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Professional Content Management Systems: Handling Digital Media Assets

Dr Andreas Mauthe, Dr Peter Thomas

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Content and Content Management are core topics in the IT and broadcast industry. However these terms have not been clearly defined for those learning the field. The topic is complex and users from different industries have different backgrounds and a varied understanding of content issues. Multimedia Content Management helps to clarify the subject area, define problematic issues and establish a universal understanding of content and its management. Provides clarity in the subject area Defines potential problems and establishes a universal understanding Builds an architectural framework upon this account and different aspects of the industry and solutions are reviewed Comprehensively describes the different users working and accessing content, the applications and workflows Essential reading for students, engineers and technical managers, in the area of data, storage management and multimedia, requiring an overview of this complex topic. The topics discussed will also prove highly insightful for executive managers and media professionals with a technical understanding and broadcast executives in the field.

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