Management  
DNS Configuration

## UNIX Webhosting

Testbed Hosting  
Monthly/Yearly Web  
Hosting Packages  
Email Configuration

## FTP Services

Data Upload/  
Download  
Secure Site  
Management  
Username/  
Password Protected  
Web Pages

## Broadcast Email and Newsletters

Advertising  
Campaigns  
Design  
Illustration  
Photography  
Videography  
Sound Design  
Production  
HTML  
Flash  
Rich Media

## Projection

Computer Monitor  
HD Flatscreen  
Exhibit Booth

## iMovie Web Streaming

Production  
Import Video/Audio  
Animated  
Illustrations  
Titling  
Video Effects  
Audio Effects  
Output

## DVD

Streaming Modules

## iDVD

compiles  
illustrations, title  
screens, movies  
(from iMovie) and  
create DVD with  
menus

## Videography

Video Capture (for  
internet/intranet  
streaming or  
educational DVD  
and interactive  
CD-ROM)