

“Content is King!”

Protect the King

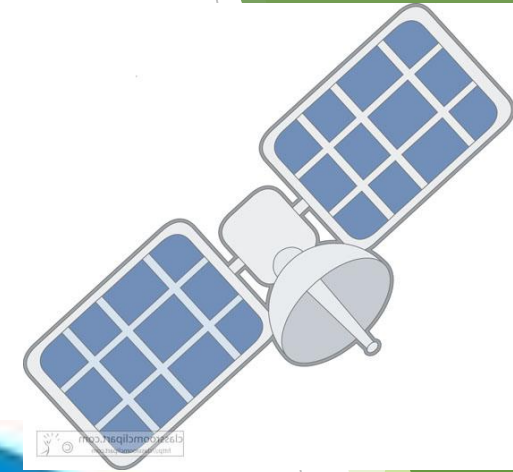
Securing the Future of Media & Entertainment

CDSA Cybersecurity Summit
April 7, 2019
Las Vegas



Exciting time for Content!

- ▶ Media & entertainment have accelerated digital transformation
- ▶ New technologies
 - ▶ ATSC 3.0
 - ▶ 5G
 - ▶ IoT
 - ▶ Cloud
 - ▶ SDN
 - ▶ AI
 - ▶ Robotic
 - ▶ Autonomy



New Functions!

Analog

- ▶ It ain't your Momma's Content
 - ▶ Smart TV's and Radios listen as well as broadcast
 - ▶ Advertisers micro-target their audience
 - ▶ Real-time Feedback
 - ▶ Audiences are a part of the experience
 - ▶ Directly influence content.
 - ▶ Personalized curation
 - ▶ Cross platform
 - ▶ Data portability

Digital

Interactive

Copyright

IP

Privacy

- ▶ Content creators and Providers
 - ▶ care greatly about their IP
- ▶ Content Consumers
 - ▶ more sophisticated Privacy expectations

Public Safety & Smart Cities

- ▶ Content communicates Public Safety risk reduction in smart cities
 - ▶ Recognize hazardous situations sooner
 - ▶ Initiate more effective mitigation
 - ▶ Enhance Response
- ▶ IoT sensors, microtargeted geo-fencing, personalized messaging, OT response
- ▶ Risk Reduction Actions & Triage
 - ▶ Content with “built-in” response paths (hyperlinks, polling, structured and unstructured feedback, ...)
 - ▶ AWARN a great pioneering example



SMART CITY USE CASES



SMART PARKING



WEATHER SENSORS



DIGITAL SIGNAGE



ACOUSTIC SENSORS



WATER & GAS METERING



TRAFFIC LIGHTS & CONTROLS



ELECTRIC VEHICLE CHARGING



SOLAR INVERTERS



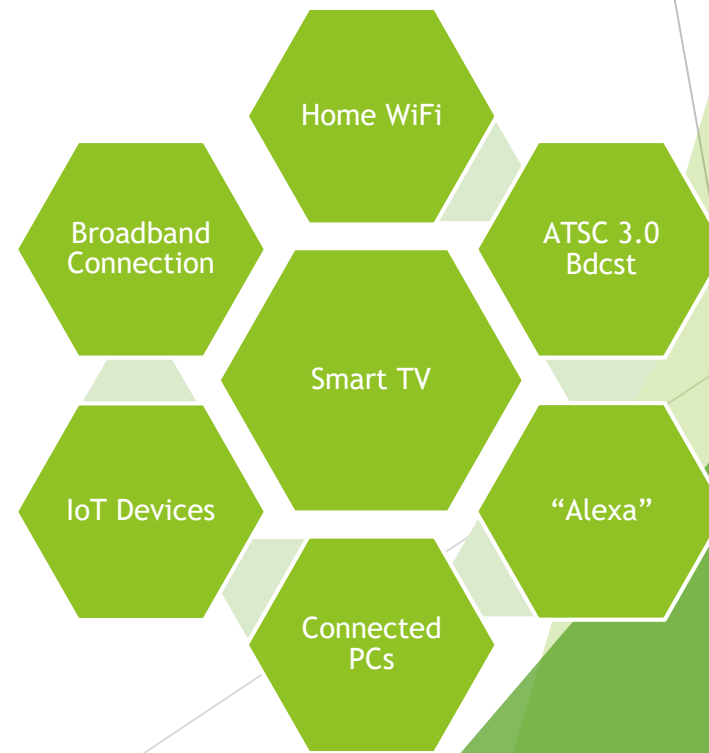
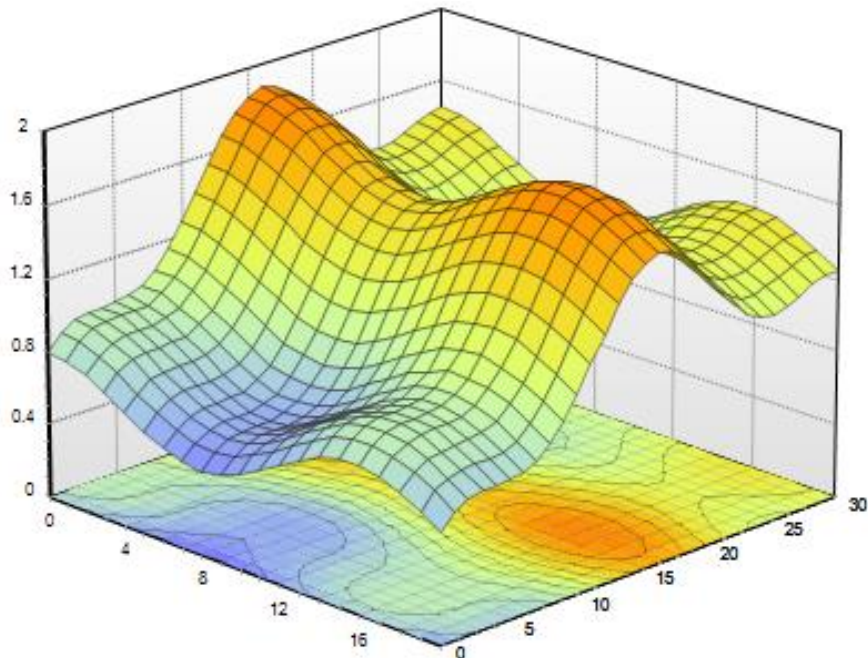
SECURITY AND SURVEILLANCE



WASTE MANAGEMENT

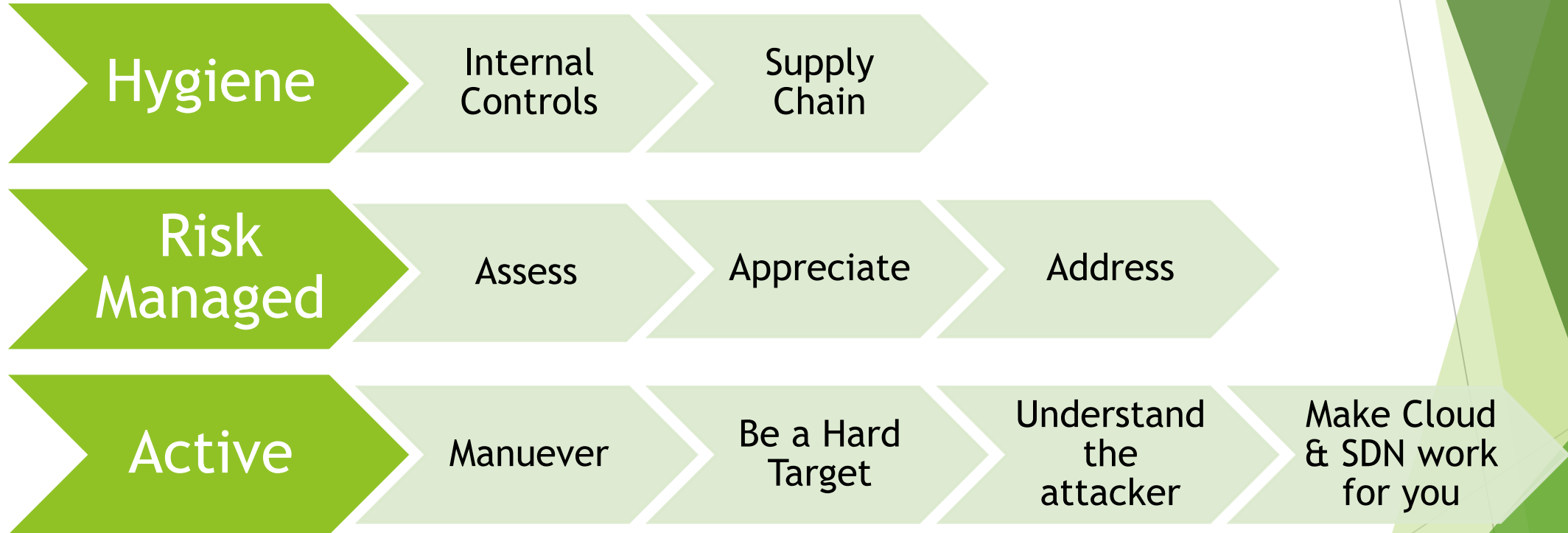
Rapidly Expanding Attack Surface

- ▶ Broadcast Content will now be exposed to threat vectors from the surrounding ecosystem
- ▶ Information sharing between industry verticals will grow in importance
- ▶ The DYN Attack (Mirai BOTNET) is a great illustration



Mature your Cybersecurity Resiliency

- Educate the “Rest of the Team”



Who decides what your cyber risk posture will be?

- ▶ Your CISO, your CTO?
- ▶ A Chief Risk Officer?
- ▶ Who makes the company's investment decisions!
 - ▶ “...You can't handle the truth!!” (Col Jessup in a Few Good Men)
 - ▶ Do you have a common language from which to discuss cyber risk?
 - ▶ Does it extend to the board
- ▶ Understand your gaps
- ▶ Have a bias for new technology
- ▶ Hire a diverse cyber defense team
- ▶ Cultivate cyber information sharing networks

Recapture the “Virtual Public Square”

- ▶ “Trust is Everything”
- ▶ Cyber adversaries understand that controlling perceptions can be the object
 - ▶ Cognitive Warfare
- ▶ Who’s working defense of how your content is perceived?
- ▶ Add cognition influence attacks to your cyber risk landscape



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Protect the King!!!

