**ACTIVITY**

**Tipo actividad: Cuestionario**

**True/False activity**

1. True/False: According to Venngage, 74% of marketers use visuals in over 70% of their content.
2. True/False: Digital assets, as defined by Gartner's Glossary, only include photos and videos.
3. True/False: The definition of a digital asset is solely based on the file format.
4. True/False: Theresa Regli, a DAM industry expert, considers digital assets as something represented in a digital form that has intrinsic or acquired value.
5. True/False: An image from a photoshoot used in a one-off email to a potential client is considered a digital asset.
6. True/False: The value of digital assets is only determined by the hard cost associated with their production.
7. True/False: Digital assets are crucial in an increasingly digital world as they represent the visual connection between a company and its customers.

**Multiple-choice questions.**

1. **What is the primary consideration for a file to be classified as a digital asset?**

A) File format

B) Size of the file

C) Ownership by an individual/company

D) Search engine ranking

1. **According to Theresa Regli, what defines digital assets?**

A) Quantity of assets

B) File complexity

C) Intrinsic or acquired value

D) Popularity on social media

1. **Which of the following is NOT mentioned as a common type of digital asset?**

A) PDFs

B) Virtual Real Estate

C) Spreadsheets

D) Physical paintings

1. **Why do organizations consider some digital assets more valuable than others?**

A) File size

B) Time and effort to produce

C) Number of downloads

D) Color palette used

1. **What role do digital assets play in the business landscape, according to the text?**

A) They are unnecessary for business success

B) They are essential for online engagement

C) They only represent the company's logo

D) They are primarily used for internal communication