



of marketers feel frustrated when managing digital files

## WHY?

Many marketing teams store their files in multiple places



## HOW CAN A DIGITAL MEDIA LIBRARY HELP?

It brings together all your files in a central workspace for you and your team to collaborate and share your digital media more efficiently

Collaborate and share



Search and organise



Take back control

Download and publish



Centralise your content



## WHAT IS A DIGITAL MEDIA LIBRARY?

A **digital media library** or **digital asset management** application is software which simplifies the storage, publishing, re-use and sharing of digital media files, or 'digital assets'. By bringing media into a single searchable system it enables teams of marketing and content professionals to enjoy better collaboration, audited record-keeping and far greater productivity.

“*Having everything in one easy-to-search place has certainly revolutionised the way we store and share files; it's much clearer now for all staff about which are the preferred assets for certain projects, and the usage and copyright terms of each asset.*”

Deputy Head of Marketing and Digital at the Royal Albert Hall

A digital media library can help you:



Bring all your digital media into a centralised searchable system



Improve team collaboration when managing and sharing your digital media



Save time when searching files by keyword, date, GPS data, author and file type



Ensure brand consistency across marketing campaigns with version control and approval of digital files



Handle multiple brand requests quickly and easily from internal and external users



Resize and convert files quickly and in batches to use across different marketing channels

If you'd like to explore how a digital media library could improve media management in your organisation, email [ask@thirdlight.com](mailto:ask@thirdlight.com) or visit [www.thirdlight.com](http://www.thirdlight.com)