



THE MOST POPULAR DIGITAL ASSET FORMATS YOU CAN FIND WITHIN A DAM

Image:

JPEG, PNG, WEBP & GIF

These are the go-to formats for online photos. Almost all devices and programs can open and save these formats. Most ideal for when you want to keep file size down or for creating graphic image files, like logos, charts, and infographics. GIFs represent the “star” format of animated images and are very popular on social networks.



Video:

MP4, MOV, AVI, 3GP & MPEG

Video has become a valuable digital asset used to create explainer videos, product videos, testimonials etc. MP4s is a typical web format and is commonly used for sharing videos files on the internet. MPEG is one of the most popular video formats among professionals whereas 3GP is an old video format.



360°:

PHOTOS & VIDEOS

A 360 panoramic camera makes viewers feel like they are immersed in the media. With 360 images and videos, viewers can choose their own perspective and thus create a unique experience for themselves. You can find both fixed or animated versions of a 360° resource.



Document:

PDF, PPT & DOC

Presentations used for sales and marketing purposes are considered as digital assets. These formats can be converted into images which make them perfect for presenting to business partners or clients.



Archive:

ZIP & TAR

ZIP is an archive file format that's used to compress one or more files together into a single location, reducing the overall size, and making it easier to transport and share.



3D:

OBJ & CAD

3D design experts and companies are now capable of producing engaging and well-designed 3D content. It gives people a perfect look at what they are buying and can help to drive sales.



Image Pro:

PSD, AI & INDD

These are image editing friendly formats that support multiple image layers and various imaging options. They are commonly used for containing high quality graphics data and to design digital or print materials.



Audio:

MP3 & AAC

An audio resource which is anything you can use to strengthen your company's story like a podcast or interview. You can use tools to create digital audio assets from existing media so it can be reused in other areas of marketing.



FORMATS OF THE FUTURE: Interactivity is going to play a bigger role for marketing and media in the future. DAM will have to support native formats but also adapt to futuristic conceptions such as virtual and augmented reality content or social media specific trends like vertical videos and stories for Instagram.