

# Producers of Media Assets

**(specialists)**  
=7.9%

Individual, workgroup, or organization that earns more than 50% of their income producing content/digital media assets such as text, art, audio, or streaming media/video. \*

- Animation
- Archive & Metadata
- Audio, EFX & Music
- Content & Web Development
- Database & Middleware
- Desktop Publishing
- Digital Photography

**Search**

- Metadata
- Hierarchical Browse
- Text-based content
- Visual

**Input**

- Authoring
- Plug-ins
- Check In
- Production
- Ingestion
  - Intelligent
  - Semi-automated (Events)
  - Manual (Upload)
- WebDAV

**Collect**

- Clipboard
- Collections
- Virtual Col.
- Dynamic Col.

**Actions**

- Inspect
- Edit
- Download
- Transform
- Annotate
- Versioning

**Display**

- Views
- Video
- Pan/Zoom
- Preview
- Favorites

**Output**

- Check Out
- WebDAV
- Fulfillment
- Publish
- Present
- Plug-ins

**Workflow A**

Examples:  
Producer  
Media Pro  
Digital Ass  
Asset Ingest

**Workflow B**

ment  
ing

**Workflows**

- Workflow C
- Workflow D
- Workflow Routing & Approval
- Workflow Templates
- Workflow E
- Workflow F

**Report & Tracking**

**Administration**

- User
- Taxonomy
- Rights Man.
- Archive
- Security

\* Source: Charles E. Caldwell Vice President, GISTICS Founder, NextQuarter LLC