



# Cybersecurity & Content Protection



May 12, 2020 | 10 a.m–1 p.m. Pacific

# SECURING THE FUTURE OF MEDIA & ENTERTAINMENT



Ralph Echemendia - The Ethical Hacker

**Securing the Future of Media & Entertainment**



the  
ethical  
hacker





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## LET START WITH THE HACKERS



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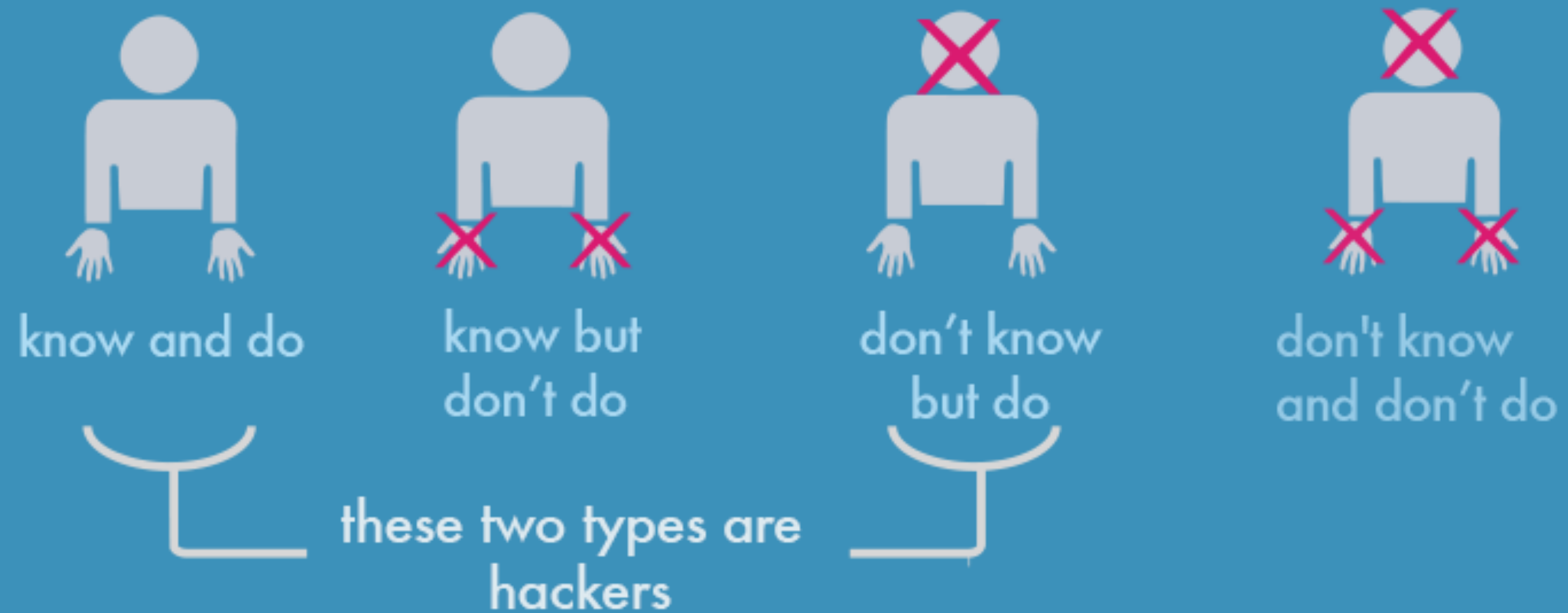




# WHO ARE HACKERS?

THERE ARE 4 TYPES OF PEOPLE IN THE WORLD

those who



meaning 1

an expert at programming and solving problems



meaning 2

a person who engages in an activity without skill or talent



Let's check the dictionary.

...but they share one thing in common - they are doers



- the
- ethical
- hacker





VIRTUAL  
SUMMIT

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# NOT HACKERS



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# OLD SCHOOL HACKING



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## WE CREATED THE HACK-A-THON

IT ALL STARTED WITH

# DEFCON



CAPTURE THE FLAG



- OVER 12K PARTICIPANTS
- 100+ COUNTRIES
- 500 LIFE-CHANGING PROJECTS

9-12 April, 2020

## Fighting a Global Crisis

3 billion people in lockdown. Let's hack the future so we never go through this again.



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LET'S HACK

JOIN SLACK

[THEGLOBALHACK.COM](http://THEGLOBALHACK.COM)



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## MOTIVES





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TECH  
INDUSTRY  
\$€...

HACK.

CYBER  
CRIMINALS

THE VALUES OF DATA.

STATE  
SPONSORED

INTELLIGENCE

LAW  
ENFORCEMENT



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# FAKES AND FACTS



## FACT THEM ALL

- METRICS
- PEOPLE
- CONTENT

HACKING IS THE TOOL FOR MANIPULATING PERCEPTIONS.



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# HACKERS FAKING HACKERS



THE "ROBIN SAGE" EXPERIMENT

CIRCA 2009



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## EVEN THE HACKERS ARE FAKES

## Fictional biography [\[ edit \]](#)

According to Sage's [social networking](#) profiles, she is a 25-year-old "cyber threat analyst" at the [Naval Network Warfare Command](#) in [Norfolk, Virginia](#). She graduated from [MIT](#) and had allegedly 10 years of work experience, despite her young age.<sup>[2]</sup> Ryan created several accounts under the name Sage on popular social networks like [Facebook](#), [LinkedIn](#), [Twitter](#) etc. and used those profiles to contact nearly 300 people, most of them security specialists, military personnel, staff at intelligence agencies and defense contractors.<sup>[1]</sup> Her pictures were taken from a pornography-related website in order to attract more attention.<sup>[2]</sup>

Despite the fake profile and no other real-life information, Sage was offered consulting work with notable companies [Google](#) and [Lockheed Martin](#).<sup>[2]</sup> She also received dinner invitations from several male contacts.<sup>[1]</sup>



[HTTPS://EN.WIKIPEDIA.ORG/WIKI/ROBIN\\_SAGE](https://en.wikipedia.org/wiki/Robin_Sage)





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EVERY MINUTE OVER

20000

PEOPLE ARE HACKED



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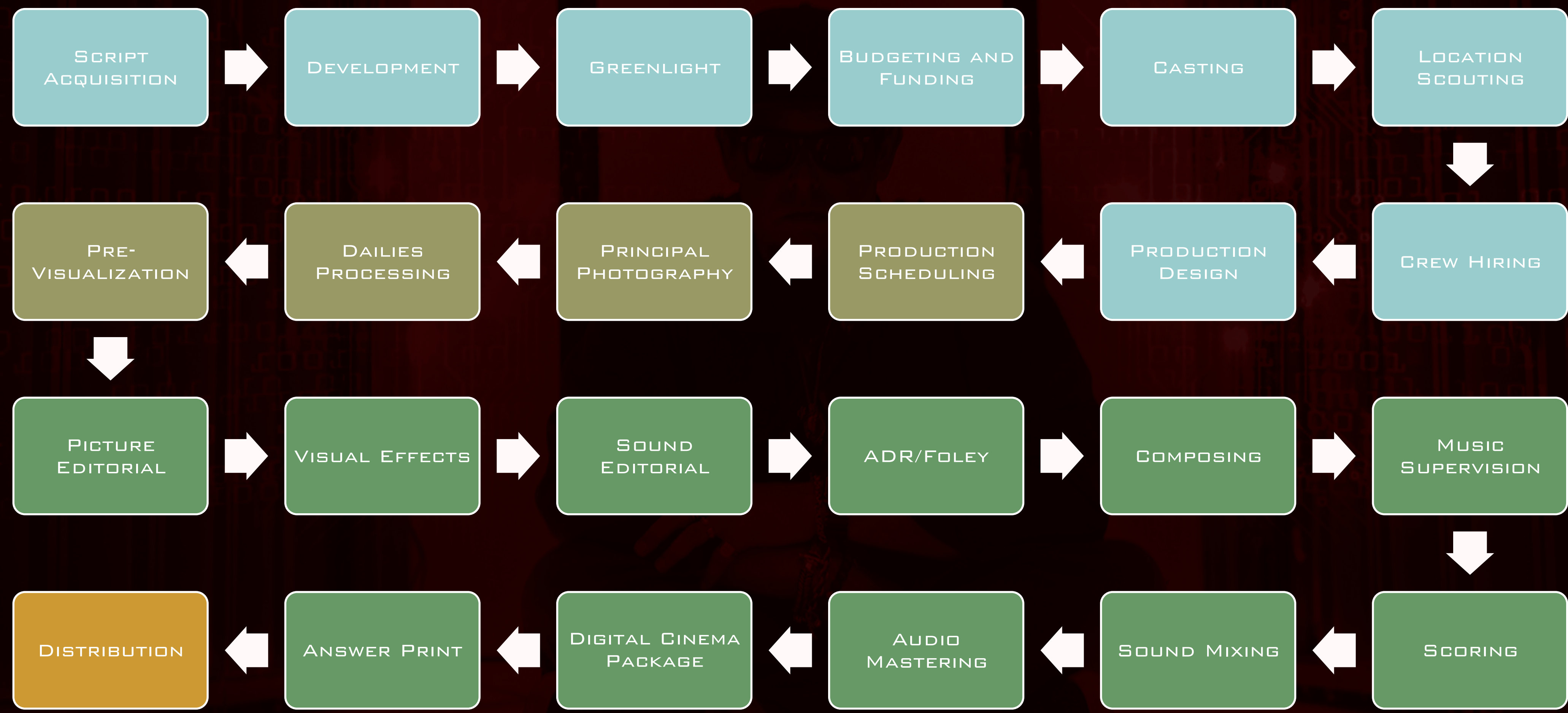


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DATA, DATA, FILES AND MORE FILES

SCRIPT TO SCREEN



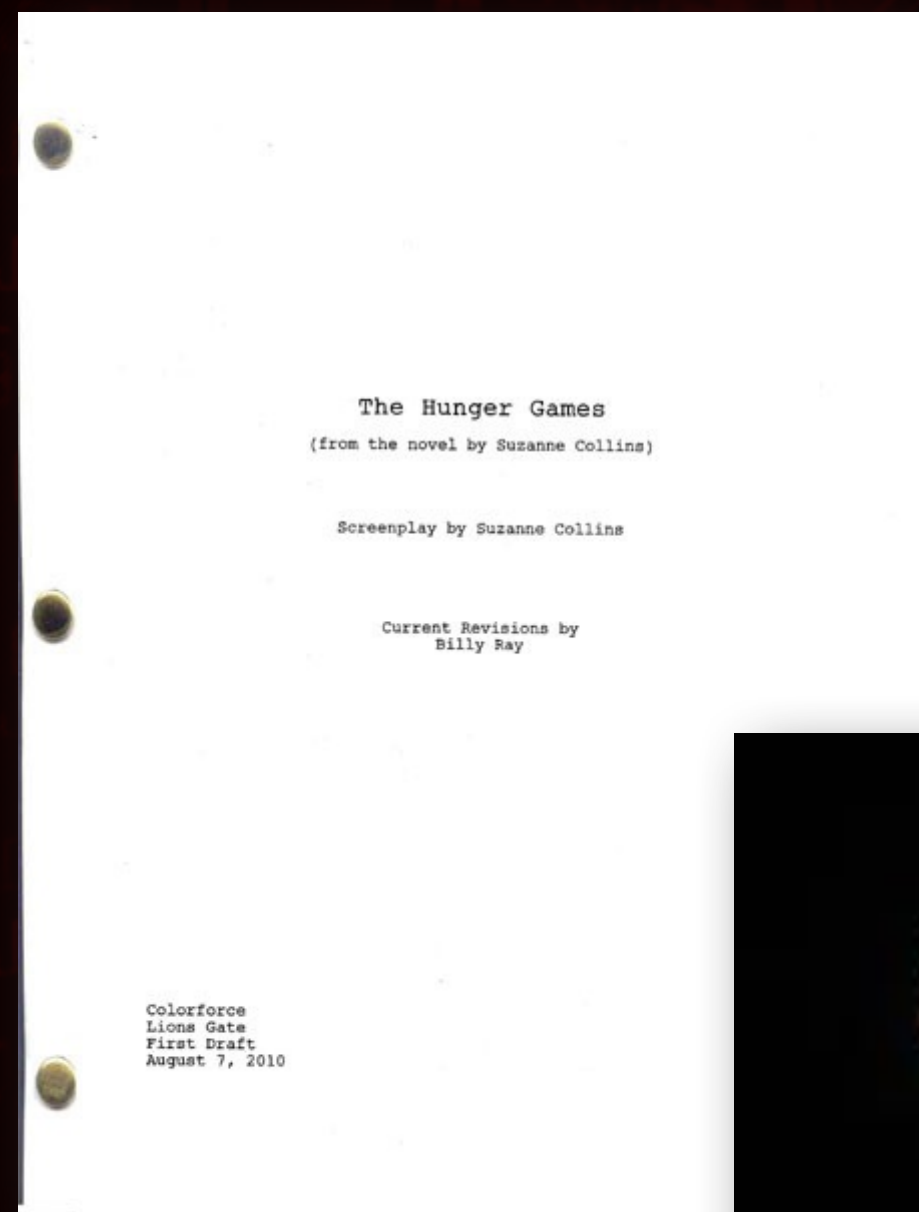


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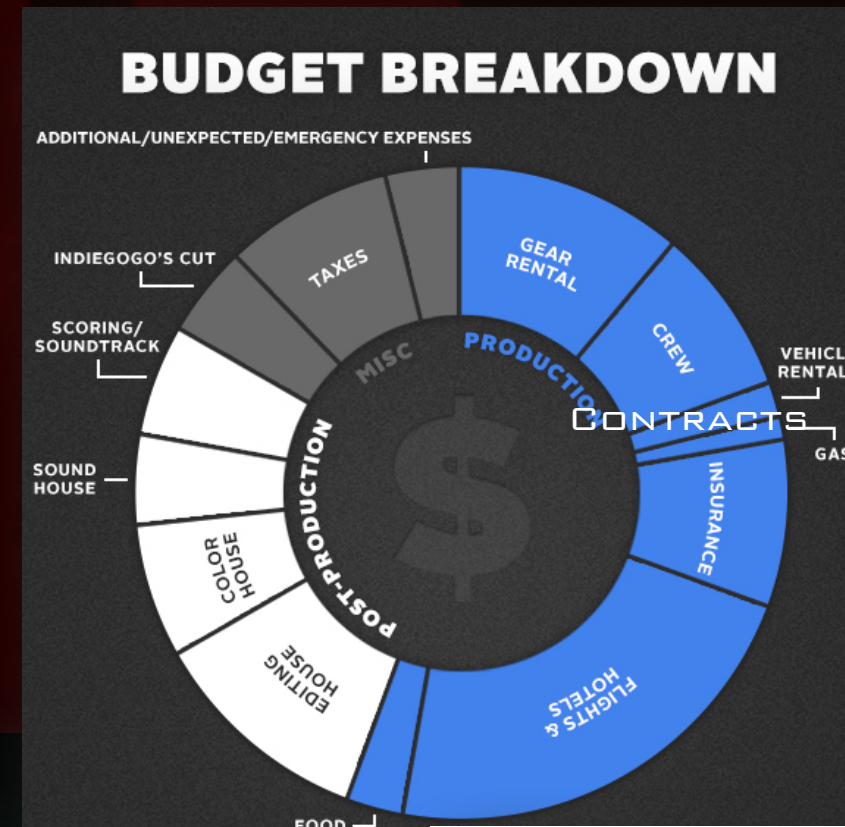
## INFORMATION AT RISK

### SCRIPT

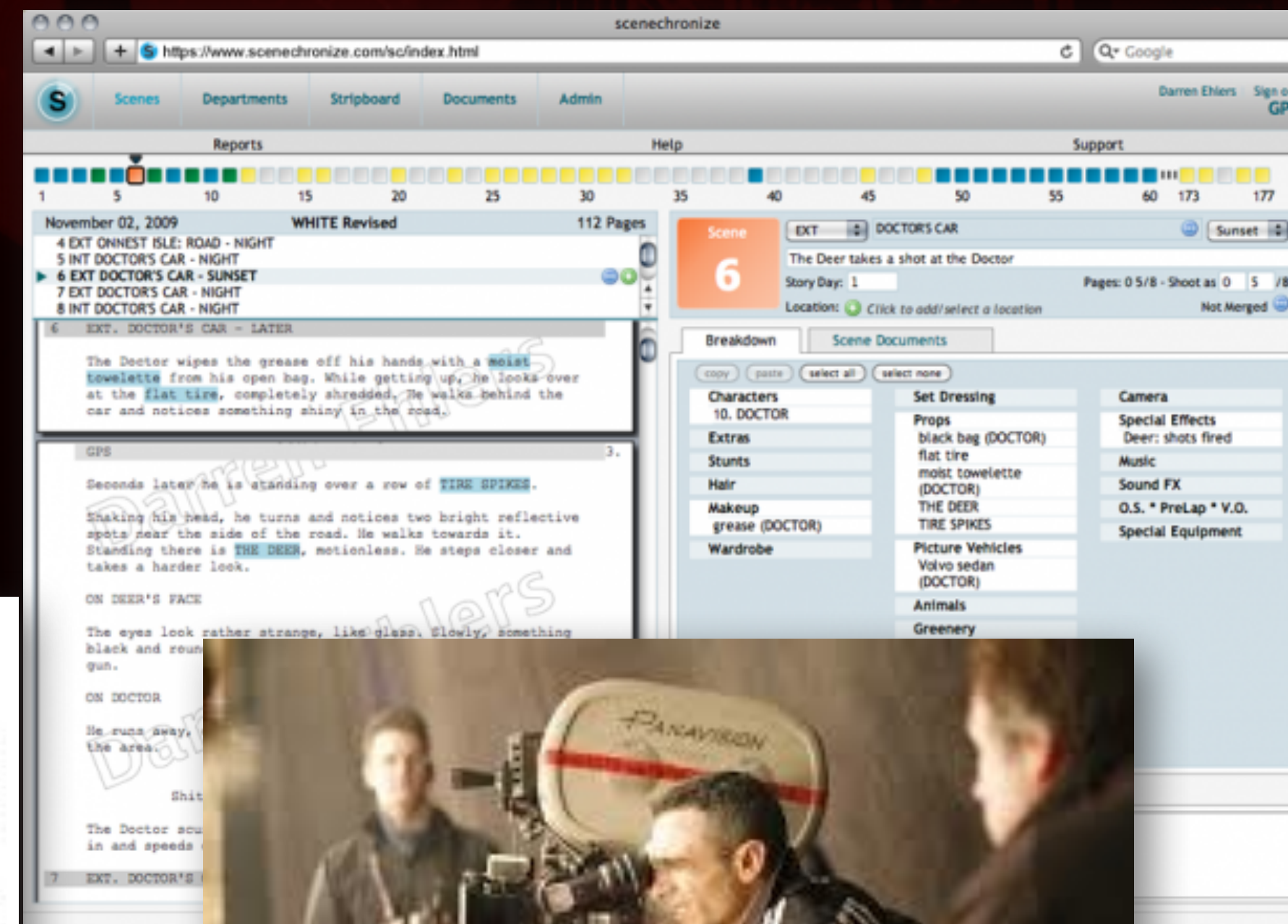


DATA, DATA, FILES AND MORE FILES

### BUDGET



### SCHEDULE



### CAST

### CONTRACTS



### KEY CREW HIRES



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## INFORMATION AT RISK

CONCEPTUAL DRAWINGS



SET CONSTRUCTION



DATA, DATA , FILES  
AND  
MORE FILES

PRODUCTION OFFICE



POST FACILITIES / WORKFLOWS



LOCATION SCOUTING





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## THE COST OF HACKING

\$ 1,000,000,000,000

OVER ONE TRILLION DOLLARS IN ANNUAL COSTS OF SECURITY

BREACHES





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## SCARCITY

# Forbes



ONE MILLION CYBERSECURITY  
JOBS UNFILLED

3.5 MILLION CYBERSECURITY  
JOB OPENINGS BY 2021



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## SAFETY.

THE CONDITION OF BEING PROTECTED FROM HARM OR OTHER NON-DESIRABLE OUTCOMES.

SAFETY CAN ALSO REFER TO THE CONTROL OF RECOGNIZED HAZARDS IN ORDER TO ACHIEVE AN ACCEPTABLE LEVEL OF RISK.



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SO. HOW SAFE ARE WE?

LET ME SHOW YOU.



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NOT VERY.



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NOT VERY.





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# INNOVATION CREATES OPPORTUNITY.



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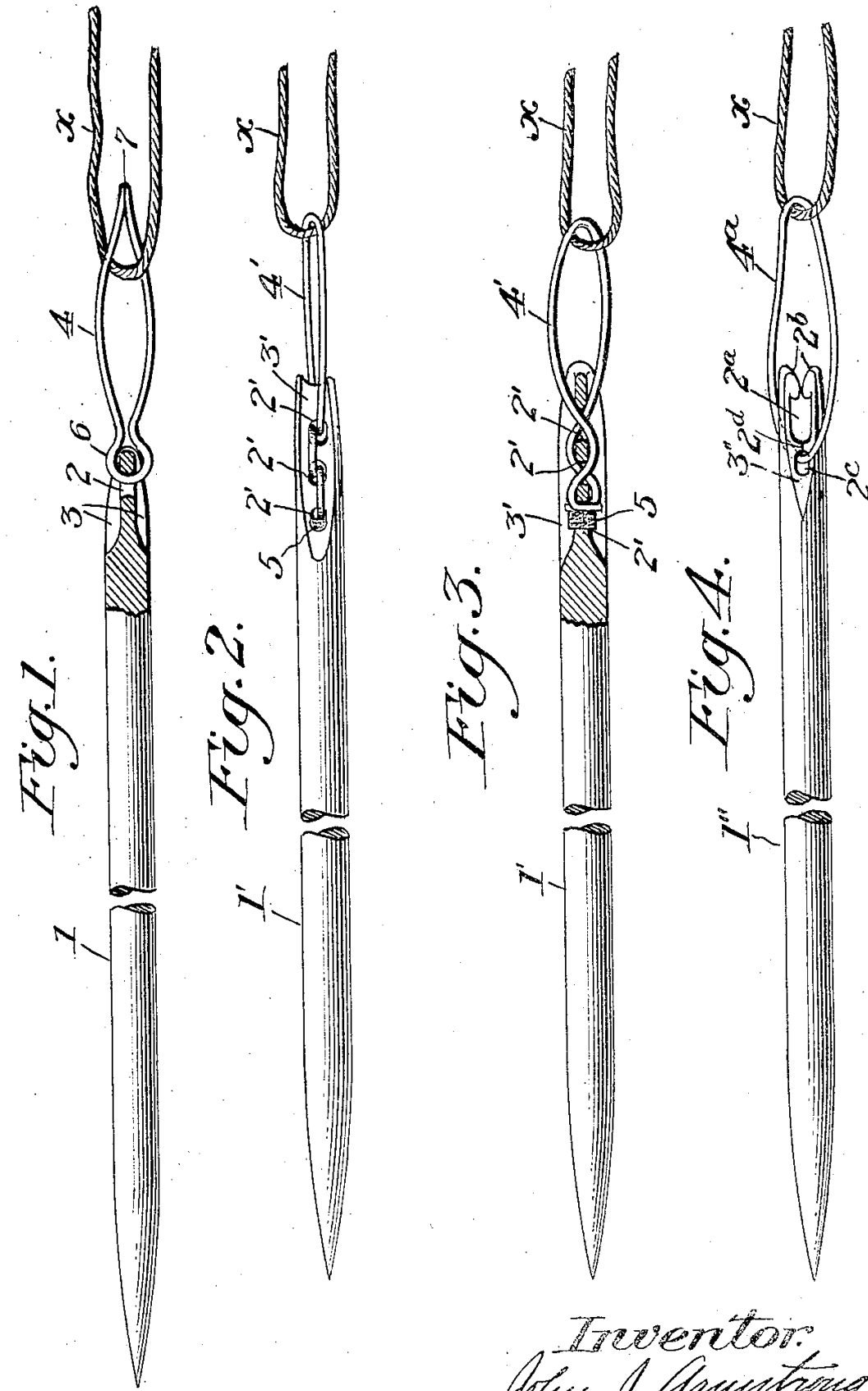


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1,293,660.

J. J. ARMSTRONG.  
HAND SEWING NEEDLE.  
APPLICATION FILED AUG. 21, 1916.



Inventor  
*J. J. Armstrong*  
by *Francis C. ...*

# INNOVATION

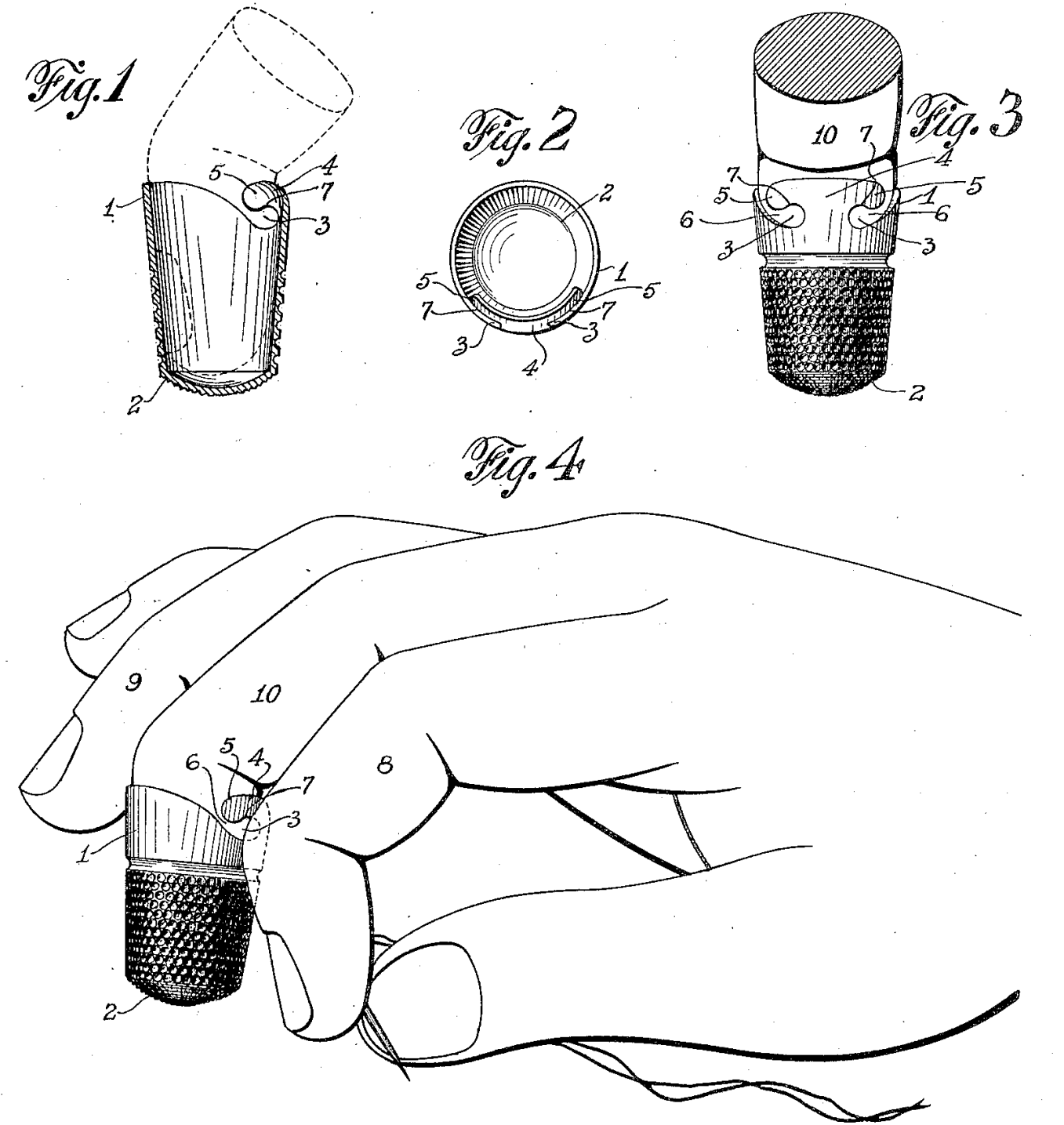
RISK



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1,057,496.

E. PALTER.  
THIMBLE.  
APPLICATION FILED MAR. 29, 1912.



WITNESSES:  
*George Schlatt*  
*J. D. ...*

*Elias Palter*  
INVENTOR.  
BY *Kenyon & Kenyon*  
his ATTORNEYS.





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OPPORTUNITY  
PRODUCES RISK.



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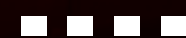


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EXPLOITING  
RISK  
CREATES INNOVATION.



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VULNERABILITY  
CREATES  
TRUST.



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# DETECTION.

## KNOWING IS HALF THE BATTLE.

AVERAGE DETECTION TIME

206 DAYS



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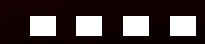


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**PREVENTION.**  
**TAKING ACTION IS THE ANSWER.**



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## BEHAVIOUR.

THE WAY IN WHICH ONE ACTS OR CONDUCTS ONESELF, ESPECIALLY TOWARDS OTHERS.

THE WAY IN WHICH A MACHINE OR NATURAL PHENOMENON WORKS OR FUNCTIONS.





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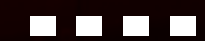


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VALUE.

ETHICS.

HOW TO USE THESE  
SUPERPOWERS.



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# THANK YOU

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RALPHEZ



RALPHEZ





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