

It's Time For Your Data Security to Take the Spotlight

A visual guide to the challenges and solution requirements for media and entertainment companies to securely share pre-release content and IP.

YOUR SENSITIVE DATA IS ON THE MOVE... EVERYWHERE!



Production IP/Data

- Scripts/Manuscripts
- Feature Articles & Reports
- Audio & Video Files
- Custom Artwork & Animations
- Production & Location Plans



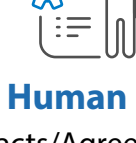
Pre- & Post Production Data

- Audience & Demographic Research
- Location Research & Selection
- Talent Screening & Selection
- Launch/Release Plans
- Marketing & Distribution Plans



Financials

- Analyses of Proposed Projects
- Corporate Earnings Reports
- Financial Projections
- Budgets & Asset Allocations



Legal & Human Resources

- Talent Contracts/Agreements
- Licensing & Royalty Agreements
- Compensation Plans
- Employee Medical Information

Widespread collaboration of pre-release content and other sensitive data—both **internally** among employees and **externally** with talent, creative teams, producers, retail outlets, and other partners—is essential to the production and launch/distribution processes that form the core of your business.

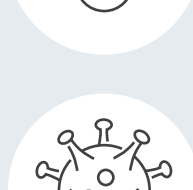
The 3 C's Driving Data Sharing Today



New **collaboration technologies** emerge daily—many of which are outside IT's control.

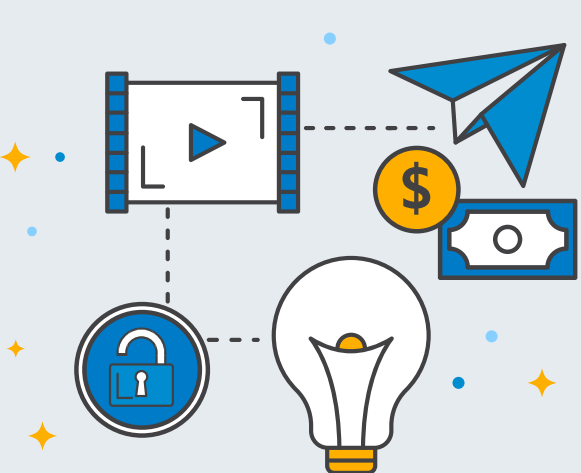


Rapid adoption of **cloud services** results in more data beyond the company perimeter.



The work-from-home trend—accelerated by **COVID-19 pandemic**—pushes data sharing to unprecedented levels.

GREATER SHARING = GREATER EXPOSURE = GREATER RISK

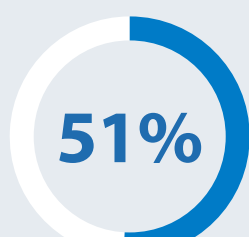


\$30B+

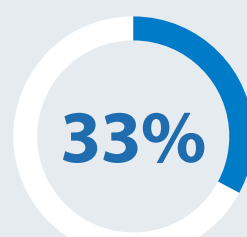
annual entertainment industry losses due to IP theft/misuse.¹

5,150,760

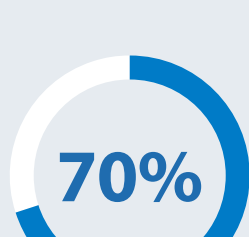
the number of daily web app attacks to media companies from October 2019 to September 2020.²



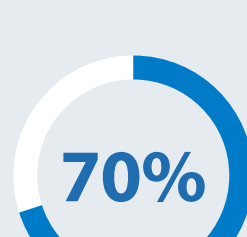
of media and entertainment companies experienced a cyberattack within the past year.³



of threats came from internal actors that had unrestricted access to sensitive data.⁴



of identified threat activity facing the media and entertainment industry is related to acquiring sensitive content.¹



suffer data security challenges due to data in rogue clouds.⁵

of media and entertainment organizations

WHY TRADITIONAL DATA PROTECTION SOLUTIONS FALL SHORT

Having "fences" that restrict the flow of sensitive data and solutions that are cumbersome to implement and maintain is not enough.

Visibility, control, and protection also need to extend **"beyond the fence"** to account for the myriad business-driven use cases that require sensitive data to be shared, both internally and externally.

WHAT MAKES VERA DIFFERENT



Complete data protection

that extends beyond the perimeter of your firm and the time of initial sharing/distribution.

Ease of use

that includes the option of viewing and editing via a Vera HTML wrapper, or inline for native applications with the Vera client.

Comprehensive coverage

with no limitations on devices, file types, data stores, collaboration tools, or applications.

SECURE

Apply AES 256-bit encryption and granular access policies that travel with your data files regardless of how and where they're shared.

TRACK

Understand exactly who is accessing sensitive data inside and outside of your organization, to maintain visibility/control and thereby minimize the potential for leaks of pre-release content and other IP.

AUDIT

Withdraw access to sensitive files any time after they've been shared, regardless of where and with whom the files now reside.

REVOKE

Withdraw access to sensitive files any time after they've been shared, regardless of where and with whom the files now reside.

READY TO BULLET PROOF YOUR DATA SECURITY? CONTACT VERA TODAY!

[Learn more](#)

[Request demo](#)

emails@helpsystems.com

¹ Impacts of Digital Video Piracy, NERA Economic Consulting & U.S. Chamber of Commerce, 2019.

² State of the Internet / Security Report | A Year in Review, Akamai, 2020.

³ Protecting the Media and Entertainment Industry with the Fortinet Security Fabric, Fortinet, 2020.

⁴ 2020 Data Breach Investigations Report, Verizon, 2020.

⁵ 5 Data Security Challenges to Modern Collaboration, Nucleus Cyber, 2020.