

Switch on possibility.

Transform global digital asset management (DAM) for studios by leveraging AWS technology to manage assets with enhanced security, intelligent metadata tagging and automated workflows.

DAM is at the core of studio operations

Thousands of digital assets are produced across the studio lifecycle and leveraged beyond a title's production for the development of marketing campaigns and consumer products. These teams are responsible for the extension of the company's intellectual property (IP), franchises and characters worldwide through experiences and merchandise. Due to the data volume and number of touchpoints, studios are often challenged with automating the DAM lifecycle from manual processes and disparate systems.

47%

of CIOs and CTOs say that modernizing their data platforms is a top priority for transformation, significantly outpacing other categories.* The rationale is clear: data underlies everything, and without effective access to high-quality data, it's impossible to build new products and services.

A customer-led approach to DAM

PwC is optimizing DAM systems and processes, powered by next-generation technology hosted on AWS, and leads with a customer-centric approach to design that includes:

1

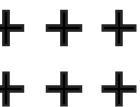
Assessing the overall organizational maturity to better define the future-state operating model of the contract through asset release lifecycle

2

Defining a customized and personalized user experience that aligns with business roles for both internal and external user groups

3

Consolidating disparate workflows, user permissions and security rules with a centralized, authoritative data model to improve access to the right content at the right time



Production

Provide real-time access to works-in-progress and finished production assets, from camera to cloud, with enhanced performance. Leverage automation across the media supply chain to enable faster localization and distribution timelines.



Marketing

Create a centralized location where global users can find, store and share marketing assets with automated workflows, enriched metadata and robust reporting based on persona and region.



Consumer products

Manage creative assets for merchandising, games and digital platforms based on the IP portfolio. Automate secure access provisioning and approvals to protect sensitive pre-release assets and boost collaboration across teams.

*Source: [PwC Pulse Survey 2023: Focused on reinvention](#)

Elevating the external brand brand as the partner of choice

An external partner's experience with DAM tools can have a brand-defining impact for a studio and lead to more revenue-generating opportunities for partnerships. A smooth and streamlined interaction model that specifically addresses customer pain points and bottlenecks can position the organization as a strategic partner among global partners, including agencies, licensees and retailers. Optimizing ways of working and communication channels across teams is pivotal to the success of this type of transformational initiative.

Clients who invested in a next-generation DAM solution experience increased user and system performance across the globe, leading to increased asset searchability, improved interaction time and enhanced collaboration across business units.



Data-driven asset management

When managing large volumes of assets, many enterprise organizations need to reinvent their data model.

There's a growing need to develop more efficient and scalable ways to analyze vast amounts of data, in near-real time, to enable personalization, growth and product innovation to better serve customers.

This means solving core challenges related to:

- Data fragmentation and disparate versions of assets
- Rapidly growing taxonomy and data sources
- Rising costs of asset and data management
- Lack of an enterprise metadata strategy
- Unregulated governance models and data hierarchy



Harness the power of PwC and AWS

PwC and AWS help clients transform their assets and data into scalable processes by using data to deliver the **right solution** to the **right people** at the **right time**.

- Assess data needs and version controls with *S3 Versioning* and machine learning-based workflows with *Amazon SageMaker*
- Manage proliferating data sources with services like *Amazon SageMaker* and *AWS Glue* to provide insights for unique data management processes
- Leverage cloud AI capabilities to reduce manual data management and governance tasks through *Amazon Rekognition*, *Media2Cloud* and *Media Insights*

Contacts



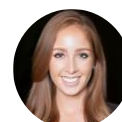
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