



Content Protection & Security (CPS) Certification Program Overview

GOVERNANCE & SECURITY CULTURE

PERSONNEL AND RESOURCES

ASSET MANAGEMENT

PHYSICAL SECURITY

IT SECURITY

TRAINING AND AWARENESS

BUSINESS RESILIENCE



Content Protection & Security Program

Revised January 2016



ABOUT CONTENT DELIVERY SECURITY ASSOCIATION (CDSA)

Founded in 1970, CDSA (formerly IRMA, International Recording Media Association) is a US incorporated 501(c) (6) non-profit organizations with a global membership spanning the Americas, EMEA and Asia Pacific territories.

For over 40 years, the association has provided a worldwide forum, advocating the secure, innovative and responsible delivery and storage of entertainment, software and information content.

As one of the leading authorities in securing the digital delivery and storage of content, CDSA continues to develop strong relationships with Content Owners and Vendors.

The association provides an established and well-respected suite of Content Security Standards, Anti Piracy programs and media security best practices. In response to the ever-changing landscape of threat, vulnerability and risk, the association has extended its range of services to secure media assets including detailed vulnerability assessment, risk management consultancy and security standards benchmarking.

Accountable to its board of directors, in 2010 our resources came under the management umbrella of the Media & Entertainment Services Alliance (MESA). All CDSA/MESA member companies receive reciprocal benefits. This provides all parties with an opportunity to be part of a much wider media community including access to current information, industry best practice, available technology and thought leadership.

BACKGROUND

In the 1990's, the Content Delivery & Security Association developed the world's first, independent and impartial audit certification system and related family of international content protection and security standards, collectively called CDSA's Anti-Piracy and Compliance Programs (APCP).

With offices and resources in the United States, United Kingdom, Hong Kong and Australia, CDSA has certified hundreds of sites across six continents. The APCP remains the only annual, vendor funded, industry-driven suite of programs recognized by major content holders and governments worldwide.

CDSA can meet the global needs of any organization regardless of size and geographic location whatever the media subject CDSA is your partner in protecting the security and integrity of intellectual property and related assets.

The Content Protection & Security (CPS) standard has been in place now for six years. Since being published, it has been successfully integrated into more than 100 sites and now covers a diverse range of media services within the digital and physical supply chains.

The CPS standard continues to be updated annually to address emerging risks to content and improve the user experience. Input is invited from content owners, technology specialists, vendors and security specialists.

Mapped extensively to other relevant industry security standards and best practices the CPS is increasingly used as a benchmarking tool by both those requiring and required to demonstrate compliance.

OBJECTIVES

The Anti-Piracy & Compliance Programs (APCP), related Standards and best practices were developed to meet the following key objectives:

1. To support the health, growth and economic well-being of the entertainment and media industries by promoting sound base-line security and anti-piracy compliance standards and best practices.
2. To promote a strong security culture based on continual improvement and annual review
3. To design an objective and risk based set of programs and best practices that are available, attainable and affordable to the widest possible community within the media vendor supply chain
4. To provide Content Owners and other parties requiring compliance and visibility of risk, access to a service that is scalable and where ownership of risk is placed through a process of Responsibility, Accountability, Consultation and Access to Information.
5. To provide viable options for subsidized and vendor funded participation

By assisting organizations in this way we believe we can provide a crucial role in protecting the confidentiality, integrity and availability of intellectual property; our most valued asset.

APCP FAMILY OF STANDARDS

To meet these objectives, CDSA offers Five primary programs and related Standards:

1. Copyright and Licensing Verification (CLV), a certification program to confirm IP rights prior to manufacturing and distribution of content.
2. Content Protection and Security (CPS), a certification program including physical security, digital asset security, risk management, and disaster recovery.
3. Content Security Risk Assessment (CSRA), an audit program to spot check security at sites where full CPS certification is not preferred.
4. Music Recording Studio Security Program (MRSSP), a certification program based upon the CPS specifically designed for Recording Studio environments.
5. Best Practices for Production and Post Security, best practices for securing content and confidential information on-location productions and the postproduction editorial spaces.

CPS STANDARD

The goal of the CPS Standard is to secure media assets at all stages of the supply chain. This objective-based approach establishes seven frameworks of capability.

CONTENT PROTECTION AND SECURITY STANDARD

CF 1: GOVERNANCE AND SECURITY CULTURE

CF 2: PERSONNEL AND RESOURCES

CF 3: ASSET MANAGEMENT

CF 4: PHYSICAL SECURITY

CF 5: IT SECURITY

CF 6: TRAINING AND AWARENESS

CF 7: BUSINESS RESILIENCE

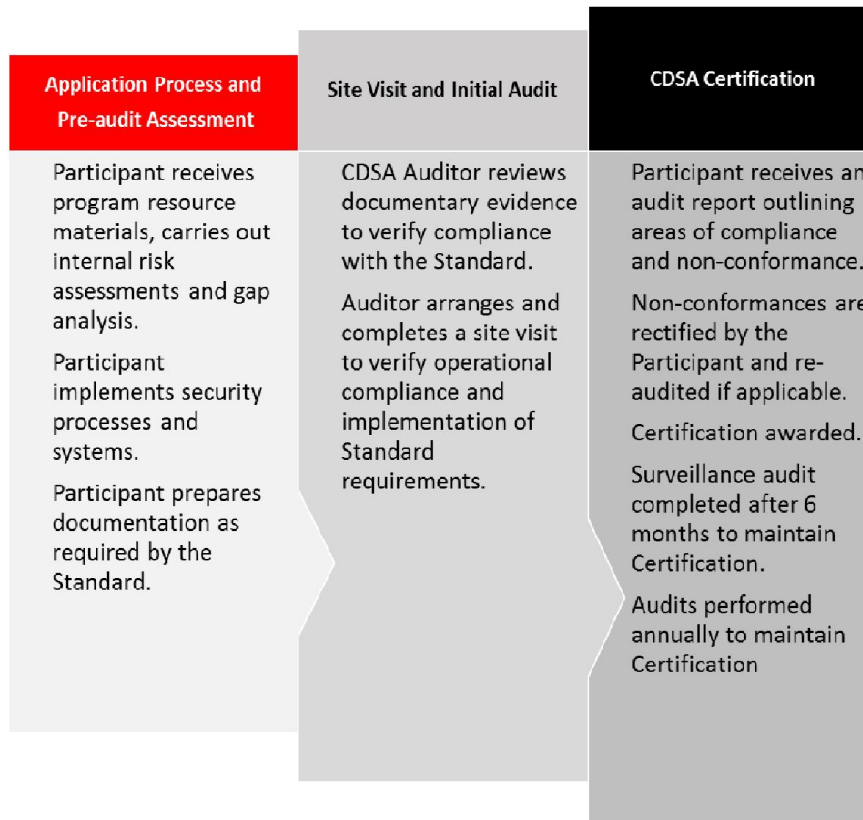
The requirements defined within the Standard and its accompanying guidance form the basis of a Content Security Management System (CSMS). This consists of cohesive policies, processes and controls that are designed to assess, manage and minimize risks to an acceptable level, thereby ensuring the continued integrity of intellectual property, confidentiality and media asset security.

In determining content protection requirements, CDSA have assessed industry specific risks, identified threats and current vulnerabilities that are encountered within the industry. This process has facilitated the formulation of a suite of objectives to control and/or mitigate those risks, threats and vulnerabilities.

These objectives provide the basis on which to define the auditable requirements for certification with the CDSA Content Protection and Security (CPS) program.

CPS CERTIFICATION PROCESS

There are three steps necessary to achieve site accreditation (CDSA is available throughout the process to provide guidance.)



Step 1: CDSA provides the Program Application and Program Agreement. Participants seeking certification must complete and submit the Program Application and Program Agreement to initiate the process. CDSA then provides a pack of resource materials to the applicant, including the CPS Standard and Guidance Documents and sample documentation (e.g., sample manual and policies). Using the guidance documentation provided, the site completes a risk assessment and gap analysis against the mandatory security requirements that must be met.

Step 2: Upon completion of the requisite site documents and process by the applicant, CDSA arranges and conducts an on-site audit to verify the requirements of the CPS Standard are met.

Step 3: CDSA sends an audit report to the applicant site containing details of all compliances and non-compliances together with other conclusions and recommendations. If one or more major or systemic non-compliances are identified during the initial accreditation audit, then a re-audit may be required. When minor non-compliances are identified, the applicant must submit corrective action plans to address them within 30 days of the audit. These plans are reviewed and approved by CDSA auditors for suitability, and the certification is granted.

The initial certification status is valid for 6 months, after which further successful on-site audits extend the certification for one year periods. Sites must continue the CDSA audits, as well as maintain internal audits and controls to retain CPS certification.

On-going Accreditation Surveillance

Annual CDSA Audits

External CDSA Audits, Initial, 6 Months, annually thereafter.

Internal Audits

Participant submits internal audit results annually, 6 Months after each CDSA surveillance audit.

Corrective & Preventative Actions

Ongoing CDSA review of risk management, security control process improvements and security incident management.

CONTACT CDSA

To discuss specific requirements and application process into the Content Protection and Security Standard Certification Program, contact CDSA:

Chris Johnson
Worldwide Director Anti-Piracy & Compliance Programs
CDSA - Content Delivery & Security Association
Suite 102, 377-399 London Road, Camberley, Surrey. UK GU15 3HL

email: cjohnson@cdaonline.org

Tel: +44 (0) 1276 415726 (office)
+44 (0) 7951 011080 (mobile)