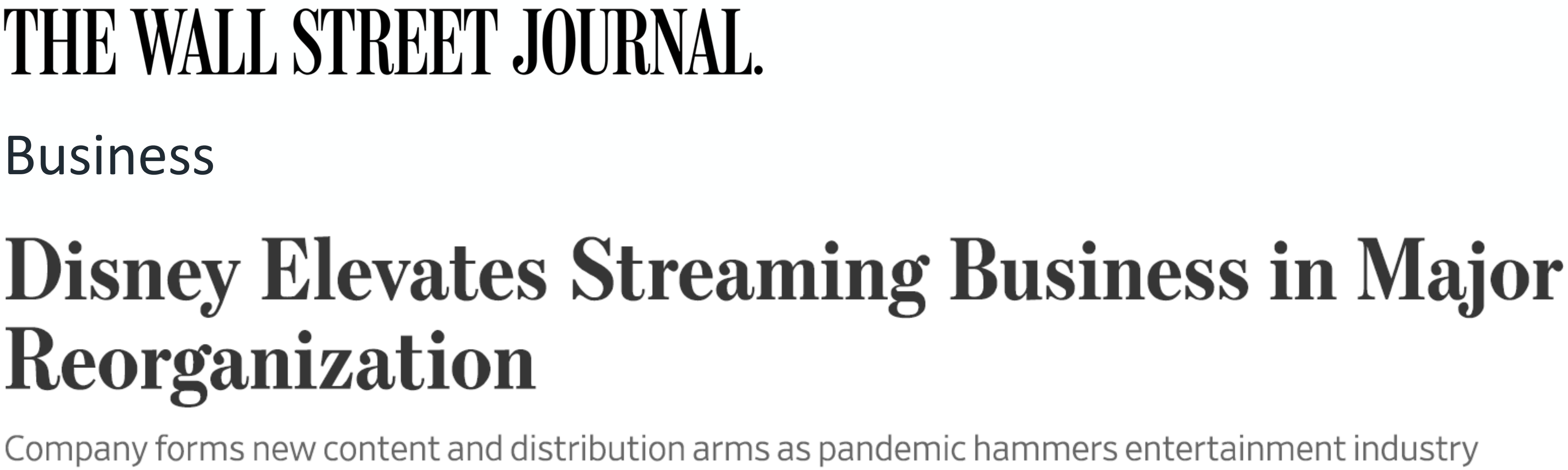
Innovate Fast without Sacrificing Security

APIs in Media & Entertainment… why it matters.

October 20, 2020

Media and Entertainment Day

Data, Cloud, AI, Security



THE WALL STREET JOURNAL.

Business

Disney Elevates Streaming Business in Major Reorganization

Company forms new content and distribution arms as pandemic hammers entertainment industry

What are we trying to achieve in M&E?

Digital Transformation is losing strong meaning; however, the identified market changes have not. Today's enterprise needs to be focused on becoming dynamic. The Dynamic Enterprise will pivot and introduce new capabilities daily as the new norm.

- ▶ **Become Agile**
  Create an organization, processes and practices that embrace quick turns and changes in direction
- ▶ **Accelerate**
  Accelerate the delivery of new channels of engagement, accelerate creation of new capabilities, and accelerate integrations into core business platforms
- ▶ **Reduce Risk**
  Reducing risk is a balance of JIT systems, services and oversight that enable safety @ speed
- ▶ **Transform**
  Be intentional about enabling the success of these new digital practices by implementing the right organization, funding, incentives, and delivery paradigms

Considering the M&E Consumer

The rise of consumer rights.

Studios, networks and streamers are proactively focusing on the collection, storage and use of consumer data to increase trust and gain loyalty.

- ▶ **GDPR**
- ▶ **CCPA**
- ▶ **Consumer Transparency**

- ▶ **Ethical AI**
- ▶ **Ethical Data Usage**
- ▶ **Hyper-Personalization**

More Digital ➡ More Data ➡ More Risk

A recent ScreenMedia report found that **28%** of media organizations admit to having experienced a cyber attack of some type or another.

"API traffic surprised us by revealing that 83% of the hits we see are API driven."

This is an astounding lift from just 47% in 2014.

Akami's [state of the internet] / security Retail Attacks and API Traffic Report: Volume 5, Issue 2

“This shift in traffic patterns has significant ramifications in the security industry. Many, if not most, controls that have been historically used to protect the servers and systems that are the origin of traffic are focused on monitoring browser traffic.

The mechanisms necessary to apply the same controls to API traffic may be less robust, harder to configure, or nonexistent in certain environments.”

Akami’s [state of the internet] / security Retail Attacks and API Traffic Report: Volume 5, Issue 2

Top 10 Causes for API Breaches

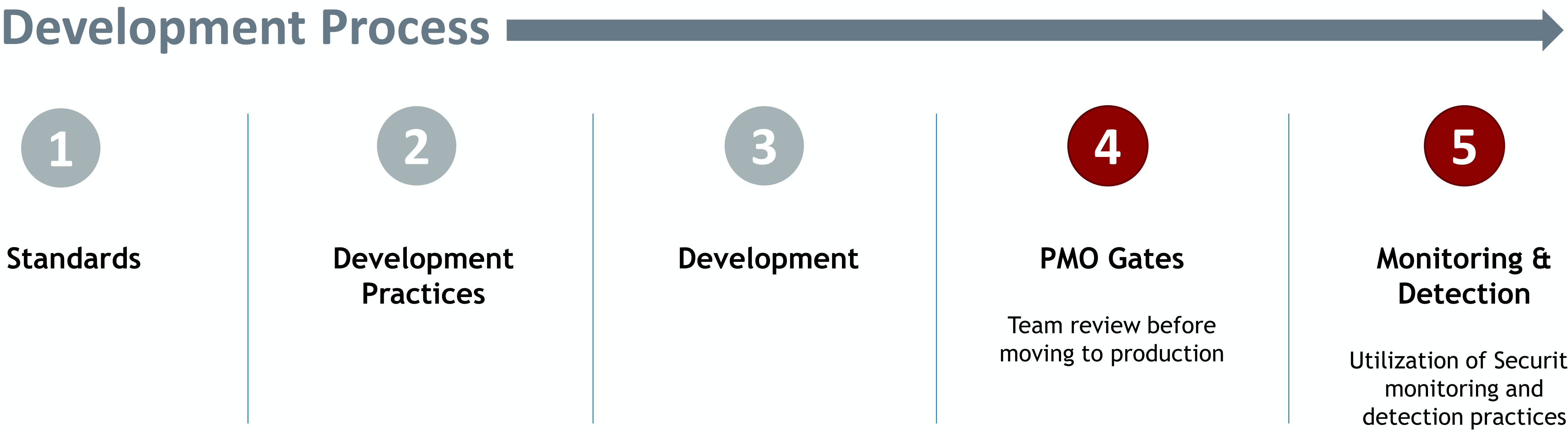
1. **Broken Object Level Authorization**
2. **Broken Authentication**
3. **Excessive Data Exposure**
4. **Lack of Resources & Rate Limiting**
5. **Broken Function Level Authorization**
6. **Mass Assignment**
7. **Security Misconfiguration**
8. **Injection**
9. **Improper Assets Management**
10. **Insufficient Logging & Monitoring**

Why is this happening?

Common API breaches are due to:

- The shift from a tightly-coupled integration world to APIs which are loosely coupled
- Failing to modify architecture and security practices to match this new paradigm.

How API Security is Typically Handled



Development Process

1 Standards

2 Development Practices

3 Development

4 PMO Gates

Team review before moving to production

5 Monitoring & Detection

Utilization of Security monitoring and detection practices

Detect and Treat

Shift left in the development process and move faster

Development Process

1

Standards

Data Storage Practices

Data Risk Management

Identity & Access Controls

2

Development Practices

App Design Standards

Approved Design Patterns

Ready Reference Architectures

3

Development

Pre-built
Pre-approved

Continuous Testing

4

SecDevOps

Risk-based Automation

Risk-based Certification Process

5

Monitoring & Detection

Utilization of Security monitoring and detection practices

Manual Audit

Prevent

DESIGN.
BUILD.
RUN THE FUTURE.