VETTING TECHNIQUES FOR INTERNET SHARING RECIPIENTS

Alex Nauda
CTO, SHIFT

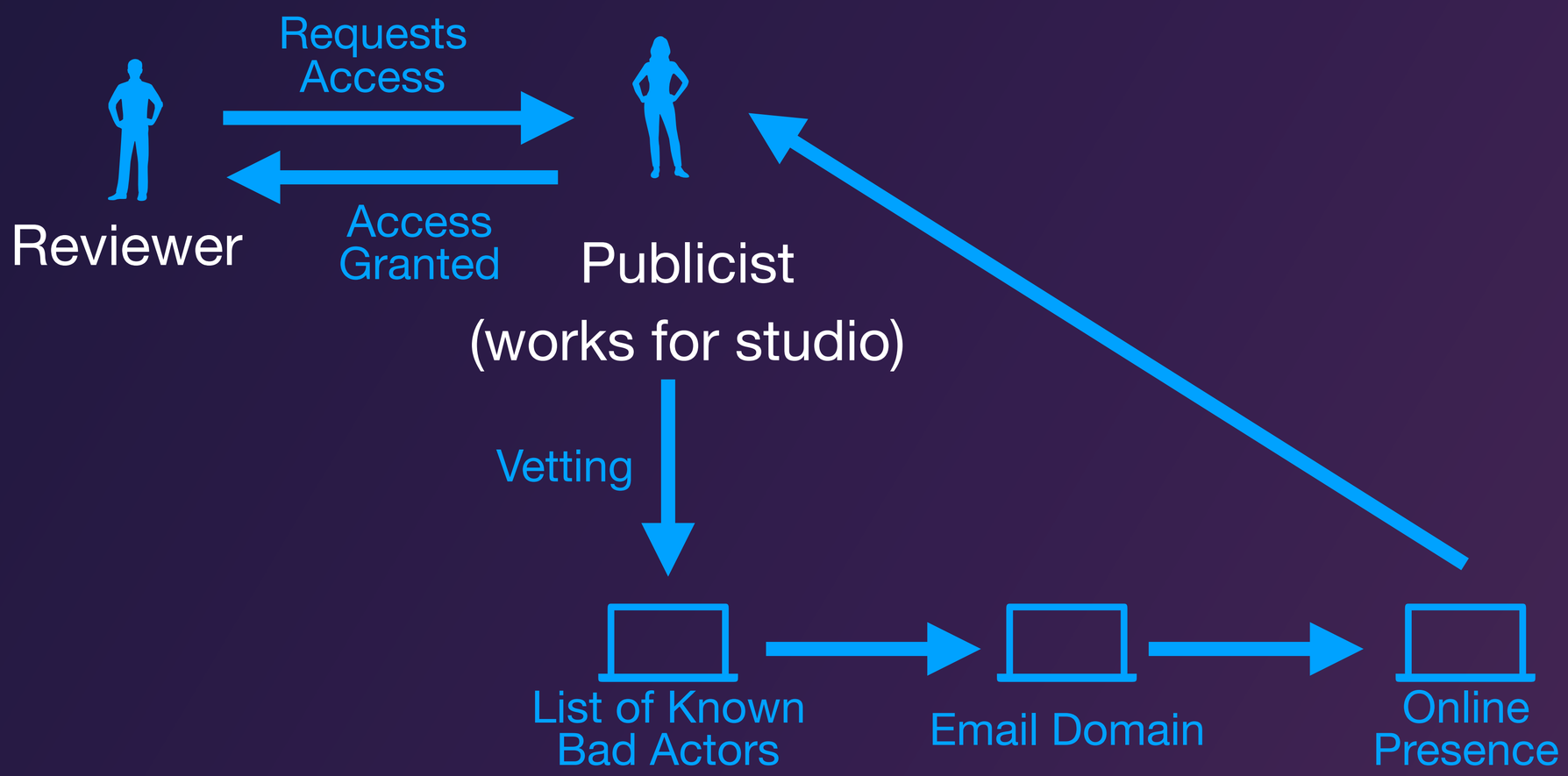
SCREENERS.COM
BY SHIFT

SafeStream

THE VETTING CHALLENGE

- Scripted and theatrical content comes with a high piracy risk
- Sharing to recipients outside of your company authentication perimeter is unavoidable
  - In post-production workflows
    - Cast members
    - VIPs
    - Vendors
    - Contractors
  - In pre-release publicity windows
    - Wide audiences of press reviewers
- Mistakes in onboarding new users can be extremely costly
- Teams who are sending out the content need tools, processes, and support

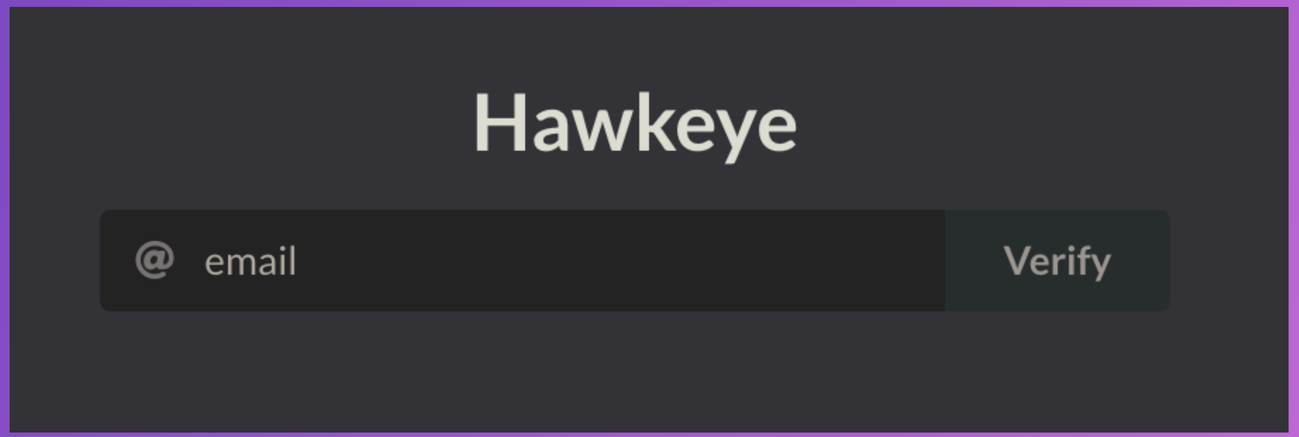
ONBOARDING PROCESS



LIST OF KNOWN BAD ACTORS

- Maintain a central list of known bad email addresses and email domains
  - Based on observed behavior
  - Based on whatever intel you can get (more on that in a later slide)

- Make the list available to the people on the front line
  - Publicists
  - Admins
  - Support
  - etc.



(Our internal tool at SHIFT)

EMAIL DOMAIN RESEARCH

- Ground rules:
  - Prefer to invite emails with specific domains over public webmail (gmail.com, outlook.com, yahoo.com)
  - Prefer work email address over personal

- Vetting email domains

Snooping on domains (has anyone else flagged this?)

Historical hosting information, including DNS records (has the hosting moved?)

- **whois**
- **dig / nslookup**
- **urlcrazy**
- **OSINT framework**

This process normally requires technical staff
- Combine with central list of email addresses
- Vet new domains as they are added (before, or immediately after)

ONLINE PRESENCE

- Snoop on the reviewer's online identity
  - Look specifically for reviews of TV (or whatever content you are sharing)
    - Not theater reviews, or culture, or product reviews
    - Not general reporting or anything else unrelated

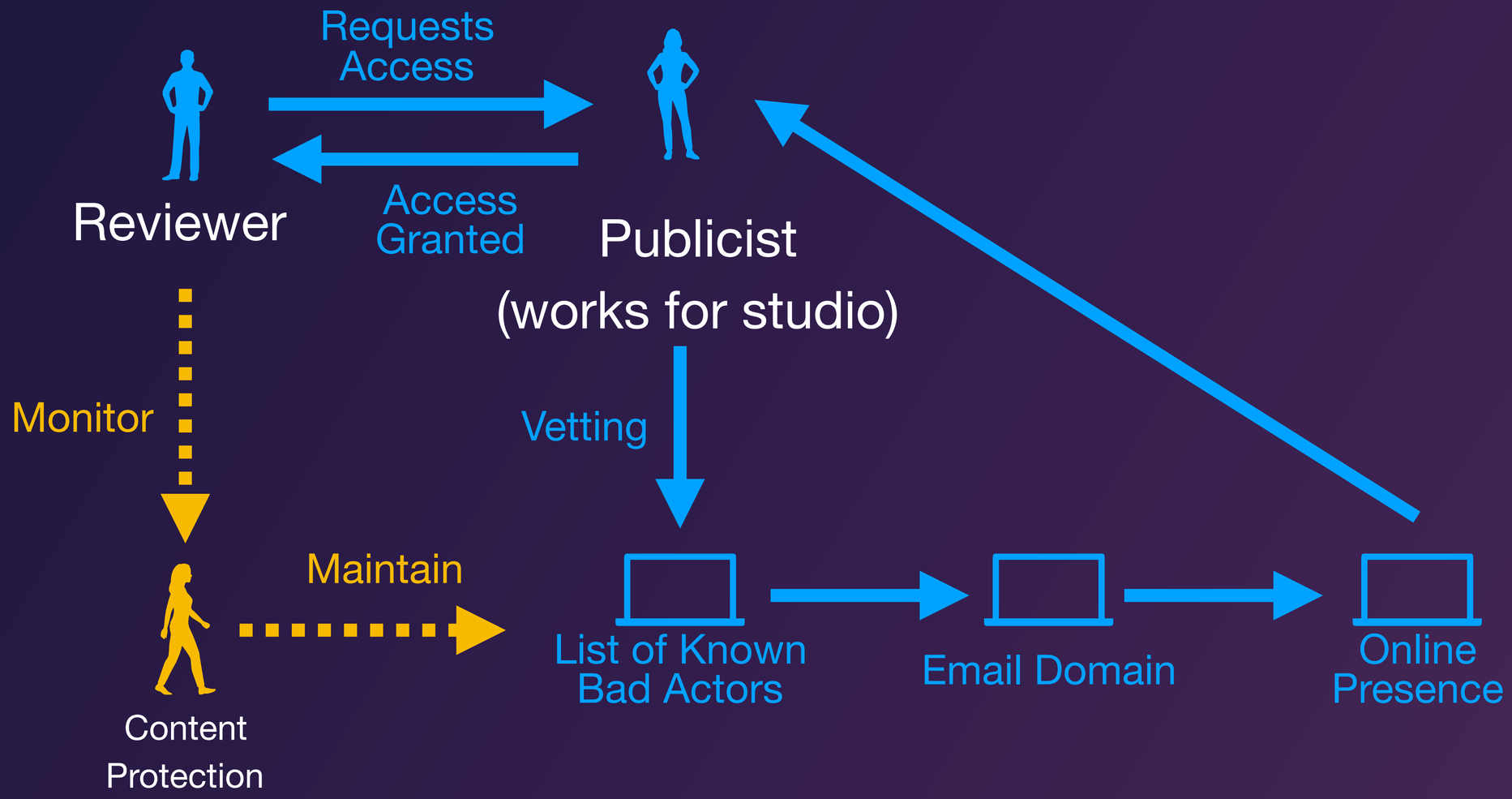
All writers are on Twitter, especially those who cover TV or movies
- Look for tweets about content

Most press reviewers can be found on LinkedIn
- Use the feature that connects to your address book to search by email!

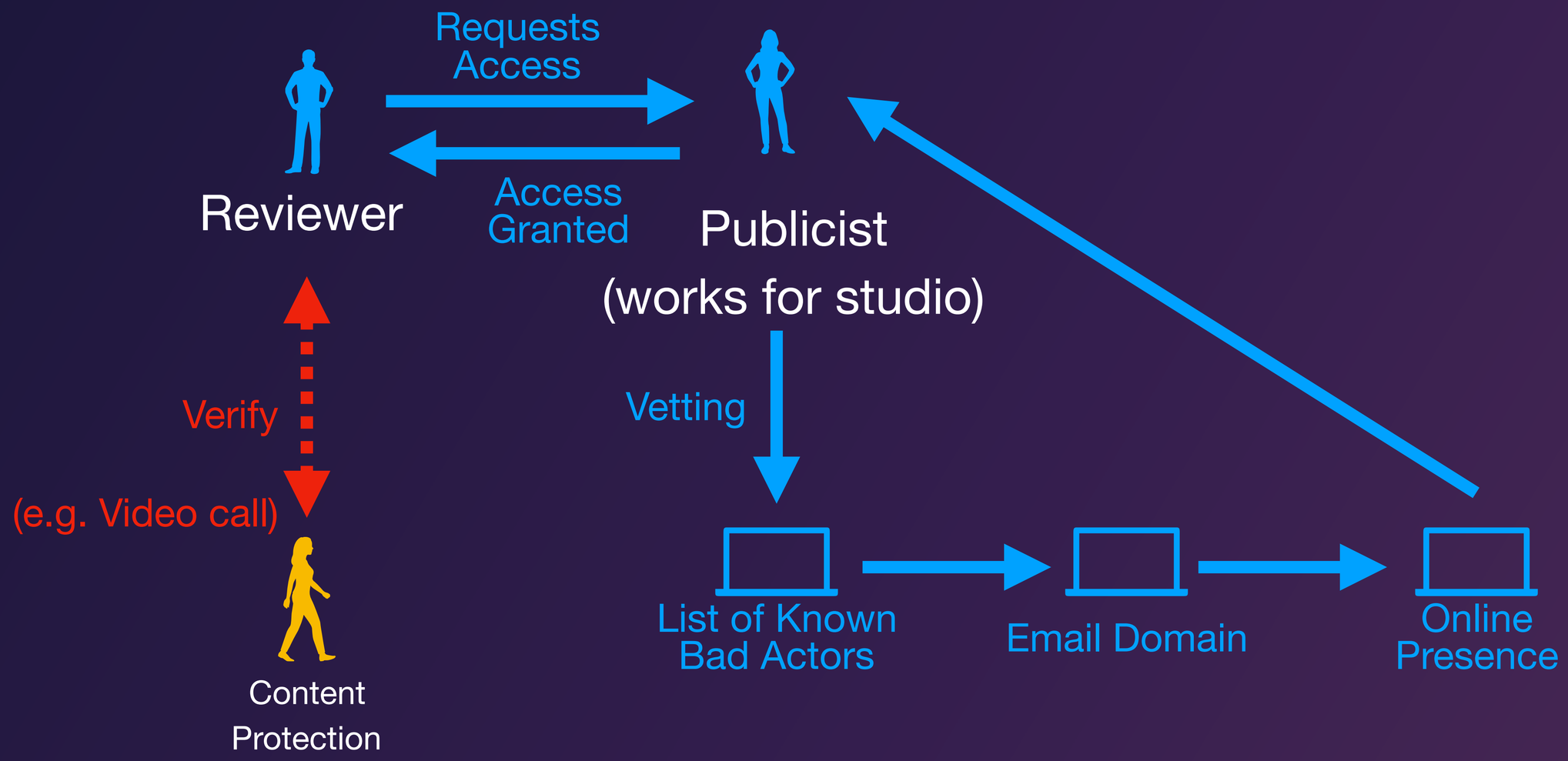
VIP users can often be found on IMDB
- Is it obvious why they would have pre-release access to this content?

Public records search
- Where is this person located? What is their phone number and address?

WHERE MONITORING FITS



IDENTITY VERIFICATION



ADDITIONAL BEST PRACTICES

- Cooperate across companies
    - Vendors and customers
    - Partners
    - Competitors and other companies who share an interest
        - ContentWatch Slack group
        - LA-CISE
        - ME-ISAC
- Clarify legal constraints on sharing, and try to open avenues

THANK YOU

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