



Your next DAM user is AI:

How DAM is evolving for people,
systems and agents

DAM DAY 2026

Linda Nygård, Head of Strategy & Product @ QBank





People



Systems



Agents



57.5% of web traffic now comes from machines, not people.

Bots, crawlers and AI agents passed humans for the first time.

Cloudflare · June 2026



The next user of DAM

What changes when an agent enters the workflow?



Camp Overshirt





Show me someone wearing **Camp Overshirt** outdoors





Prepare **Camp Overshirt** for launch in Sweden





Prepare **Camp Overshirt** for launch in Sweden



Which assets should be included in the launch?

Are they approved and cleared for this market and channel?

Was AI involved, and does that require disclosure or review?

Is any required content still missing?

Where should each asset be distributed?

Does anything need human approval before it can move forward?



**Can we trust AI to act on
Can AI find our content?
it?**



More than 40% of agentic AI projects will be cancelled by the end of 2027.

Too expensive. Unclear value. Too little risk control.

Gartner



What does AI need before it can act?

Context

Trust

Governance



Context: Does AI understand the content and its context?



Product data



Campaign information



Market information



Related assets



Usage rights and permissions

Metadata helped people find content → **Context helps AI understand what it means.**



Trust: Can AI rely on what it knows?



Do we know its origin?



Was AI involved?



Has it been reviewed and approved?



Are the rights valid?



Can it be used in this context?

Trust helps AI know what it can rely on before it acts.



Since August 2026, AI-generated content must be marked in a machine-readable way.

The AI tool adds the mark. Does your DAM keep track of it?

EU AI Act · Article 50

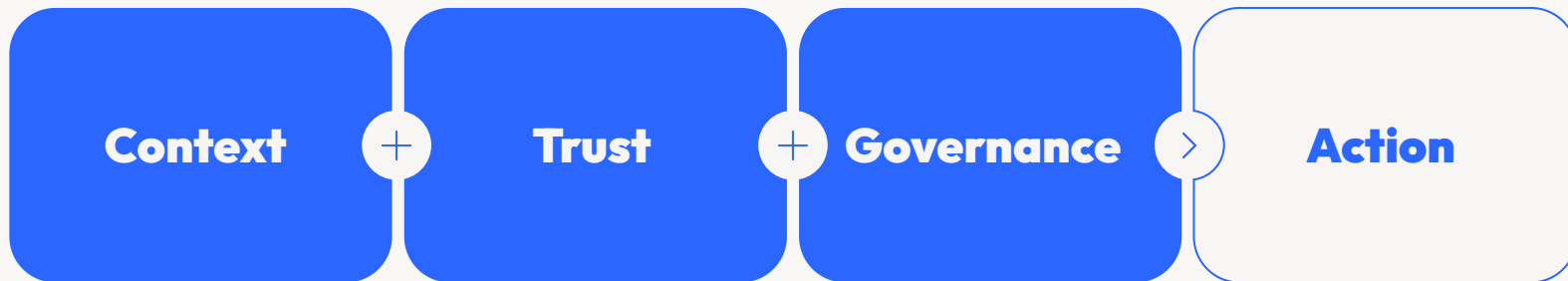


Governance: Does AI know what should happen next?



-  Continue when approved
-  Stop when rights have expired
-  Route for review when needed
-  Add disclosure when required
-  Apply market and channel rules

Governance turns information into clear actions.



**The more autonomy we give AI,
the stronger the foundation
needs to be.**



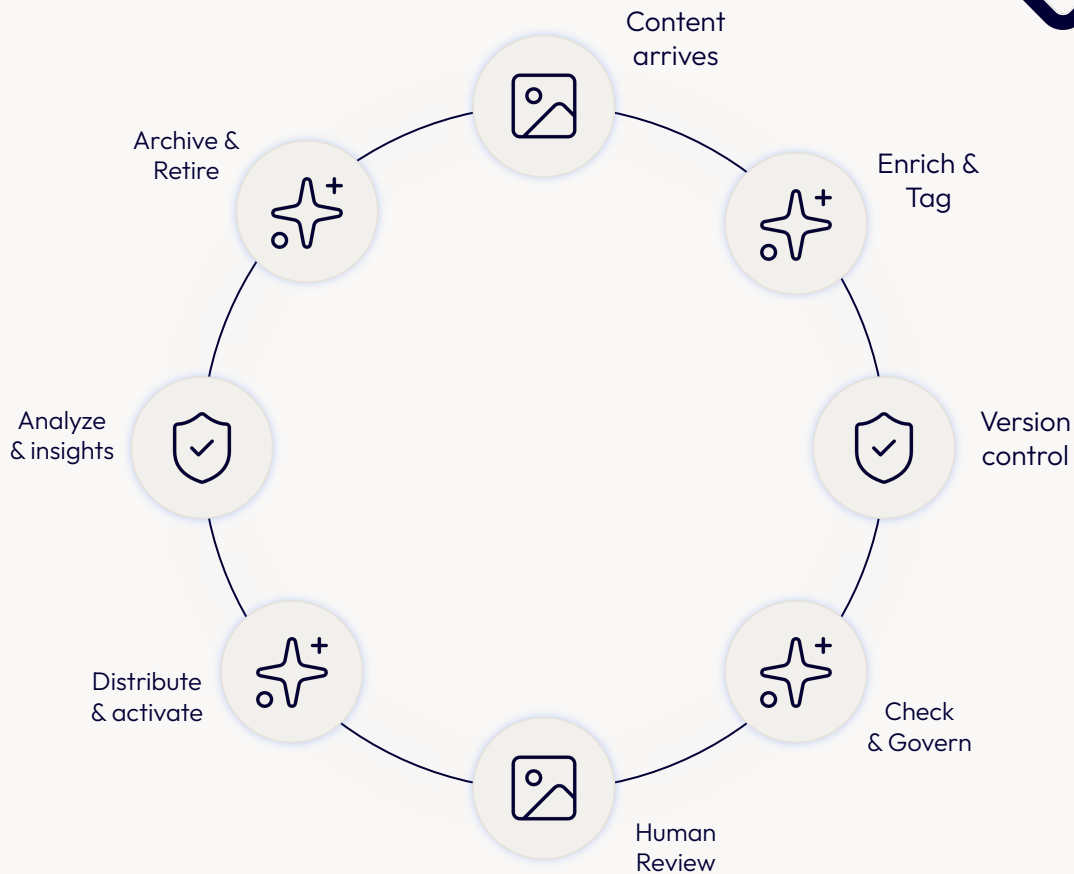
The content lifecycle

What becomes possible ?

AI helps understand.

Rules guide.

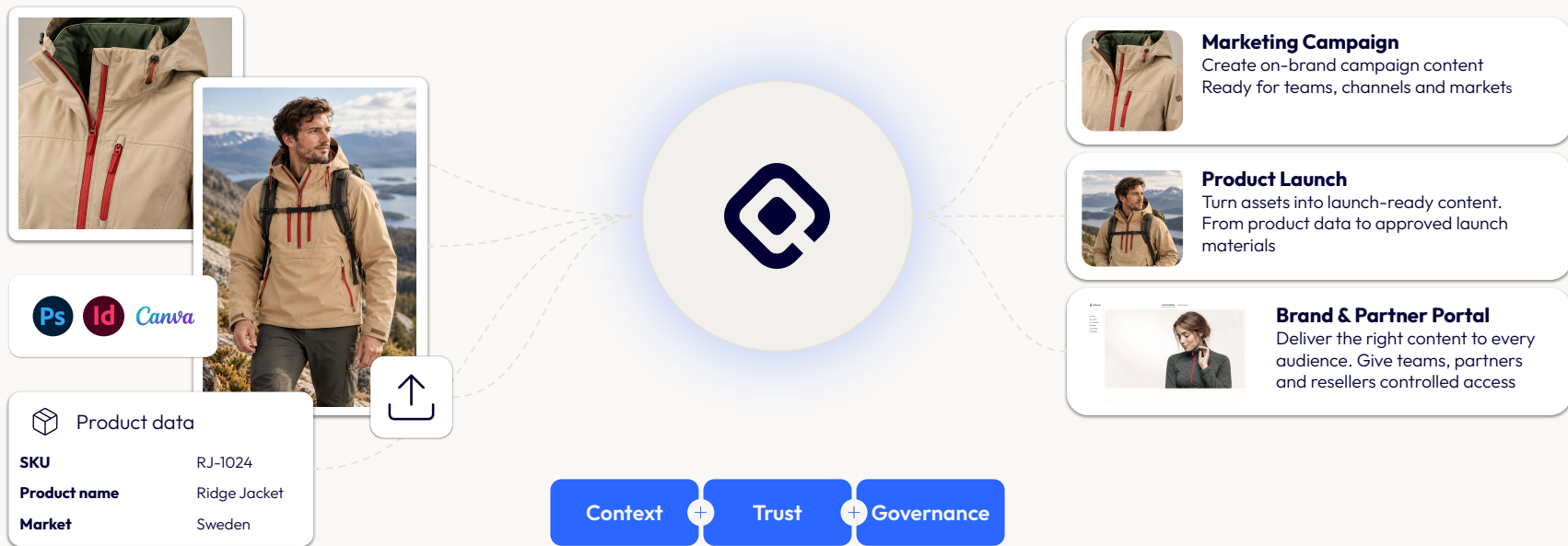
People step in when needed.





From foundation to activation

One foundation for people, systems and agents





A glimpse of the near future

What if you could simply ask?

Prepare **Ridge Trek Pant** for launch in Sweden



Good evening, Linda.

What do you want to get done?

Launch Ridge Trek Pants in Sweden



Launch Ridge Trek Pants in Sweden

What needs my review?

What expires this month?



How we're building towards this.

A governed content platform for people, systems and AI.



Context

Make content easier to understand.



Trust

Know what content we can rely on.



Governance

Control how content is used.



Activation

Help content move across workflows and channels.



CONTEXT · PRODUCT DIRECTION

Making content easier to understand.

Wildpeak Nord Sherpa Fleece_WP-3188_Lifestyle_Hiking.png



Title
QBank_Wildpeak Nord Sherpa Fleece_WP-3188_Lifestyle_Hiking.png

Category
Product Images

Asset Information

Asset type
Image

Content type
Product

Language

Description

A man wearing a white and green fleece jacket with a zipper and pockets stands outdoors in a mountainous area with a lake in the background. The jacket has a hood and zipper pockets, and the man wears green pants and a backpack.

ALT-text

A man in a white and green fleece jacket with a backpack stands in a mountainous area with a lake in the background.

Keywords

Mens Jackets, Fleece jacket, Outdoors, Mountainous Area, Lake Background

Product Information

Product ID

Product name

Product Category
Mens Jackets

Product Type
Fleece Jacket

Color
Off White

Material
Fleece

NOW

AI tagging & natural language search

Shipped in Q3. Tags, descriptions and alt-text suggested on upload.

NEXT

Context-aware & conditional metadata

Tagging that uses your metadata and business logic, and metadata fields that adapt to the values you choose.

DIRECTION

Business-aware AI & prompt-based editing

AI that understands your business and gives you more ways to create and adapt visual content.

Making content safer to use.



Studio_Wildpeak Nord Sherpa... | image/png | 1122x1402 | 2.31 MB
Status: Uploaded | Version: 1 | [Media.rating:»](#) [View details](#)

Created 7 minutes ago by Linda Nygård

Updated 5 minutes ago by Linda Nygård

- > History
- > Upcoming tasks
- ▼ Metadata

C2PA

Composite

FFProbe

JUMBF

PNG

Title: image.png

TrustStatus: trusted

SignedDate: 2026-10-06T15:44:04.497627+00:00

ClaimGenerator: OpenAI Media Service API

Issuer: OpenAI OpCo, LLC



NOW

C2PA support & auditability

Content credentials preserved, with downloadable audit trails.

NEXT

C2PA certification & AI disclosure

Working towards C2PA certification, plus wider AI transparency and consent management.

DIRECTION

Trust that stays with the content

Verifiable content credentials that remain connected to assets as they evolve and move between systems.



Turning rules into action.



AI involvement:
Fully AI Generated



Disclosure:
Label required

NOW

Easier metadata review & conditional watermarking

Review and correct AI-suggested metadata at scale, and apply watermarks based on content rules.

NEXT

Simpler consent management

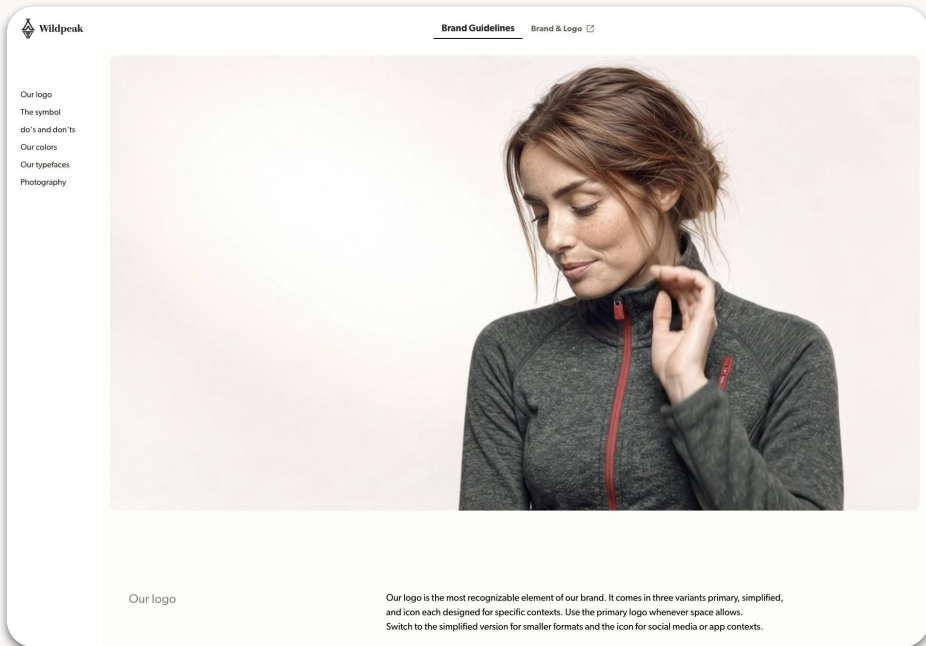
Make it easier to capture and manage consent for images of people.

DIRECTION

Governed automation with people in control

Routine checks run automatically. People step in when needed.

Helping content move forward.



NOW

QPortal, Brand Portal & integrations

Create portals, campaign pages or microsites with editorial content and asset libraries.

NEXT

API 2.0 & connected workflows

A stronger API foundation, updated connectors and more flexible ways to work with content.

DIRECTION

Workflow orchestration & MCP

Simpler workflow configuration and selected MCP use cases connecting QBank to AI agents.



From foundation to action.

Building a governed content platform for people, systems and AI.



Context

Content AI can understand

- AI tagging & natural language search
- Context-aware & conditional metadata
- Business-aware AI & image editing



Trust

Know what to rely on

- C2PA & auditability
- AI involvement & disclosure
- Trust across channels



Governance

Rules that guide the work

- AI metadata review
- Consent management
- Governed automation



Action

Content that moves

- QPortal & Brand Portal
- APIs & integrations
- Workflows & MCP



Will your content be ready to work with AI?

Thank you · Linda Nygård, QBank
linda.nygard@qbank.se