Securing Next Generation Content Delivery with Splunk

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Forward-Looking Statements

During the course of this presentation, we may make forward-looking statements regarding future events or plans of the company. We caution you that such statements reflect our current expectations and estimates based on factors currently known to us and that actual events or results may differ materially. The forward-looking statements made in the this presentation are being made as of the time and date of its live presentation. If reviewed after its live presentation, it may not contain current or accurate information. We do not assume any obligation to update any forward-looking statements made herein.

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Splunk Industry Marketing
Communications & Media Focus

Beverly Smart

Industry Marketing Manager
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Data is Transforming Everything

The way we work, live and play

Data Innovators are Seeing Results

60%

Communications & media firms **have increased revenue through better utilization of their data assets**

3.4%

Average **revenue increase** due to better data utilization over the past 12 months

93%

Respondents agree they must **use data to reinvent their services** or be disrupted by alternative entertainment offerings

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Content Delivery is Changing In The Data Age

Complexity of Today's Security Infrastructure is driving new demands

Real-time Actions Needed

Security Complexities

Service Delivery Paths

Explosive growth of platforms to secure

Take action in real time to prevent and stop fraud

Need to connect the dots across platforms
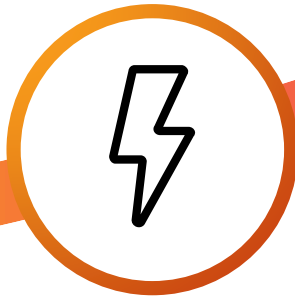
More ways to access content from a provider

More Platforms that need security

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The Industry is going through a Massive Transformation

Digital Delivery | Streaming vs. Broadcast | Content on Demand

Video Consumption Increasing dramatically
Video on demand usage rates are on the rise

Traditional Delivery Methods in Transition
Traditional broadcast delivery methods are on the decline

Streaming On Demand Driving the Industry
The ability to consume content from any place at any time

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Applying Data Analytics to Protect the Platform and subscriber base

Where are the vulnerabilities?

Platform

Subscribers

Content
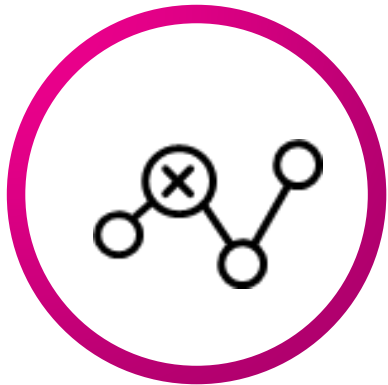
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Who is Splunk?

Visionary in the **Gartner**'s 2020 Magic Quadrant for **Application Perfomance Monitoring**

"Leader" in Gartner's 2020 Magic Quadrant (MQ) for **Security Information** and Event Management (SIEM) 7 years in a row.

18,500+
Customers

5,000+
Employees

514+
Patents

$2.3B+
FY20 Total Revenue

FORTUNE BEST WORKPLACES IN THE BAY AREA 2020

FORTUNE BEST WORKPLACES IN TECHNOLOGY 2020

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Splunk for Media Service Providers

Deliver consistent, secure and reliable experiences across all platforms for your subscribers

Enhance Revenue Growth

Gain better insights to subscriber's attachment rates.

Greater Visibility

Drive increased audience engagement

Prevent & Stop Fraud

Protect investments in content, services and platforms in real time

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Security Use Cases

Security Monitoring

Incident Response & SOC Automation

Advanced & Insider Threat Detection

Compliance & Data Privacy

Fraud Analytics & Detection

Incident Investigation & Forensics

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Find and Remediate Emerging Threats

Resolve up to 2x faster

- Detect and investigate the most critical threats, like phishing, targeted attacks and ransomware

- Operationalize and optimize SecOps workflows and automate response

- Identify anomalous behavior to proactively protect against unknown threats

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Splunk Enterprise Security

Analytics-Driven Insights for Content Delivery

Detect

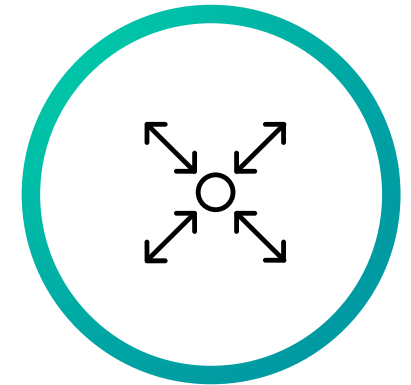**Enrich with Analytics**

Investigate
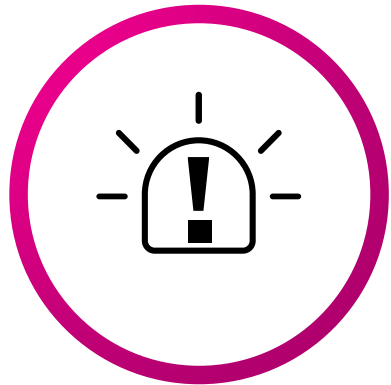
Respond

Detect advanced threats

Full context enrichment for quick threat qualification

Analyze & investigate threats

Enterprise-wide coordination & response

Learn How Splunk Can Support Your Organization!

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Q & A

Please visit our virtual booth to meet with Splunk experts!

You can learn more about Splunk and connect with us at the following channels:

- <u>Splunk.com</u>
- <u>Twitter</u>
- <u>LinkedIn</u>
- <u>Facebook</u>
- <u>YouTube</u>
- <u>Instagram</u>
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