

Digital Asset

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A **Digital Asset** is anything existing in a digital format and comes with the right to use. Digital data not possessing the right to use are not considered digital assets.

Digital assets include the actual digital content, the digital formats and any associated metadata. The following are some examples of digital assets:

- photographs
- digital music files
- logos
- illustrations
- animations
- audiovisual media
- presentations
- spreadsheets
- digital paintings
- word documents
- electronic mails
- websites
- medical
- education
- voting
- friendships
- conversations
- reputation

Note: The number of different types of digital assets is exponentially increasing due to the rising number of digital appliances that store, access or act as conduits for digital assets (i.e., personal computers, laptops, portable media players, tablets, data storage devices, telecommunication devices, etc).

See: <https://digitalassetmanagementnews.org/features/defining-digital-assets/>

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Last update: **2021/09/24 17:53**

