

# CDSR Content Protection **SUMMIT**



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## At-A-Glance

- 8:45 – 8:55 a.m..... **Opening Remarks**
- 8:55 – 9 a.m..... **Conference Welcome Remarks**
- 9 – 9:15 a.m..... **Adopting Zero Trust – What is it, What’s Working and What Isn’t**
- 9:15 – 9:45 a.m..... **OPENING KEYNOTE: Managing Risk in an Interconnected World is Everyone’s Responsibility**
- 9:45 – 10 a.m..... **A Closer Look at Consumer Behavior and Illegal Streaming**
- 10 – 10:30 a.m..... **Building Leadership Across Our Technology Communities**
- 10:30 – 11 a.m..... **NETWORKING BREAK**
- 11 a.m. – 12:45 p.m..... **BREAKOUT SESSIONS (Multi-track Technology Showcases)**
  - TRACK 1: Rendez.Vu – Main Hall (In-Person at Luxe Sunset Blvd. Hotel) (p. 6)
  - TRACK 2: Rendez.Vu – Library (p.10)
  - TRACK 3: Rendez.Vu – Board Room (p.12)
- 12:45 – 1 p.m..... **NETWORKING LUNCHEON – START**
- 1 – 1:30 p.m..... **LUNCHEON KEYNOTE: Minimizing Risk and Maximizing Resiliency in a Post-COVID World**
- 1:30 – 1:45 p.m..... **NETWORKING LUNCHEON – END**
- 1:45 – 2:15 p.m..... **The Bad Guys Are Everywhere – A Threat Assessment for 2021**
- 2:15 – 2:45 p.m..... **Deep Dive: Adopting Zero Trust – Where to Start**
- 2:45 – 3:15 p.m..... **Driving the Future of Security in M&E**
- 3:15 – 3:45 p.m..... **A Preventative and Tactical Approach to Fighting Piracy**
- 3:45 – 4:15p.m..... **NETWORKING BREAK**
- 4:15 – 4:30 p.m..... **How to not be a Victim of RansomWare in Hollywood**
- 4:30 – 5 p.m..... **Piracy in a Post-Pandemic World**
- 5 – 5:30 p.m..... **It’s a Wrap! What’s Next for CDSA’s Community?**
- 5:30 -6:30 ..... **NETWORKING RECEPTION**

## Conference Program



Atkinson

### 8:45 – 8:55 a.m. Opening Remarks

**Richard Atkinson**, Executive Board Member & Treasurer, CDSA  
**Guy Finley**, President, CDSA  
**Ben Stanbury**, Chairman, CDSA



Stanbury



Haynes

### 8:55 – 9 a.m. Conference Welcome Remarks

**Michael Haynes**, Global Telecom, Media and Entertainment Solution Sales Leader, IBM  
**Janice Pearson**, Director of Business Development, Synamedia



Pearson



Hutchison

### 9 – 9:15 a.m. Adopting Zero Trust – What is it, What’s Working and What Isn’t

Delivering security and protecting content is essential in enabling your organizations to thrive, build brand awareness and establish customer trust. But how can this be achieved in highly collaborative, perimeter-less environments with shared ownership and control, where almost none of which can be implicitly trusted? A Zero Trust approach can be an incremental, iterative process to implement controls that verify and enforce security every step of the way. This can help ensure that only the appropriate access to resources is granted to those users and entities that need it and when.

**Alden Hutchison**, Partner, IBM Security



Cressey

### 9:15 – 9:45 a.m. OPENING KEYNOTE: Managing Risk in an Interconnected World is Everyone’s Responsibility

Our opening CPS Keynote explains how today’s cybersecurity requirements extend beyond traditional IT networks and need to focus on individual approaches as well as corporate strategy and structure. As M&E moved entirely to native digital workflows during the Global pandemic we are creating interdependencies between networks, devices, and users that were impossible to predict (nor utilize!) just over a year ago. Additionally, as corporate governance and expanding business units are challenged with increasingly long lists of remote-work security and privacy challenges, this session explains why the threat environment is only one part of the equation and why managing cyber risk in an interconnected world is everyone’s responsibility.

**Roger Cressey**, NBC Counter-terrorism Analyst & Former Presidential Advisor



Caple

### 9:45 – 10 a.m. A Closer Look at Consumer Behavior and Illegal Streaming

It comes as no surprise that the world’s most popular sports are also the most frequently pirated. But a closer analysis of consumer behavior reveals the interconnected nature of illegal consumption that extends to other sports and premium content. Understanding these trends will help inform the anti-piracy strategy of rights holders, broadcasters, and OTT platform owners.

**Justin Caple**, Vice President of Sales and Accounts, Americas, Synamedia



Dunkelberger

### 10 – 10:30 a.m. Building Leadership Across Our Technology Communities

What makes leadership an important area to invest in from a team building perspective? How can we strengthen our network of business partners by including a professional development initiative across your business units. This session discusses the critical connectivity between leadership, management and business decisions being driven in any sized organization.

**Richard Atkinson**, Executive Board Member & Treasurer, CDSA  
**James Dunkelberger**, Microsoft and Chairman Emeritus, CDSA

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## Conference Program

10:30 – 11 a.m. NETWORKING BREAK

11:00 a.m. – 12:45 p.m. BREAKOUT SESSIONS (Multi-track Technology Showcases)

Subject matter experts share innovative ideas, processes, and perspectives in an interactive and intimate way. The virtual audience are free to choose which topic/area they find most interesting. Sessions address key areas or themes on three separate tracks.

TRACK 1: "LIVE" MAIN STAGE - Main Hall (Rendez.Vu)

TRACK 2: RANSOMWARE & RISK - Library (Rendez.Vu)

TRACK 3: IP PROTECTION – Board Room - (Rendez.Vu)

## BREAKOUT SESSIONS

### Track 1: "Live" Main Stage



Stephens

11 – 11:15 a.m. Security Practices for Cloud Services in Production

MovieLabs has introduced the first version of the Enhanced Content Protection for Production (ECP), which provides a set of best practices for production services vendors, cloud services providers, studios and productions. This session provides an overview of the recommended security practices that have been developed with input from studio security experts and leading technology companies across the industry.

**Spencer Stephens**, Senior Vice President, Production Technology & Security, MovieLabs



Gilliat-Smith

11:15 – 11:45 a.m. Journey of the Virtual Film Festival Platforms

In 2020 when the pandemic lockdowns took hold, the film festival circuit looked in jeopardy. But the virtual film festival technology platforms saved the day and came into prominence as an alternative solution to reach audiences for many film festivals including Sundance, TIFF, the Pre Cannes Screenings, and for many niche festivals like Atlanta, Rotterdam and Sarasota. The combination of new technology and sensitive pre-theatrical screening is naturally under more scrutiny from rights' holders and this panel discusses different perspectives of the virtual festival film journey.

**Moderator: Mathew Gilliat-Smith**, Executive Vice President, Convergent Risks

**Panelists:**

**Anthony Anderson**, Sr. Director, Film Security, Universal Pictures

**Benjamin Oberman**, President & Chief Executive Officer, MouseTrap Films/Film Festival Flix

**Iddo Patt**, Co-Founder, Eventive

**David White**, Chief Executive Officer, Shift 72



Anderson



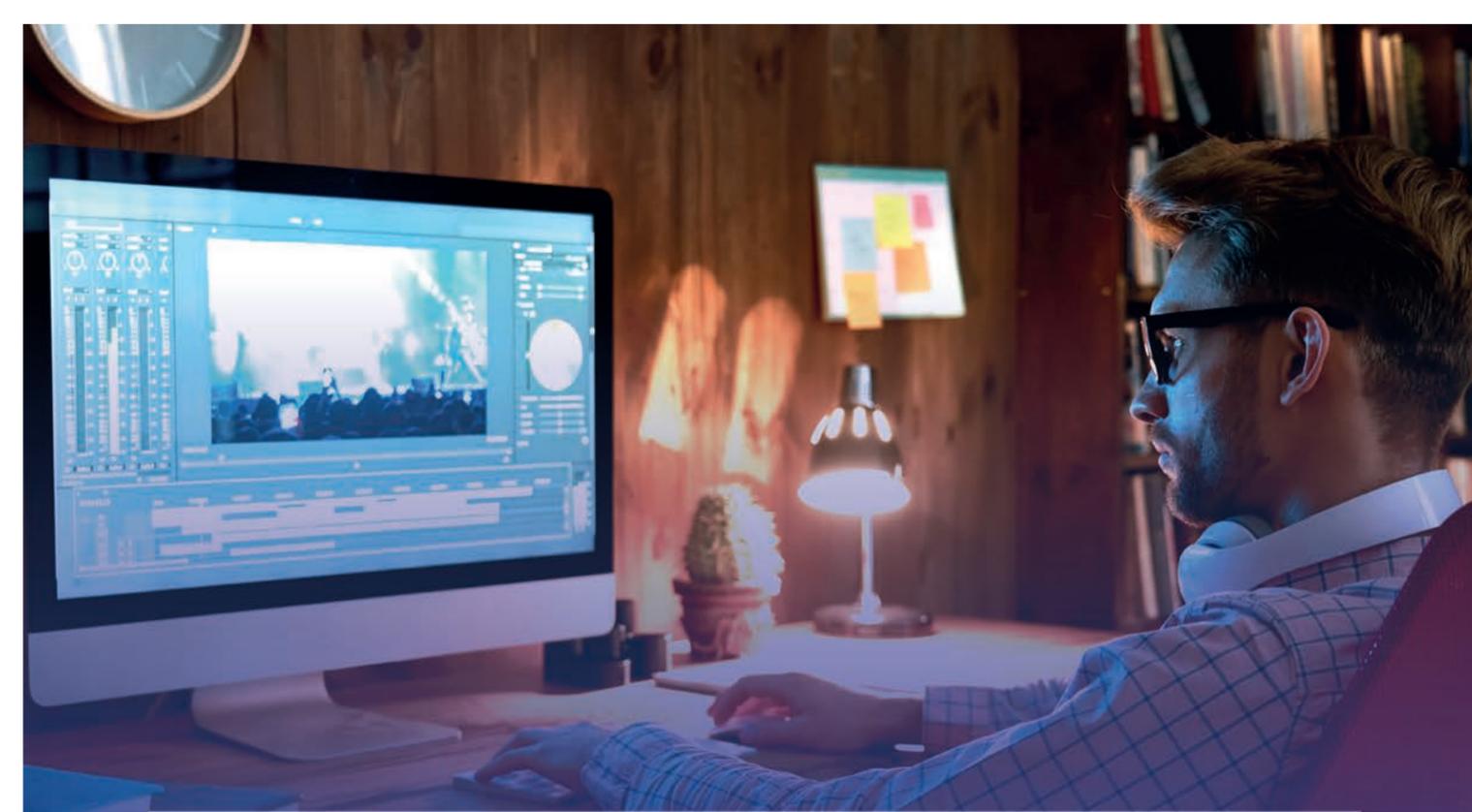
Oberman



Patt



White



### Remote Working Security Assurance in collaboration with content owners

Security assurance for collaborative freelancer workflows with guidance and checklists through the SanctumHUB portal, recognised by content owners.

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Track 1: "Live" Main Stage Continued



Hamilton

**11:45 – 12 p.m. What's Keeping Hollywood Up at Night? A Year in Review**

This session will provide a year in security review for Studios and TV networks. Join this fireside chat as we review the year in security for Hollywood and what to look for in 2022. We will review some pitfalls and successes as well as what trends seem to be at the forefront in the coming year.

**Jason S. Hamilton**, CISSP, Managing Director, Cybersecurity Services, Richey May Technology Solutions

**Jason Weeding**, Security Engineer, Richey May Technology Solutions



Weeding



Finley

**12 – 12:30 p.m. Always-on Security: The Importance of Watermarking in Production and Post-Production**

The global pandemic has reiterated the criticality of quality content. Industry dynamics that were thought to be years away happened in the blink of an eye, with new business, production, and distribution models appearing. These new market dynamics make for a perfect storm where content is vulnerable to theft and leaks, paving the way for revenue loss and endangering creativity. Join experts from Vision Media and NAGRA for insights into the absolute minimum security you need to protect pre-release content. Learn why there has never been a more critical time to secure high-value content assets in the production and post-production stage.

**Moderator: Guy Finley**, President, CDSA and MESA

**Panelists:**

**Jason Deadrich**, Chief Technology Officer, Vision Media

**Ken Gerstein**, Vice President, Sales, NAGRA Anti-Piracy & NexGuard



Deadrich



Gerstein



Claiborne

**12:30 – 12:45 p.m. "Is Private the New Secure?" De-Risking Storage and the Journey to the Cloud**

In an increasingly decentralized and remote workforce, the importance of fluid interoperability between cloud providers, teams and workflows has never been more apparent. To make security concerns a thing of the past, our approaches to networking and storage face existential, fundamental shifts. Join two experts in the field as they review what's new and what's needed to deliver security to an industry that needs it more than ever.

**Anna Claiborne**, Chief Technology Officer, Chief Product Officer & Co-Founder, PacketFabric

**Lisa Gerber**, Business Development – Media & Entertainment US, PacketFabric

**Dave Ward**, Chief Executive Officer, PacketFabric



Gerber



Ward

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**Christian Calson**  
Business Development Director,  
Media & Entertainment

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Track 2: Ransomware & Risk



Davis

11 – 11:30 a.m. **Fighting Ransomware & Remaining Out of the Spotlight**

Hollywood is the place for artists and performers to make their names. Become celebrities. Capture attention under the bright, shining spotlights. And yet, becoming famous has had its costs. Hollywood has become a place where celebrities are vulnerable. Vulnerable to crazy fans yielding knives, and vulnerable to cyber criminals...

**Gary Davis**, Chief Evangelist, Intrusion

11:30 – 11:45 a.m. **ROOM BREAK**



Ramanathan

11:45 a.m. – 12:15 p.m. **Stop the Leaks, Not the Collaboration: Insider Risk Best Practices for M&E**

Media & Entertainment companies are moving faster than ever before. With the volume of new content exploding, and employees creating, modifying, deleting, and transporting data every second, how can your Security and IT teams protect sensitive data from leaks – accidental or deliberate – without hindering the collaborative, content production flow? With insider risk on the rise in 2021, organizations have struggled to keep ahead of data exfiltration events using existing security controls. Join this presentation to learn more about: Where insider risks emerge in your content production value chain; How to determine the right approach to insider risk response; Strategies to continuously monitor risky file activity without being invasive or impeding creative collaboration

**Vijay Ramanathan**, Senior Vice President, Product Innovation, Code42

12:15 – 12:20 p.m. **ROOM BREAK**



Schofield

12:20 - 12:40 p.m. **Evolving the CDSA Control Framework**

This session reviews CDSA's progress to date on their Control Framework with the latest phase further mapping to industry best practices and collaborating with other leading control frameworks CSA, CIS and OWASP. We'll also look into the roadmap for future phases for real-time security and linking controls to incidents and risk.

**Ben Schofield**, Technical Director, CDSA



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Track 3: IP Protection



Matthews

**11 – 11:30 a.m. Using Zero Trust to Protect Intellectual Property in M&E**

Intellectual property (IP) protection is vital to your bottom line. A leaked script, clip or game design can be disastrous to the success of any project. While today's collaboration tools have made it easier than ever to exchange ideas and information—it's also all too easy for deliberate and accidental data leakage to occur. Learn how applying a Zero trust methodology to data access and sharing can help safeguard your most vital assets and ensure they don't accidentally or deliberately walk out the door.

**Dave Matthews**, Technical Solutions Manager, archTIS

**11:30 – 11:45 a.m. ROOM BREAK**



Wurgler

**11:45 a.m. – 12:15 p.m. How Watermarking is Proven to Protect your Revenue and Fight Piracy**

With studios releasing direct to streaming services and consumers seeking a broader selection of content across multiple streaming platforms, keeping track of what content is where is hard enough. But what if your valuable content then appears on an illegal streaming site? How can you with certainty identify where the leak has come from and how, once the perpetrator is identified, can you seek remedial action? Join this session to hear about how NAGRA has helped customers achieve answers to these often vexing problems with the help of NexGuard forensic watermarking and a robust anti-piracy strategy.

**David Wurgler**, Senior Director, NAGRA Anti-Piracy & NexGuard

Save the date: 27 February 2022

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## 12:45 – 1 p.m. NETWORKING LUNCHEON – START



Kayyem

### 1 – 1:30 p.m. LUNCHEON KEYNOTE: Minimizing Risk and Maximizing Resiliency in a Post-COVID World

Our Keynote speaker brings decades of experience, in both public and private sector risk management and mitigation, to our CDSA forum in Los Angeles. While we all endure the ongoing impact of the global pandemic, she reminds us that hurricanes will continue to touch down on land, terrorists will adapt to new security measures, and hackers will always find a new way to get at your personal or corporate information. As a Harvard Faculty Member, Juliette teaches evolving risk management and resiliency strategies across many organizations and disciplines. Her “Five Investments in a Resilient System,” provides unique and practical lessons for our industry. From the frontlines as a mother of three and a homeland security expert, she’s here to discuss the importance of preparedness, private and public sector capabilities, and resiliency. She’ll inspire us to understand, in this thought-provoking Keynote presentation, that we will always be vulnerable, but there is so much we can still do to lower our risks.

**Juliette Kayyem**, Expert/Analyst/Author

## 1:30 – 1:45 p.m. NETWORKING LUNCHEON – END

### 1:45 – 2:15 p.m. The Bad Guys Are Everywhere – A Threat Assessment for 2021

2021 has not exactly been a dream for identifying (and stopping) threat actors. We find ourselves at a difficult crossroads: businesses are mandated to manage the evolving risks and rewards of a hybrid work environment. For malicious and increasingly sophisticated digital criminals, this new and liquid dynamic fuels their search for vulnerabilities at hyperdrive speed. From common compromise vectors to new and frightening hacks at the uppermost levels of our infrastructure, digital aggressors are always finding new methodologies with which to escape IT notice and exploit emerging weaknesses. This session shares the latest strategies in technological analysis, detection and defense measures to keep your business ahead of the intruders.

**Moderator: Richard Atkinson**, President, CDSA

#### Panelists:

**Nathan Fisher**, Managing Director, StoneTurn

**Dan Meacham**, Vice President, Global Security and Corporate Operations, and Chief Information Security Officer, Legendary Entertainment

**Chris Taylor**, Director, ME-ISAC and Director, Content Security, Skydance



Fisher



Meacham



Taylor



Hutchison

### 2:15 – 2:45 p.m. Deep Dive: Adopting Zero Trust – Where to Start

What can you trust? If you are following a strict zero trust philosophy, the answer is nothing and no one. This session will discuss the principles that underlie the zero trust philosophy, how it has evolved to become a top concern for organizations today as well as some specific guidance as to where to start to begin reducing risk. IBM Security has helped hundreds of organizations with any or all parts of this journey, so please join this deep-dive to hear what we have learned from those experiences, and where we think you should start.

**Alden Hutchison**, Partner, IBM Security



 Video Security

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## Conference Program



Abdi



Burke

### 2:45 – 3:15 p.m. Driving the Future of Security in M&E

CDSA has worked closely with our membership by building community and a forum where content protection, content security and information security come together. We find these “common solutions to common problems” approach through our working groups, committees, media and events will continue to help build a more secure, global supply chain. This session brings together the Chairs of the various initiatives to highlight the focus and effectiveness of these volunteer driven groups within CDSA. You’ll also hear their invitation and how to come participate!

**Moderator:** Guy Finley, President, MESA

#### Panelists:

**Cyril Abdi**, Director, Sensitive Information Protection, The Walt Disney Company

**Todd Burke**, Principal Solutions Consultant, Adobe

**Cody Lassiter**, Director, Content Protection, Brand Enforcement & Anti-Piracy, Legendary

**Micah Littleton**, Vice President, Global Content Security, Technicolor

**Filip Paun**, Senior Security Architect, Netflix



Lassiter



Littleton



Paun

### 3:15 – 3:45 p.m. A Preventative and Tactical Approach to Fighting Piracy

The piracy threat landscape has evolved with the rising demand for subscription and ad-supported VOD services. High-quality pirated content will continue to impact near-term and long-tail revenue if not addressed. That’s why it’s crucial to take a three-pronged approach to fighting piracy by protecting the service and addressing the root cause of piracy; detecting and stopping credential sharing and fraud abuse; and adopting a tactical approach to piracy disruption and monitoring activities. This session share Synamedia’s product strategy that is designed to solves these challenges and preserve revenue.

**Janice Pearson**, Director of Business Development, Synamedia

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Holiday and a Successful New Year

MESA

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#### Case Studies

#### JELLYFISH PICUTRES

Jeremy Smith CTO

*“Convergent Risks did a great job in walking us through the entire audit process...When looking to ensure that all compliance requirements are being met (from traditional on-prem or cloud deployments), we found Convergent Risks to be an excellent partner to work with.”*

#### ftrack

Magnus Eklöv CTO

*“We chose Convergent because they know the creative industry, its security challenges, and offered a new dimension into the security review, going beyond the platform and cloud. We found their comprehensive evaluation as a valuable tool for our business going forward.”*



## Conference Program

### 3:45 – 4:15p.m. NETWORKING BREAK

#### 4:15 – 4:30 p.m. How to not be a Victim of RansomWare in Hollywood

M&E businesses get attacked more often than any other industry, even more than DC. What are some best practices to secure your data and content? What solutions should you put in place to help prevent making your studio or network a sitting duck? Ransomware isn't going away and it's not going slow down, so join this session for some tips and tricks on how to not be a victim.

**Jason S. Hamilton**, CISSP, Managing Director, Cybersecurity Services, Richey May Technology Solutions



Hawley

#### 4:30 – 5 p.m. Piracy in a Post-Pandemic World

Over the past 18 months, opportunities have skyrocketed for pirates. New piracy models emerged, even 'piracy as a service.' And counter to the conventional wisdom that credential fraud and illegal streaming apps tell the whole story, piracy takes many other forms as well. But it's also increasingly apparent that fighting piracy has an ROI and is not just another expense. Measuring the frequency, locations, sources, destinations, and avenues of piracy has enabled video providers, advertisers and distributors to go on the offensive and put up barriers against it. This session provides a situation analysis of piracy and anti-piracy, the power of community in winning the fight, and a look at trends as we turn the page into the coming year.

**Steven Hawley**, Founder and Managing Director, Piracy Monitor



Matlach

#### 5 – 5:30 p.m. It's a Wrap! What's Next for CDSA's Community?

A look back at what we've discussed on today's agenda from the view of our association's leadership. And, more importantly, how our community's engagement across physical and digital security will synthesize into the workflows and innovative tools required for tomorrow's next content creation paradigm. This session discusses how the most mission-critical elements of the ecosystem need the "glue" of a strong technology/security community across our industry.

**Richard Atkinson**, Executive Board Member & Treasurer, CDSA

**Guy Finley**, President, CDSA and MESA

**Nick Matlach**, Director, Global Security Compliance, Hasbro and Vice President, CDSA

### 5:30 -6:30 NETWORKING RECEPTION

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# MESA 2022 Event Calendar



		CDSA	HITS	SMART	EIDR	WITH
2 FEBRUARY	CONTENT WORKFLOW MANAGEMENT FORUM	■	■	■	■	
27 FEBRUARY 	CONTENT PROTECTION SUMMIT: EUROPE	■				
	CDSA CYBERSECURITY TOUR @MWC	■				
9 MARCH	SMART CONTENT SUMMIT			■		
	EIDR PARTICIPANT MEETING (US)				■	
23-25 APRIL 	CYBERSECURITY & CONTENT PROTECTION SUMMIT (23)	■				
	TAKE THE DAM(N) TOUR @NAB (24)		■	■		
	MESA LAS VEGAS MEMBER PARTY (25)	■	■	■	■	■
4 MAY	NAB REVIEW (EU)	■	■	■		
18 MAY	HITS : SPRING		■			
15 JUNE	GLOBAL MEDIA & ENTERTAINMENT DAY		■			
13 JULY	ENTERTAINMENT EVOLUTION SYMPOSIUM		■			
9-12 SEPTEMBER 	L.A.MSTERDAM MEMBER PARTY (9)	■	■	■	■	■
	SMART CONTENT SUMMIT: EUROPE (11)			■		
	EIDR APM (EU) (11)				■	
	CDSA CYBERSECURITY TOUR @IBC (12)	■				
12 OCTOBER	MEDIA & ENTERTAINMENT DAY @NAB EAST	■	■	■		
9 NOVEMBER	HITS : EUROPE		■			
16 NOVEMBER	SOCAL WOMEN'S LEADERSHIP SUMMIT					■
7-8 DECEMBER	CONTENT PROTECTION SUMMIT	■				
	MESA HOLIDAY MEMBER PARTY	■	■	■	■	■

## WE MAKE IT OUR BUSINESS TO PROTECT YOUR CONTENT.

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The script. The shoot. The post-production. Not to mention every email that hits your inbox. You have enough to worry about without adding cybersecurity to the list. Yet every piece of content in the production ecosystem—whether it's on a laptop, an edit system or in the cloud—is vulnerable to cyberattacks. And CDSA's Film & TV Production Security Guidelines only help when you have time to navigate them.

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- 3rd Party Vendor Management Services and Assessment
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- Attestation for security, privacy, confidentiality, processing integrity and/or availability for internal control over financial reporting

### OUR TECHNOLOGY COMMUNITIES



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