Media & Entertainment Day Online: Data, Cloud, AI, Security

Account sharing and turnover: Turning loss to loyalty

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\$9.1 Billion, 2019

\$12.5 Billion, 2024



Cultural

"Credential sharing falls into two categories. Most sharing is casual, with no intent to profit."

criminal

"But the bigger risk is from pirates that purchase large stolen consumer databases via the 'Dark Web' and use automation to discover penetrable end user accounts."

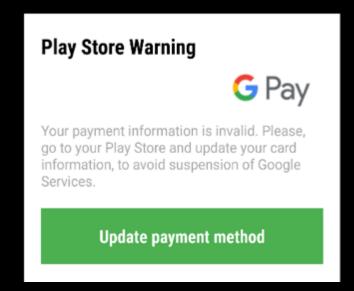
Digital identity fraud "kill chain"

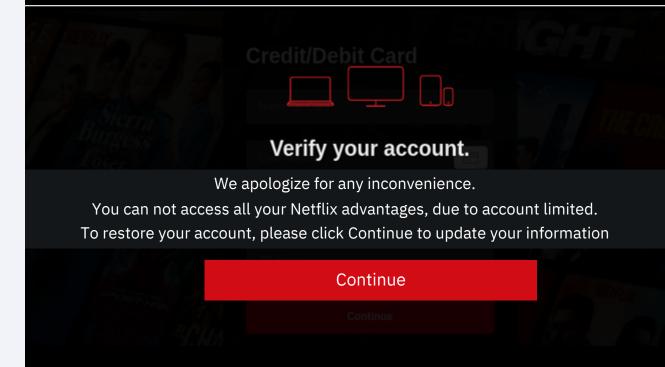
- 1. Compromised account
- 2. Fraudulent login
- 3. Monitoring
- 4. Monetization

Malware

Phishing

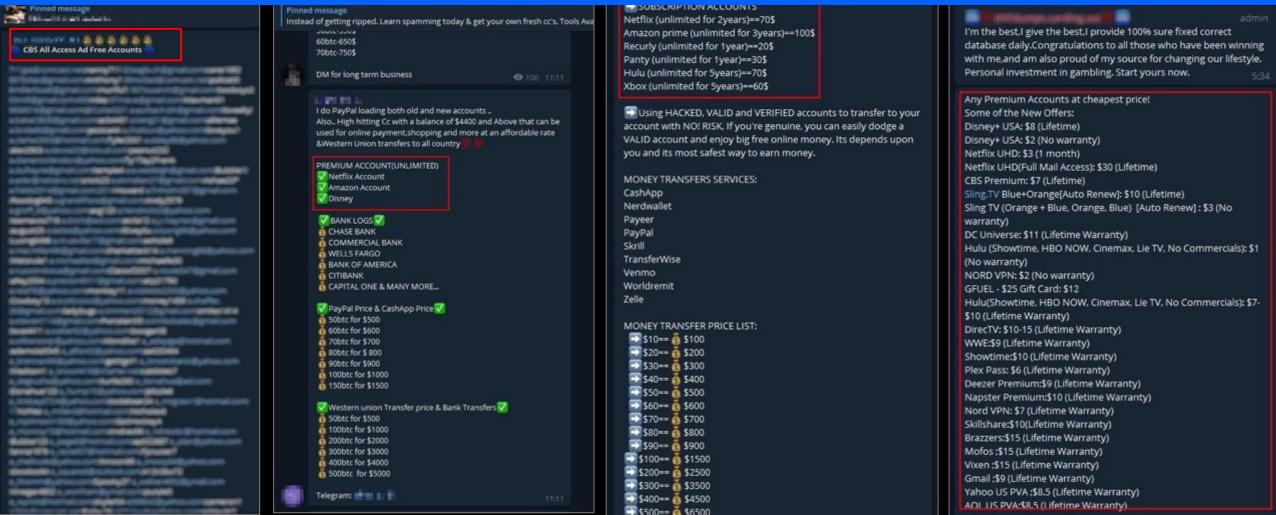
Bots





Data is a steal on the dark web

Accounts of every major streaming service available - and at "great" discounts



There are many ways to clamp down on account sharing

Manage a device list per account

Send a security notification

Offer an upgrade

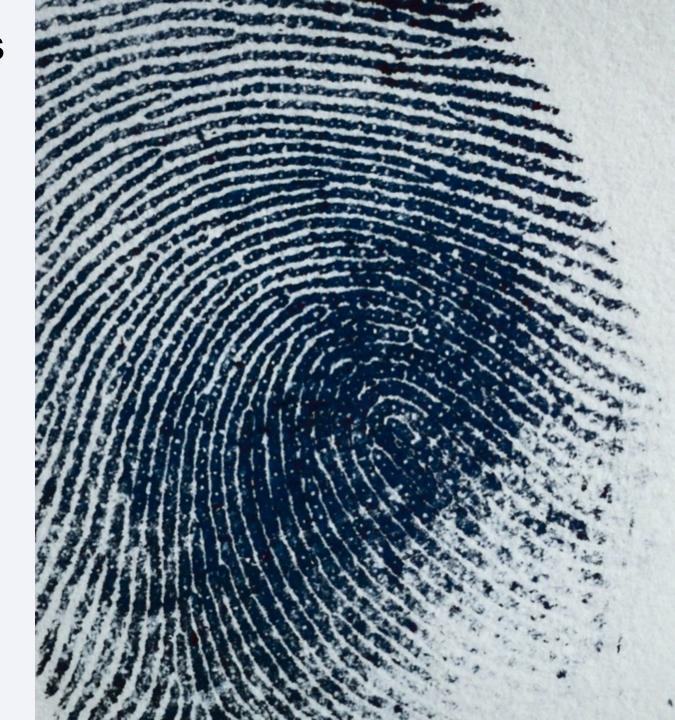
Block concurrent logins

Shut down the account



Assessing digital identity risk is at the heart of the solution

- Real time assessment of risk of fraud of every user session
- A frictionless experience for low risk sessions



"We are now in a position where we are one step ahead of the hackers."

CEO, leading European video streaming service

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What is any.cloud?

Consumer security specialist

ISO27001 certified company

Customers in 29 countries

CSA Star Alliance certified

IBM's most innovative partner in Europe, 2020

IBM Cloud Partner of the Year 2017 and 2019 in Denmark Headquarters in Copenhagen and offices in Poland, the Czech Republic and Finland

Founded in 1998







Our ideology



Customer Experience

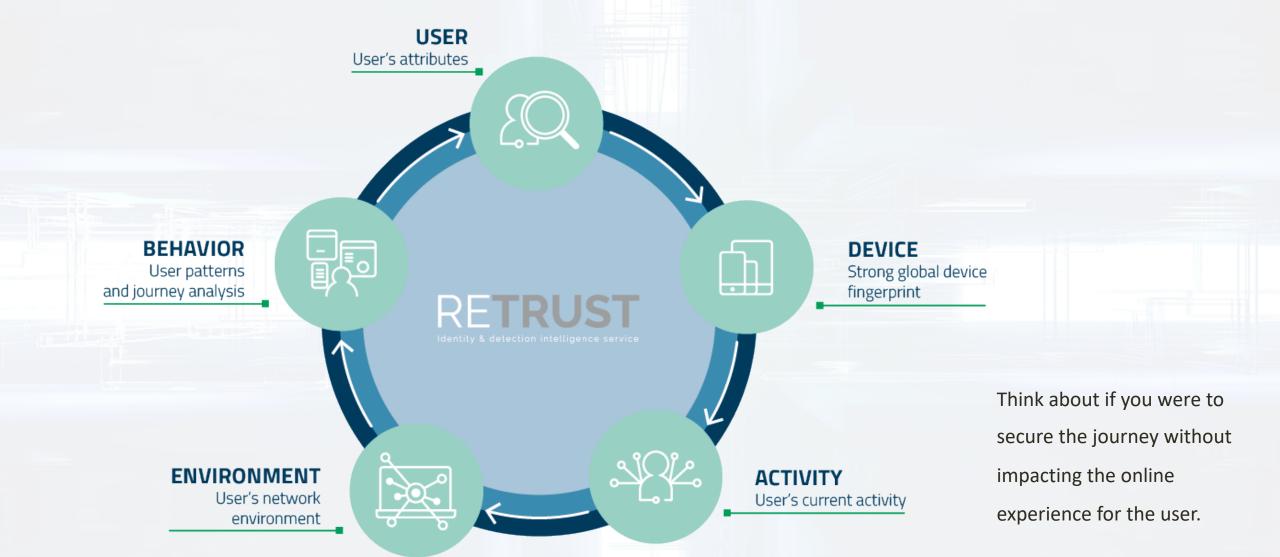


Digital Trust



Fraud Prevention

How does account profiling work?



Securing who is who

Pinpoint data to be consumed by the application or third party risk engine







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Device Intelligence

- Device ID
- Screen Resolution
- Screen dpi
- Screen touch
- Client time zone
- First seen/last seen
- Last change
- Rapport_machine_id
- OS languages
- Platform/CPU/OS
- User Agent
- Random cookie
- Blacklisted/ Known Fraudster
- RAT Indication
- Proxy indication
- Spoofed device

Connection/Analytics

- · Remote Addr
- IP class
- ISP
- Org
- Country
- Region
- City
- Post code
- IP time zone
- Longitude-Latitude
- Referrer
- x_forwarded_for
- Network IPs path
- Area Code
- Accepted content types

Browser Intelligence

- activeX
- history_length
- js_enabled
- accept_encoding
- Counter
- Digest
- Fonts
- file_upload_indicator
- Mimes
- file_upload
- navigator_props
- browser_version
- client_charset
- Browser + version
- Character set
- Languages
- network_data
- plugins

Passive Biometrics

Blacklisted/ Known Fraudster based on:

Keyboard Input

- Input normal
- Input bad
- Input anomaly
- Input Scripted
- Input replay
- Input automation

Mouse Input

- Mouse type
- Mouse bad
- Mouse anomaly
- Mouse replay
- Mouse automation

Threat Intelligence

Malware Data

- Malware ID
- Malware Name
- Organization is Targeted

Carrier Analytics

- Phone type
- Name match
- Address match
- Contract type

Risk Assessment

- Risk Score
- Risk Reason: RAT, SE, new device after phishing, etc.
- Recommendation

Data consortium

58,000,000,000+

Over 50B web hits per month

300,000,000,000,000+

Over 300 TB data

<516 billion data events

500K malware samples

140K phishing sites 120K malware Configurations

3K security updates

Business case

BLOCKBUSTER

So... how can we elevate your platform?



Win-win: Identity risk protection meets a differentiating customer experience

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Thank you

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