IBM Security

Intelligence. Integration. Expertise.

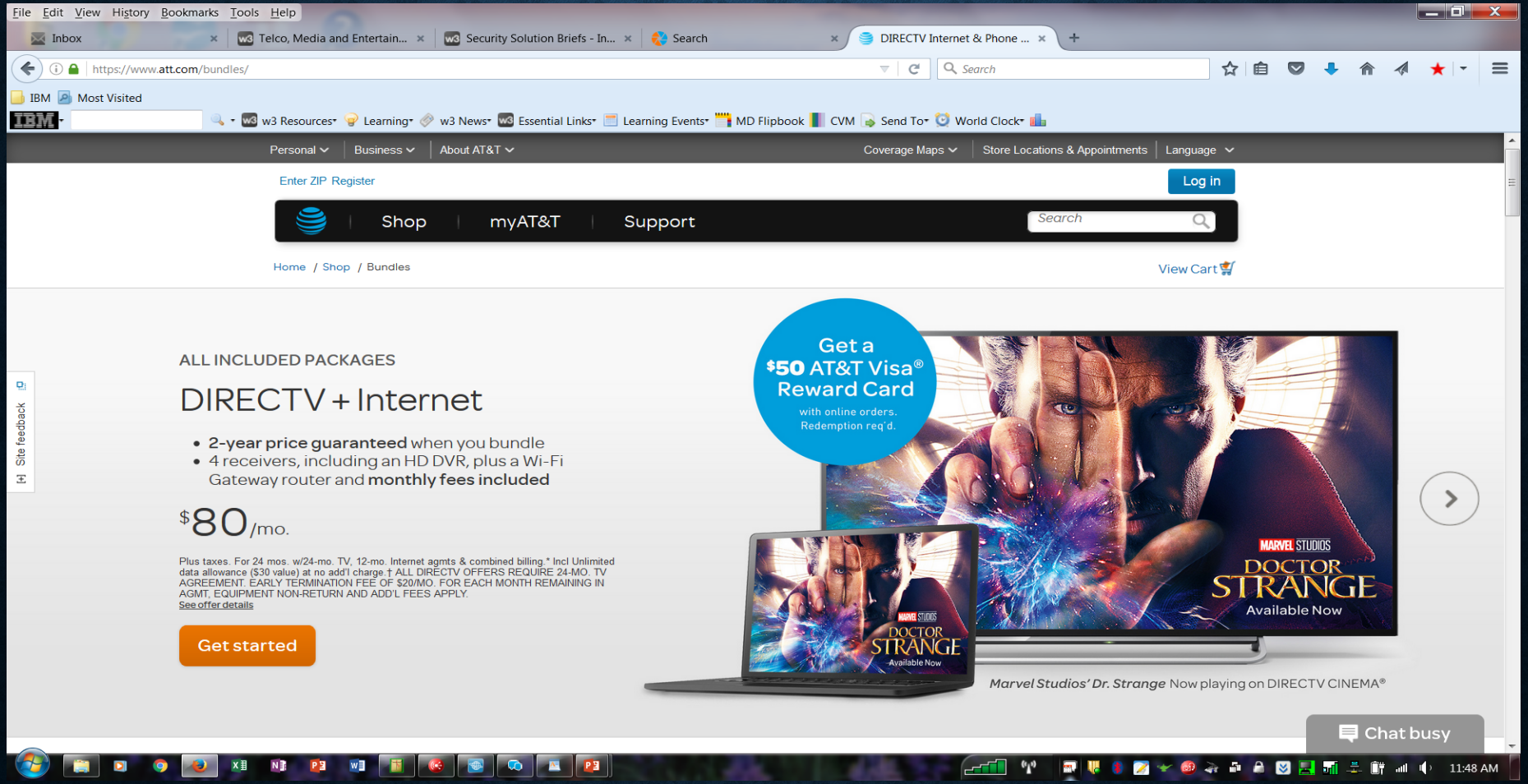
IBM

SECURING MEDIA AND ENTERTAINMENT ENTERPRISES

Kate Scarcella CISSP
Cybersecurity Architect
IBM Security

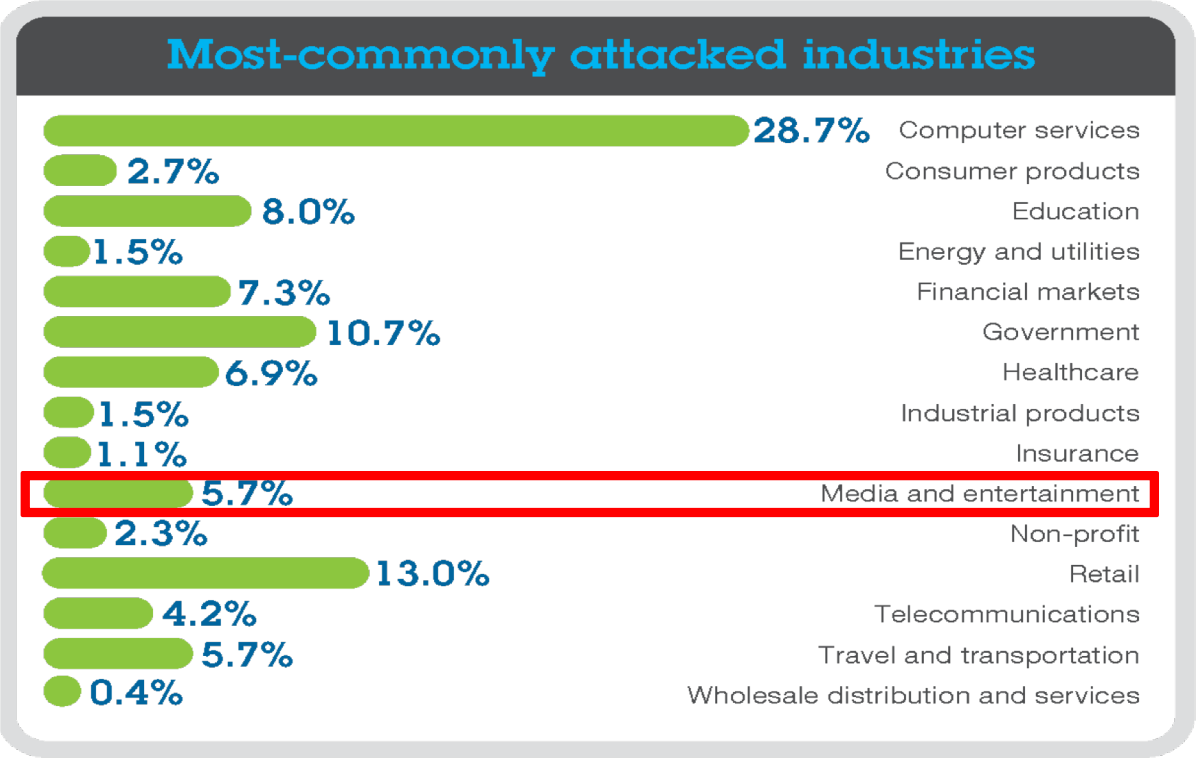
© 2018 IBM Corporation

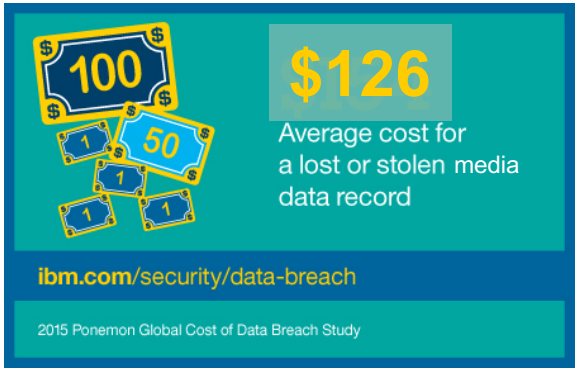
ATT PURCHASES DIRECTV FOR 48.5 BILLION – BUT WHY?

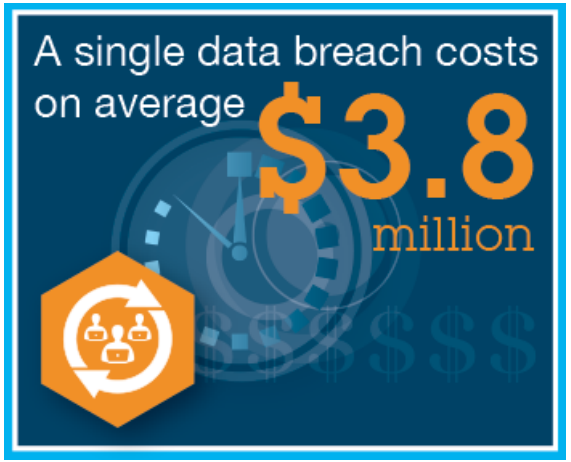


© 2015 IBM Corporation

Media and Entertainment is # 7 of top industries under attack

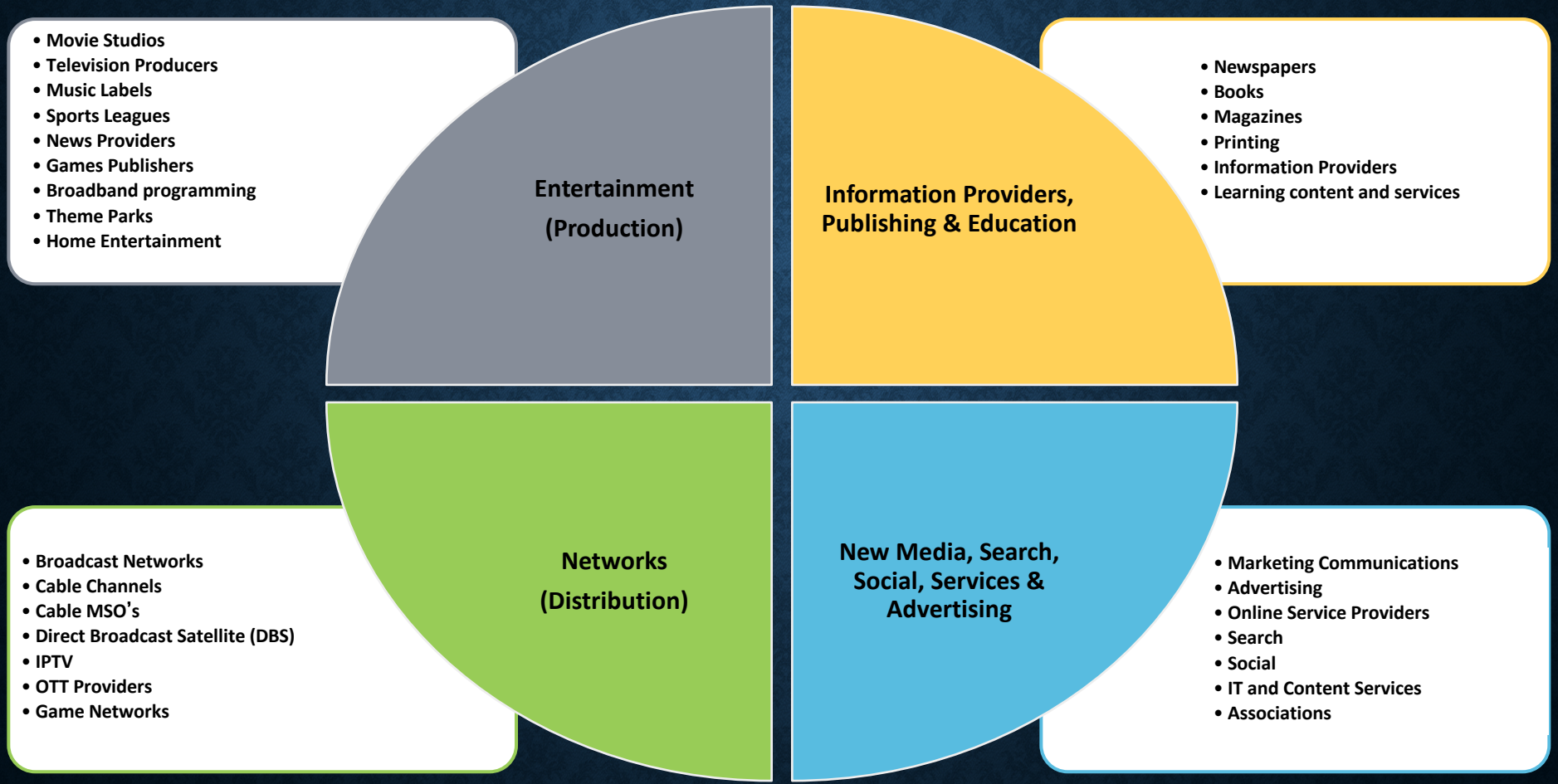






© 2015 IBM Corporation

Media and Entertainment



© 2015 IBM Corporation

Main Key Themes

1. **Media and Entertainment –** Merging with Telecom companies – Going Cloud
2. **Intellectual Property is key –** And its moved everywhere – Data Center to cloud to mobile while being created
3. **Network Intelligence is critical and Software Defined Networks are growing**
4. **Identity intersecting with Data is where they need to be**
5. **Endpoint, Data Protection and Application Security**
6. **Cognitive Security will continue to be key for incident investigations and other M&E growth**
7. **Compliance is a driver in many M&E clients; GDPR, PCI**

© 2015 IBM Corporation

Initiatives that can address M&E security challenges

- **Create a risk aware culture** so employees, partners and suppliers can avoid phishing campaigns and social engineering scams
- **Assess their security posture** and define a plan to reduce risk based on business and operational priorities

- **Detect anomalous / fraudulent activity** by unauthorized users attempting to gain access to critical resources and data
- Use **analytics and integration** to gain real-time visibility to advanced threats

- **Protect corporate brand identity** by understanding where their intellectual property is and who has access
- Establishing an **information access governance strategy** and solution within the company and across the supply chain to safeguard customer and sensitive information where a breach could impact differentiation in the market

- Developing **secure on-line and mobile applications** and services that could be a entry point into an organizations back end systems.
- Implement an **enterprise device management** strategy

© 2015 IBM Corporation