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## Legacy & Integrity

### **What's this all about?**

Previous Zooid white papers have looked at Orphan Works and Due Diligence (see below). Now you need a working practice that resolves copyright and licensing issues – particularly of orphaned assets - and ensures that you (publisher, broadcaster, exhibitor etc.) are not unnecessarily exposed to risk of costly claims, legal battles or even the injunction or pulping of a product! Happily, if you are already a Zooid client, you will know that our renowned practice, coupled with our unique project and asset management system, Picture Desk, has been protecting your interests – and will continue to do so. Otherwise, you need to ask what systems you have in place that ensure the integrity of your licensing data. Furthermore you will want to know what methodology ensures that legacy assets can be relicensed with impunity.

### **Why should I care?**

Unless you have an adequate asset and rights management system and a licensing policy in place, your licensing data may either be incorrect or inadequate for future use.

Many publishers operate a DAM (Digital Asset Management) system. And many swear that they are no damn good! This may be because they are rarely designed fit for purpose. More of an imposition of a system partially unrelated to real world practice.

Since we at Zooid designed our Picture Desk system to do our job, we know it does the job! Unfortunately for the large corporation in a global market, one DAM often leads to another DAM as IT departments struggle with software developers to integrate legacy data into new systems or shoehorn one newly acquired business DAM with an existing one, or simply start over. Either way data loss and adjustment leads to lack of data integrity just as surely as miskeying the data in the first place. The long term implications are disastrous, often leading to production failures or delays and expense.

Increasingly, media communicators wish to repurpose assets, either in new products, related products, new media, new editions etc. These provide important medium term return on investments whilst the ability to plan for the future is critical to survival.

Any organisation that is restricted in realising potential in its intellectual investment because of inadequate data management will be obliged to start

over with every new project, unable to build on prior knowledge, production and assets. If you imagine a situation where each new edition of a book requires starting from scratch instead of updating content, then you have a picture of the problem at its worst!

So what's the answer?

1. An asset and rights management system built to last  
(If you find your licensing to be problematic or unduly expensive, you probably do not have the system you need)
2. A policy to resolve licensing and relicensing issues  
(when is it more practical/cost effective to replace the old assets with new?: when should you agree to relicence old assets and when not?; what do you do when orphans arise?; what do you do when the integrity of your licensing data has been compromised?)

### **Conclusion**

Legacy assets are of growing importance in the media economy.

Some organisations are now investing as much in their legacy assets as in their new production.

Legacy assets can be a costly liability without data integrity.

Data integrity can only be maintained with an adequate asset management system.

Realising long term return on investment demands robust policies capable of resolving legacy asset and data issues swiftly and uniformly.

Other Zooid papers:

[Copyright and IP + Due Diligence, Orphan works and Cheap Stock](#)  
- [Zooid white paper 090323](#)

[Taking Care of Orphans](#) - [Zooid white paper 090717](#)

[Demonstrating Due Diligence](#) - [Zooid white paper 090731](#)

Please call me on +44 20 7267 9990 if you would like to discuss any of the above  
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