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# MEDIA ASSET MANAGEMENT CHECKLIST

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THE CHECKLIST

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ORGANISATIONAL  
INFRASTRUCTURE

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RESOURCES

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TECHNOLOGICAL  
INFRASTRUCTURE

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## THE CHECKLIST

- 1**  
Does your company have a process for securing and managing your media content?  
\_\_\_\_\_
- 2**  
Do you always know where to find your media content files quickly and easily?  
\_\_\_\_\_
- 3**  
Is data storage space an ongoing issue, but you know that external hard drives are not a solution?  
\_\_\_\_\_
- 4**  
Does your company manage suitable redundancy copies to provide security against threats or data loss?  
\_\_\_\_\_
- 5**  
Is there a nominated person responsible for managing the content?  
\_\_\_\_\_
- 6**  
Can you add and edit your metadata to provide quick search and retrieval of your data?  
\_\_\_\_\_
- 7**  
Do you currently have a data management system that allows you to keyword search and view your files from your web browser?  
\_\_\_\_\_
- 8**  
Would you benefit from an expert opinion and assistance on best practice data management?  
\_\_\_\_\_

If you answered "No" to any of the above questions, call us today to create an archive management plan on +61 2 9490 7300

### OUR CHECKLIST

Our experience has provided us unique insight into what's needed to have true preservation, protection and management of your digital assets.

To assist our partners and clients, we've developed a checklist to ensure that you too are able to have the confidence and assurance to move forward. If you'd like further detail, or assistance with implementing these changes to your company, please get in touch - we're always happy to lend a hand.

### ABOUT US

For over 35 years, Preferred Media has been dedicated to managing your media assets - your content, your stories, your ideas. We provide the protection, preservation and management of all media formats through a superior and customisable management system so our clients have the confidence to focus on what really matters. We put you in control of your content.

Call us today on +61 2 9490 7300  
Or visit [preferredmedia.com.au](http://preferredmedia.com.au)