



Content Protection Month

*A global industry initiative for content
protection and
content security awareness*



Content Security Awareness Is At The Forefront of Critical Transformation

- In this new Platinum Age of Production the entertainment industry is creating more content than ever
- A huge influx of people are touching content in various forms and at various times during its creation and distribution across all formats
- Now more than ever, studios must defend against the unauthorized access to intellectual property by empowering employees to better understand the risks, process and protocols to engage with their content security representative(s)
- **It's everyone's job at every level to safeguard content**



October 2019

Content Security Month Launch!

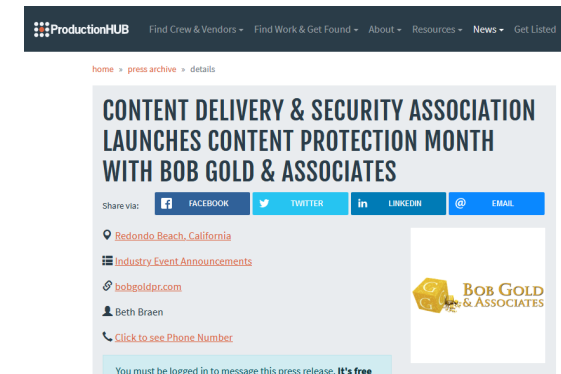
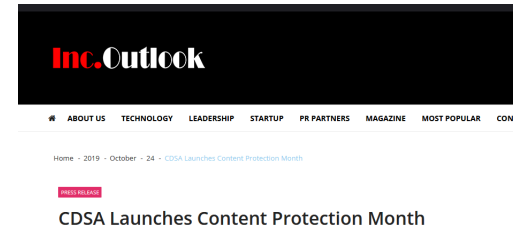
Event Goals & Objectives

Held in conjunction with National Cybersecurity Month individual events were planned and hosted by CDSA Board member companies

- To **raise awareness** across all business units and service provider partners;
- **Educate** and **enculturate** everyone who is part of the content ecosystem to personally embrace content protection and security: and
- To **empower** and **engage** staff to become ambassadors in relation to content protection.

Coverage

- **15 earned story placements** (1.21M unique visitors)
- **7,680 estimated views** from earned coverage
- **110 postings** from BusinessWire (47.5M unique visitors)
- **1,637 views** on BusinessWire.com



We Need Your Support!



Get Ready for 2020!

Content protection and content security is a year-long campaign to remind individuals to decrease risk and avoid piracy.

- Build on 2019 launch and begin the planning process now!
- Incorporate World Intellectual Property Day in planning – April 26, 2020
- Think Global! CDSA Content Protection Summits 2020 hosted internationally
 - Barcelona, Las Vegas, New York & Los Angeles
- CDSA celebrating 50 years!

BG&A will help CDSA to plan a Content Protection Day event that suits each of your organizations. The mission is to have broad, global participation from our Board member companies, and others, at any level of resource/commitment.



Bob Gold, Principal



**Beth Braen,
Director, Client Services**



**Robert Brownlie,
Account Coordinator**



**Roxanne Leone,
Director, Marketing**



NEXT STEPS

**January 2020 –
Schedule a call to discuss ideas**

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