



Editorial

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In this issue Volume 4, Number 1, we bring our focus to *DAM Supply Chains for Enterprise Publishing*, with a number of interviews on innovations in this area.

Read on for a selection of interviews from top industry experts: *Carl Hixson*, VP of DAM at *McGraw-Hill Education*; *Edward Altman*, Global Head of Media and Entertainment for *Tata Consultancy Services*, and his team; *David Bercovici*, Project Manager for Strategic Publishing Operations at *Hachette Book Group*; *Sandeep Malhotra*, Head of the Vertical Solutions Group for Publishing at *HCL Technologies*; *Scott Pellicone*, VP of Digital Publishing Business Development of the Magazine Division for *Quebecor World*; and *Dan Macaluso*, Managing Partner for *WAVE Corporation*.

In this issue's installment of *Cycle Time*, *Michael Moon* checks in with some new research on new and innovative applications of DAM to language learning and on-demand multilingual phrasemaking using mobile technologies.

In addition to being in the business of creating high-quality educational content, McGraw-Hill is also developing new and innovative learning solutions based on emerging digital technology. What is their strategy? *Carl Hixson* spoke to us on how McGraw-Hill Education is moving towards integration of social networking and Web 2.0 learning environments into the publishing supply chain.

What is the current state of DAM in publishing and media? How do publishers and broadcasters see DAM as a strategy? We spoke with *Edward Altman's* TCS team: *Sherra Pierre*, *Shrikant Pathak*, *Sanjeev Goyal*, *Anand Narayanan* and *John Dubrawski*; all of whom had valuable insights to contribute on XML-centric publishing solutions, the IT services layer of a DAM, dynamic fulfillment and distribution, ad serving and social networking for media, entertainment and publishing firms.

There is a shift going on in the book industry — both in terms of its business model and the nature of

the market. *David Bercovici* of Hachette Book Group spoke to us in detail on both Hachette's recent upgrade of their DAM system, their new projects around e-publishing formats, and gives his insights into the future of the book industry.

How do publishing supply chains become centers of excellence within an integrated end-to-end industry supply chain? *Sandeep Malhotra* and *Subhankar Bhattacharya* of HCL Technologies highlight key developments in medium delivery formats including web-based authoring tools, digital talking books, learning management platforms and custom book publishing.

How does a major magazine publisher transform their business into a multimedia platform with multiple revenue channels? We interviewed *Scott Pellicone* of Quebecor World Magazine Division on their transition to a digital content management strategy, as their business expands across multiple channels.

How has DAM enabled or driven publishing firms to exploit new opportunities? We spoke with *Dan Macaluso* of WAVE Corporation, who shared his insights on new opportunities for the collection, modification and retrieval of information within a publishing enterprise, and touches on some related issues such as DRM, usage analytics, digital object identifier technologies and more.

Thanks for joining us, and our community of experts, for this new volume of DAM best practices. Our next issue will focus on DAM for Creative Workgroups and Social Networking. Other topics we plan to cover in this volume include: DAM for Ad Agencies, DAM for Niche Markets, DAM integrated with Online Business Applications and more to come!

We look forward to bringing you many new insights in this fourth volume of the *Journal of DAM*.

Iris AlRoy
Managing Editor