

# Tim Strehle

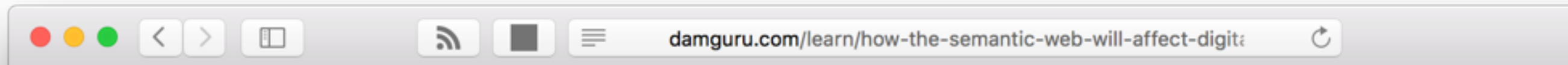
 @tistre  
[www.strehle.de/tim](http://www.strehle.de/tim)

Software-Architekt und Entwickler bei



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DIGITAL ASSET MANAGEMENT HELP

# DAM Guru Program

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HOME » HOW THE SEMANTIC WEB WILL AFFECT DIGITAL ASSET MANAGEMENT



## How the Semantic Web Will Affect Digital Asset Management

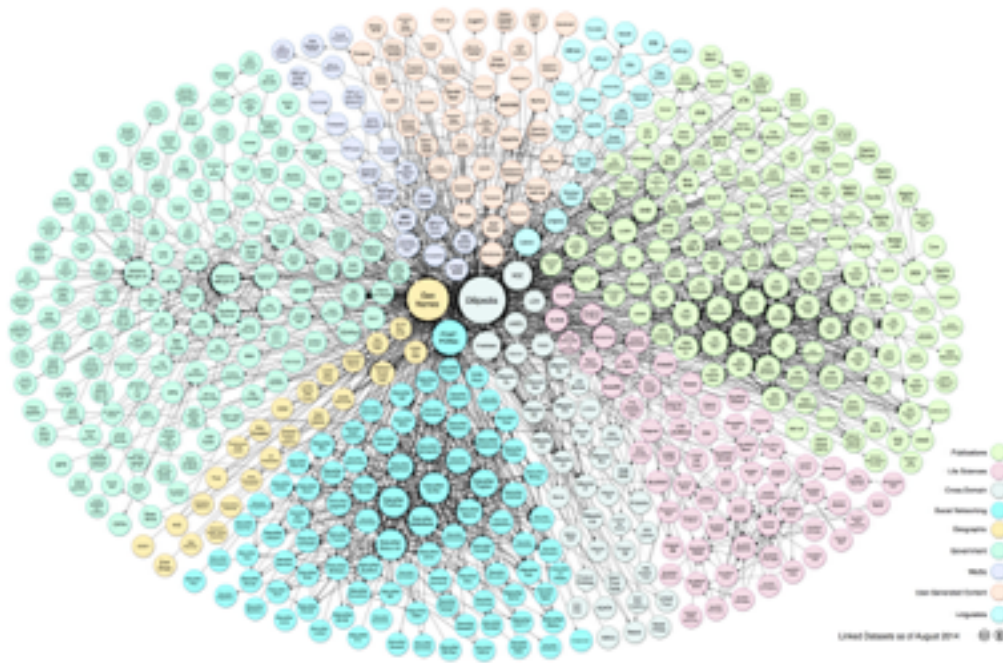


**Wie das Semantic Web  
Digital Asset Management  
verändern kann.**

**Wie gut eignen  
sich Semantic Web-  
Technologien  
für die Verbindung von  
Software-Systemen?**



## 1) Semantic Web



## 2) DAM



## 3) Systeme aufteilen



## 4) Systeme verbinden

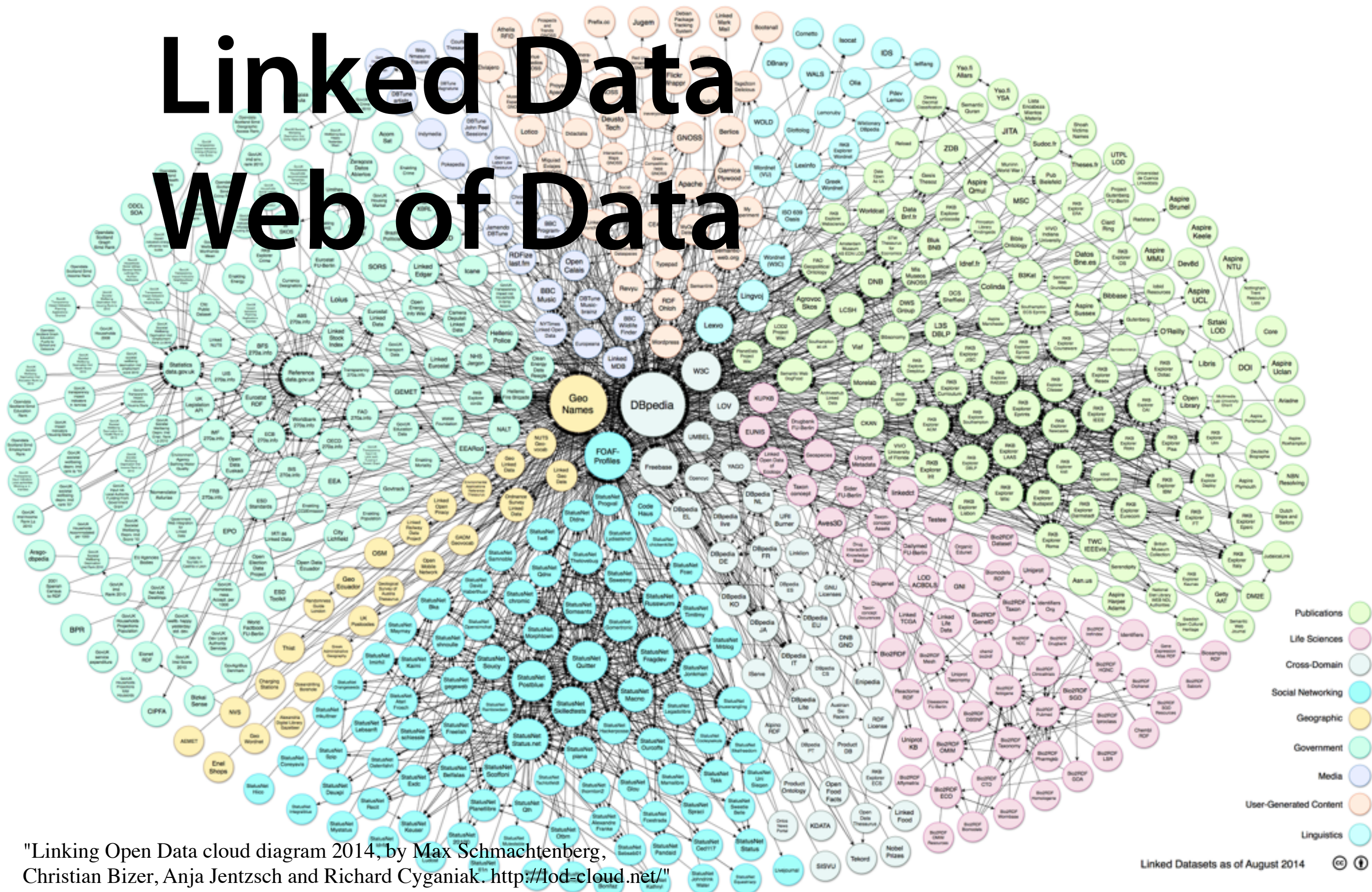




# 1) Semantic Web

Semantic Web und DAM

## Linked Data Web of Data



"Linking Open Data cloud diagram 2014, by Max Schmachtenberg, Christian Bizer, Anja Jentzsch and Richard Cyganiak. <http://lod-cloud.net/>"



# Semantic Web

- WWW für strukturierte Daten
- RDF (Daten), SPARQL (Queries), OWL (Ontologien)
- RDFa (RDF in HTML), JSON-LD
- schema.org von Google, Bing etc.
- DBPedia, Wikidata, WorldCat, GeoNames...

# abstraktes Datenmodell RDF

- Resource Description Framework
- Netzwerk- (Graph) statt Baumstruktur (Hierarchie)
- $\langle \text{Subjekt} \rangle \langle \text{Prädikat} \rangle \langle \text{Objekt} \rangle$   
= "RDF triple"
- alles identifiziert über URI
- Adobe XMP



# Datensatz auf japanisch...

識別子: 435342121

タイトル: How the Semantic Web Will Affect DAM

日付: 2015-12-09

アバウト: デジタル資産管理

アバウト: セマンティック・ウェブ

# Eine URI für den Datensatz

**URI:** <http://damguru.com/learn/how-the-semantic-web-will-affect-digital-asset-management/>

**タイトル:** How the Semantic Web Will Affect DAM

**日付:** 2015-12-09

**アバウト:** デジタル資産管理

**アバウト:** セマンティック・ウェブ

# URLs für Datenfelder

URI: <http://damguru.com/learn/how-the-semantic-web-will-affect-digital-asset-management/>

タイトル (<https://schema.org/name>): How the Semantic Web Will Affect DAM

日付 (<https://schema.org/datePublished>): 2015-12-09

アバウト (<https://schema.org/about>): デジタル資産管理

アバウト (<https://schema.org/about>): セマンティック・ウェブ



# URIs für Feldwerte

URI: <http://damguru.com/learn/how-the-semantic-web-will-affect-digital-asset-management/>

タイトル (<https://schema.org/name>): How the Semantic Web Will Affect DAM

日付 (<https://schema.org/datePublished>): 2015-12-09

アバウト (<https://schema.org/about>): デジタル資産管理 (<https://www.wikidata.org/wiki/Q1224694>)

アバウト (<https://schema.org/about>): セマンティック・ウェブ (<https://www.wikidata.org/wiki/Q54837>)

# Datensatz in RDF/XML

```
<?xml version="1.0" encoding="UTF-8"?>
<CreativeWork
  rdf:about="http://damguru.com/learn/how-the-semantic-web-will-
affect-digital-asset-management/"
  xmlns:rdf="http://www.w3.org/1999/02/22-rdf-syntax-ns#"
  xmlns="https://schema.org">
  <name>How the Semantic Web Will Affect DAM</name>
  <datePublished>2015-12-09</datePublished>
  <about>
    <Thing rdf:about="https://www.wikidata.org/wiki/Q1224694">
      <name>デジタル資産管理</name>
    </Thing>
    <Thing rdf:about="https://www.wikidata.org/wiki/Q54837">
      <name>セマンティック・ウェブ</name>
    </Thing>
  </about>
</CreativeWork>
```

# Was bringt uns das Semantic Web?

- flexiblere Datenstrukturen
- mächtigere Abfragen
- Rückschlüsse über Ontologien
- Datensammlungen geschenkt
- besseren Datenaustausch

**Wie gut eignen  
sich Semantic Web-  
Technologien  
für die Verbindung von  
Software-Systemen?**





## 2) Digital Asset Management





# Planet DAM

Digital Asset Management links and news collected by Tim Strehle

If you're new to DAM, start by reading David Diamond's [Getting Started with Digital Asset Management](#) and check out [DAM News](#), [DAM Guru Program](#), [#LearnDAM](#), [Henrik de Gyor's Another DAM blog](#), [David Riecks' Controlled Vocabulary](#) and [DAM Glossary](#). (See my [blog post](#) for some background.)

## Latest DAM articles

Manually curated, so it may take a while for new articles to appear. [Suggest an article](#)

[Follow @PlanetDAM](#) [RSS feed](#)



**Interoperability with InDesign**  
Canto Flight News – Fri, Jul 1st, 2016



**See Aframe In Action In Live Online Event**  
Lisa Hutt – Aframe Blog – Fri, Jan 8th, 2016



**What's Hot and Not in DAM 2016**  
Sam Sosina – North Plains Blog – Fri, Jan 8th, 2016



**How to Successfully Implement a Project**  
Shehzada Munir – North Plains Blog – Fri, Jan 8th, 2016



**2016 Digital Asset Management (DAM) Chart Toppers**  
Tim Hook – capture Blog – Fri, Jan 8th, 2016



**Webinar Elvis Feature Update - Collections & Tablet Support**  
Jaap van Blaaderen – WoodWing YouTube Channel – Fri, Jan 8th, 2016

### Digital Asset Management

Tweets from a list by Tim Strehle  
Published on "Planet DAM": <http://planetdam.org/>



**Mike Rosenberg**   
@RosenbergMerc 54m

David Bowie released a video 3 days ago depicting himself dying. First words: "Look up here, I'm in heaven"  
[youtube.com/watch?v=y-JqH1...](https://www.youtube.com/watch?v=y-JqH1...)  
Retweeted by Sébastien Cevey

Show Media



**Xilopix**  
@Xilopix 3m

Infographie : Les grandes tendances des #logos en 2016 [buff.ly/1VYx8Uv](https://buff.ly/1VYx8Uv) #webdesign  
[pic.twitter.com/FPJJeQ6yno](https://pic.twitter.com/FPJJeQ6yno)

Show Photo



**Alex Andreou**  
@sturdyAlex 20m

Major Tom to Ground Control  
I'm stepping through the door  
And I'm floating in a most peculiar way  
And the stars look very different today  
Retweeted by Sébastien Cevey

Expand



**Sébastien Cevey**  
@theefer 4m



A global community




[Digital Asset Management](#) | 
 [Ten Core Characteristics of a DAM](#) | 
 [Blog](#) | 
 [Courses](#) ▾ | 
 [Team DAMF](#) | 
 [DAM H](#)

# DAM Knowledge

JAN 12

## 10 CORE CHARACTERISTICS LISTING OF QUALIFIED DAM VENDORS

0 COMMENT / TAGS : DAM (DIGITAL ASSET MANAGEMENT)



### 10 core characteristics

In April 2014 [Elizabeth Keathley](#) wrote an article laying out the [core characteristics of what defines DAM](#). After discussion with the other members of the DAM foundation board and interested parties a list of 10 was finalized in late May. 'The 10 Characteristics of a DAM System' is still open for debate in terms of the finer points but we feel that the broad categorisations outlined in the article cover the core features of what makes a DAM a

FIND

LATEST POSTS

- > Finding the Unicorn. How to come together in the w
- > Widening the technologica

# 10 Core Characteristics

- Digitale Assets + Metadaten, Multi-User
- Ingest – Secure – Store – Render / Transform – Enrich – Relate – Process – Find – Preview – Produce / Publish

<

>

www.cmswire.com/cms/digital-asset-management/when-you-think-d

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Digital Experience

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SharePoint & Office 365

Mobile

Document

# When You Think DAM, Think Integration



By John Horodyski | Mar 4, 2015

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899 followers

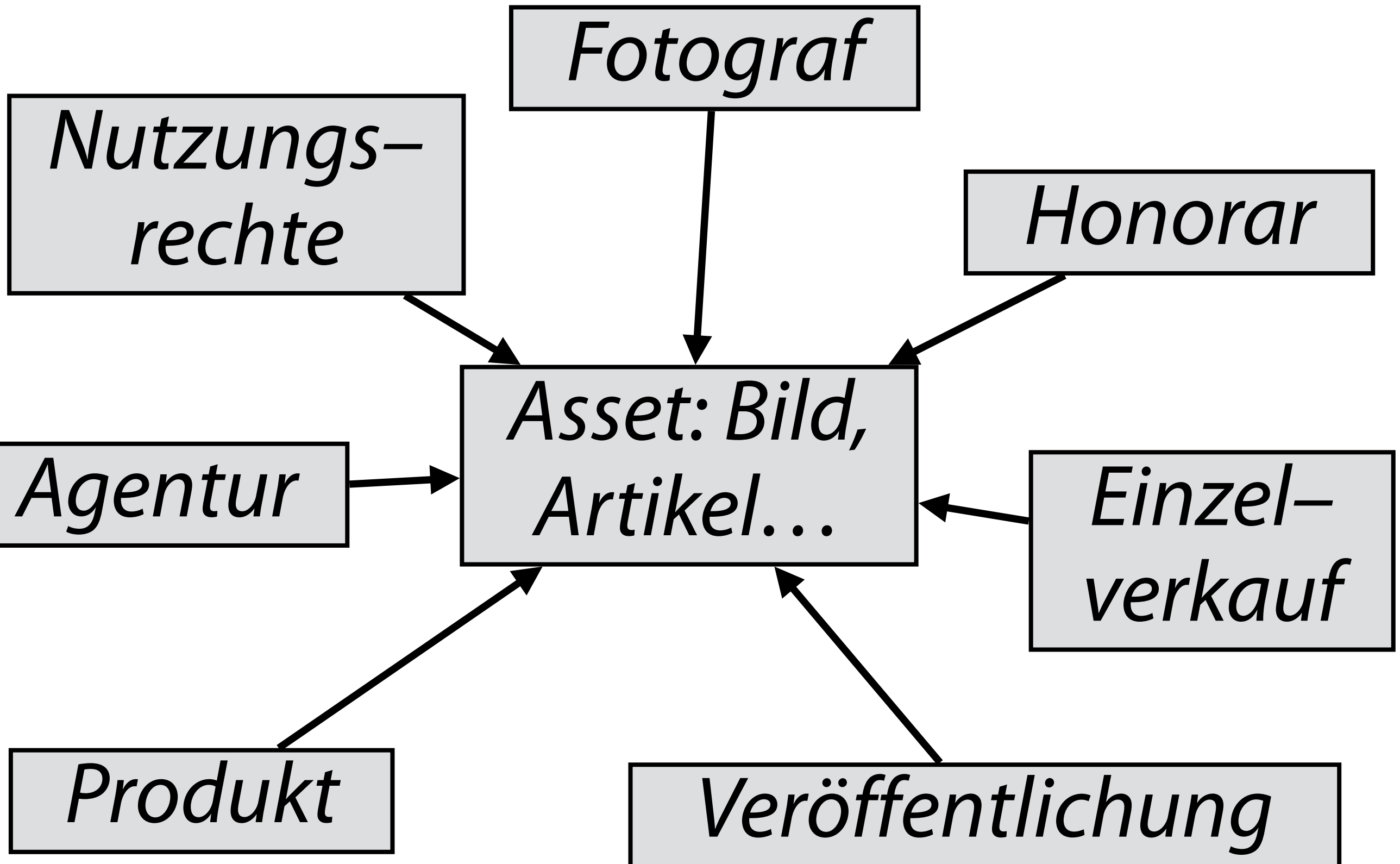
FILED UNDER: Digital Asset Management

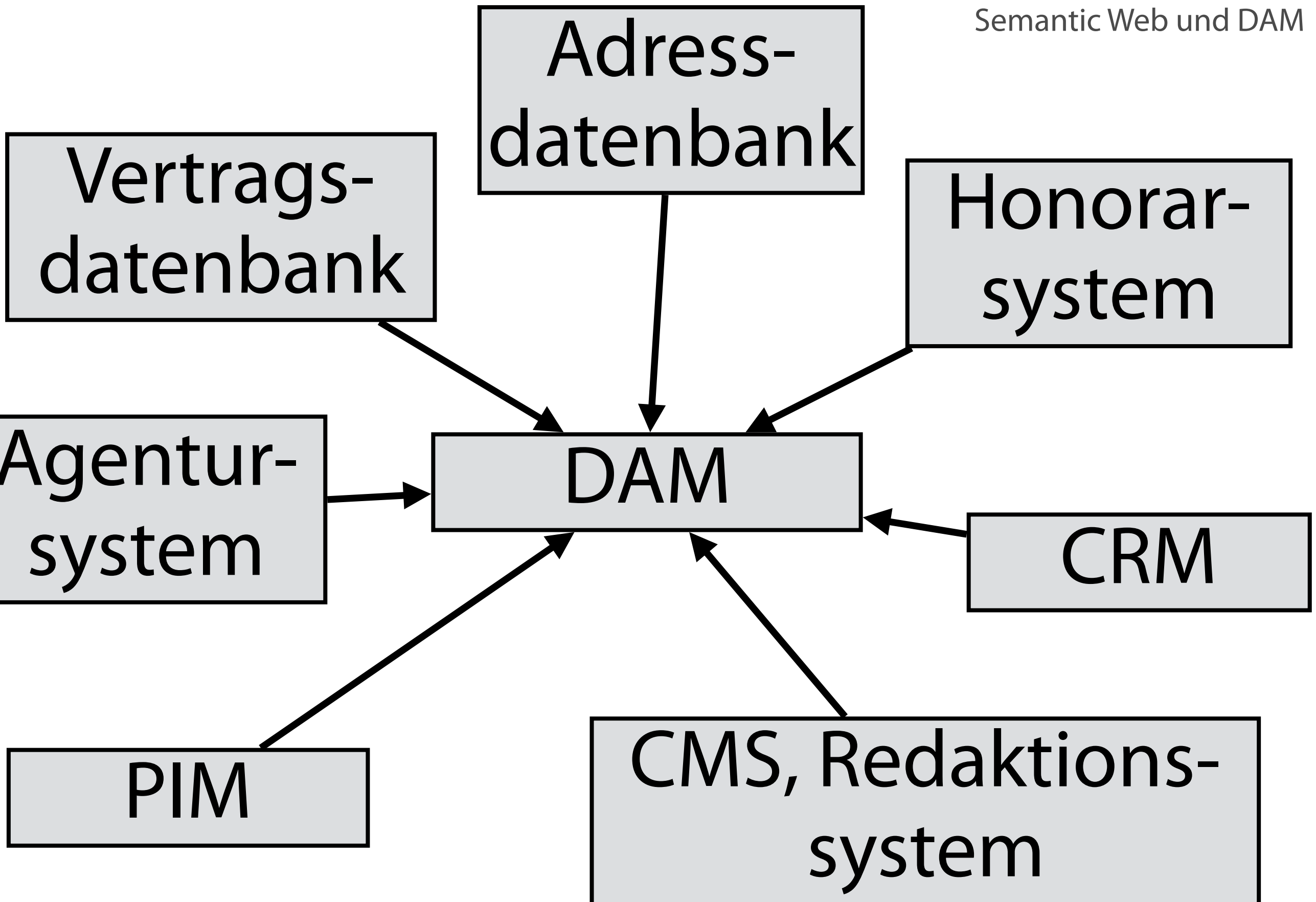


*"We have stood here alone in what is called isolation -- our splendid isolation, as one of our colonial friends was good enough to call it." -- Viscount George Goschen, First Lord of the Admiralty, February 26, 1896*

There is no victory in a content strategy founded in isolation. Digital Asset Management (DAM) initiatives cannot be established as an island, or an enterprise pile waiting to be filled. Instead integrate









DETROIT CREAMERY CERTIFIED MILK FARM, NEAR MOUNT CLEMENS, MICH.

Semantic Web und DAM



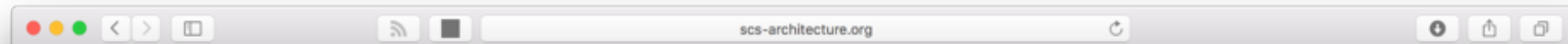
81456 TWELVE GIGANTIC SILOS TOWER ABOVE THE STABLES

# 3) Systeme aufteilen

# Systeme “zuschneiden”

- SOA
- Microservices
- “Breaking the monolith” (Stefan Tilkov)
- Self-Contained Systems (SCS),  
[scs-architecture.org](http://scs-architecture.org)





# Self-Contained Systems

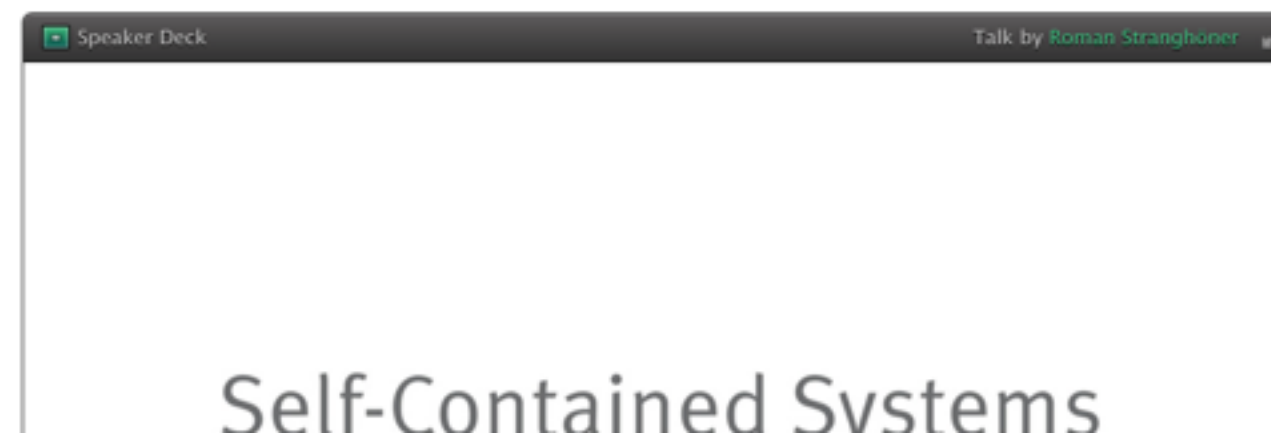
ASSEMBLING SOFTWARE FROM INDEPENDENT SYSTEMS

[HOME](#) [WHY?](#) [FAQ](#) [VS. MICROSERVICE](#) [LINKS](#) [DISCUSSION](#)

## Introduction

The Self-contained System (SCS) approach is an architecture that focuses on a separation of the functionality into many independent systems, making the complete logical system a collaboration of many smaller software systems. This avoids the problem of large monoliths that grow constantly and eventually become unmaintainable. Over the past few years, we have seen its benefits in many mid-sized and large-scale projects.

The idea is to break a large system apart into several smaller self-contained system, or SCSs, that follow certain rules.



# Self-Contained Systems

- für jede Domäne eine eigenständige Web-Applikation
- eigene Oberfläche, Datenhaltung, Business-Logik
- Links zwischen Oberflächen
- APIs optional, immer asynchron

# DAM in SCS aufteilen:

- Asset-Datenbank – Dateiablage – Bildverarbeitung – Videokonvertierung – Text- und Metadaten-Extraktion – Rechtemanagement – Workflows – Suchmaschine – Sammlungen – kontrolliertes Vokabular...

Asset-Datenbank

Bildverarbeitung

Videokonvertierung

Metadaten-Extraktion

Dateiablage

Workflows

Suchmaschine

Sammlungen

Rechtmanagement

kontr. Vokabular

DAM

Web-Publishing

Web-Editor

..

CMS



Asset-Datenbank

Bildverarbeitung

Videokonvertierung

Metadaten-Extraktion

Dateiablage

Workflows

Suchmaschine

Sammlungen

Rechtmanagement

kontr. Vokabular

Web-Publishing

Web-Editor

..

DAM

Semantic Web und DAM

CMS



## 4) Systeme verbinden

**Wie gut eignen  
sich Semantic Web-  
Technologien  
für die Verbindung von  
Software-Systemen?**

# Systeme verbinden mit...

- Copy & Paste
- Oberflächen: Mashup, Portal
- Dateien austauschen (Hotfolder)
- RSS- / Atom-Feed, WebHooks
- Web Service API (SOAP, REST...)
- Hypermedia API (HTML, RDF, JSON-LD, Linked Data Platform)

# Datensatz in HTML+RDFa

```
<html><head><meta http-equiv="content-type" content="text/html;
charset=UTF-8" /></head>
<body prefix="schema: http://schema.org/">
  <div resource="http://damguru.com/learn/how-the-semantic-web-will-
affect-digital-asset-management/" typeof="schema:CreativeWork">
    <h1 property="schema:name">How the Semantic Web Will Affect DAM</
h1>
    <p>Date published: <span property="schema:datePublished"
content="2015-12-09">12月9日、2015火曜日</span></p>
    <p>About: <a property="schema:about" typeof="schema:Thing"
href="https://www.wikidata.org/wiki/Q1224694"><span
property="schema:name">デジタル資産管理</span></a></p>
    <p>About: <a property="schema:about" typeof="schema:Thing"
href="https://www.wikidata.org/wiki/Q54837"><span
property="schema:name">セマンティック・ウェブ</span></a></p>
  </div>
</body></html>
```



# How the Semantic Web Will Affect DAM

Date published: 12月9日、2015火曜日

About: [デジタル資産管理](#)

About: [セマンティック・ウェブ](#)

## Output

Number of triples parsed: 9

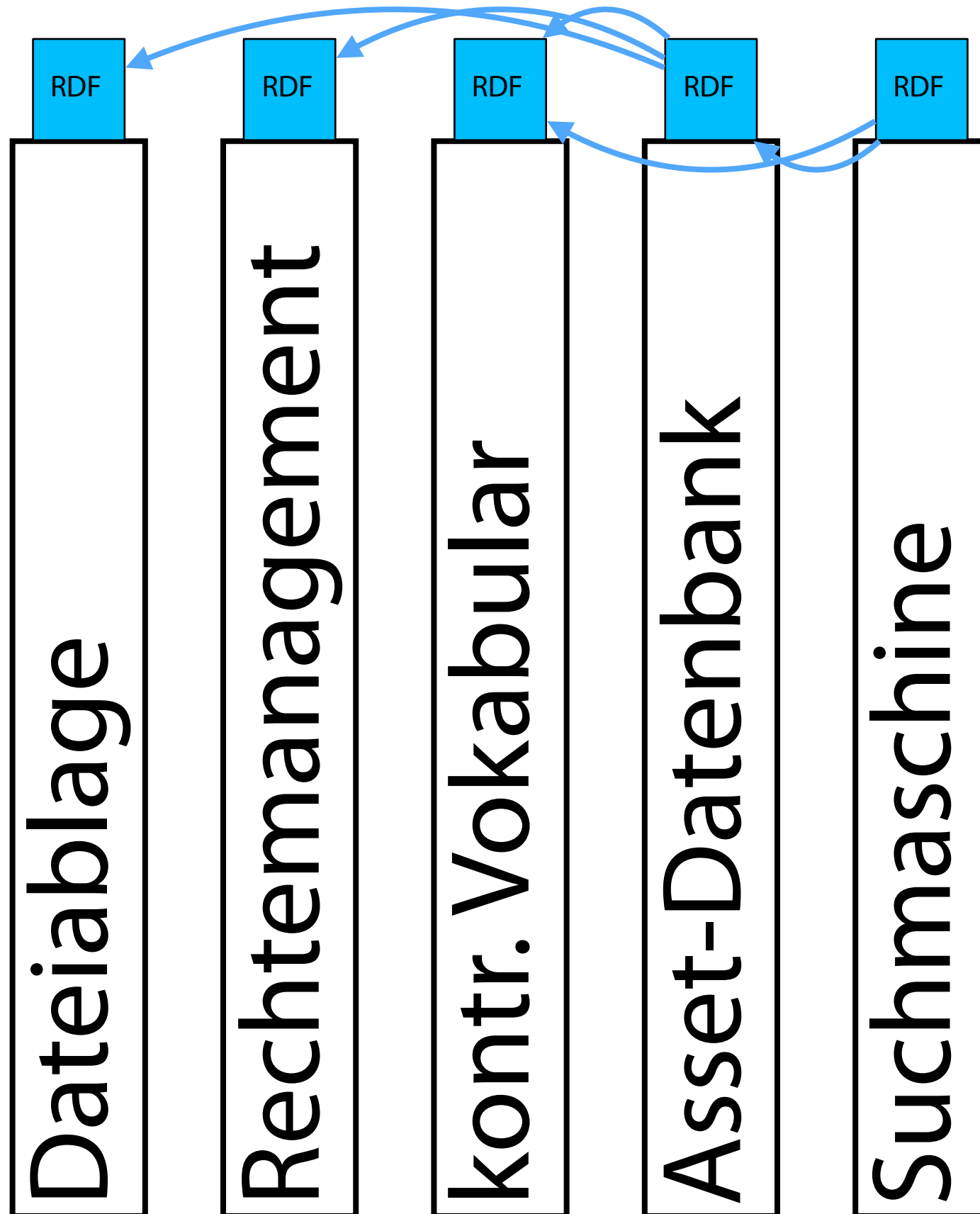
```
@prefix schema: <http://schema.org/> .

<http://damguru.com/learn/how-the-semantic-web-will-affect-digital-asset-management/>
  a schema:CreativeWork ;
  schema:name "How the Semantic Web Will Affect DAM" ;
  schema:datePublished "2015-12-09" ;
  schema:about <https://www.wikidata.org/wiki/Q1224694>, <https://www.wikidata.org/wiki/Q54837> .

<https://www.wikidata.org/wiki/Q1224694>
  a schema:Thing ;
  schema:name "デジタル資産管理" .

<https://www.wikidata.org/wiki/Q54837>
  a schema:Thing ;
  schema:name "セマンティック・ウェブ" .
```

This converter is running version **0.9.0** of EasyRdf.



**Ansatz:**  
Daten und  
Systeme  
verbinden  
über RDF  
(XML, JSON,  
RDFa+HTML)



