



THE M.E.T. MEDIA. ENTERTAINMENT. TECHNOLOGY. EFFECTSM

ENTER THE NEW **Digital
Ecosystem**

As media, entertainment and technology converge, the result is a connected network that is redefining business models and revenue streams.

NABSHOW
Where Content Comes to Life

#NABShow



Keynote: Seven Secrets of Defending Media Networks Against the Latest Cyber Threats

Gary S. Miliefsky

Tue. April 25 | 10:30 AM - 11:00AM

Cybersecurity Theater

About the Speaker – SnoopWall's CEO



I'm Gary S. Miliefsky, CEO, SnoopWall, Inc.
Inventor. Entrepreneur. Founding Member, DHS.gov
CyberSecurity Expert. Breach Prevention Pioneer.

My bio is online at: <http://www.snoopwall.com/media/>

AS SEEN IN

THE WALL STREET JOURNAL.
The New York Times

CNN THE AGENCY POST
Entrepreneur
MAGAZINE

The Washington Post

Chicago Tribune

AS SEEN ON



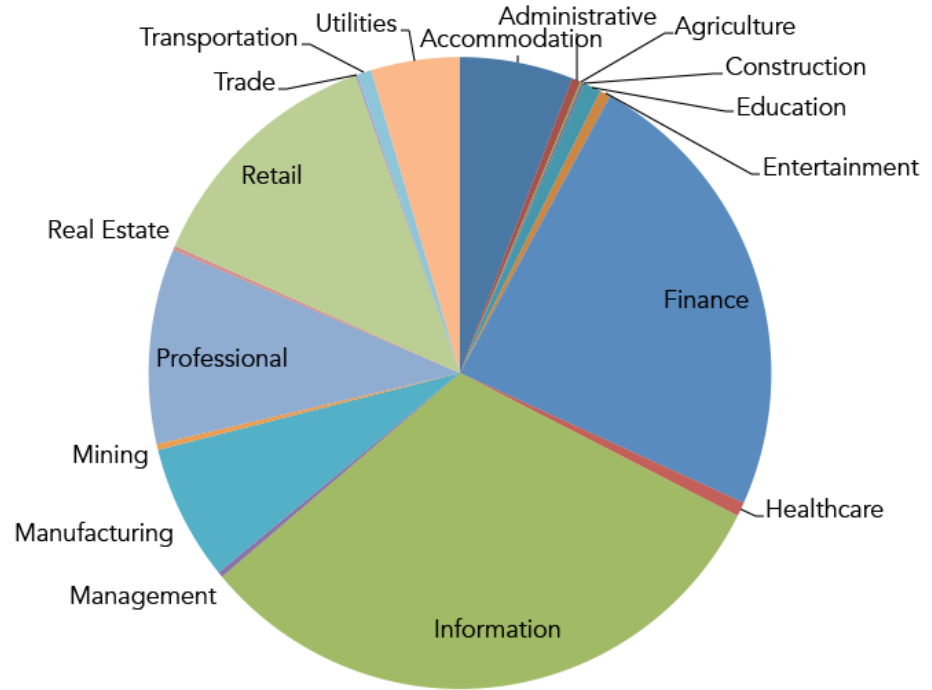
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Are You A Target? YES!

**45% of breaches
in the private
sector are of
companies with
less than 1,000
employees**

Source: Verizon Breach Investigations Report



Your Network is a Sitting Duck!



The Average Cost of a Breach?

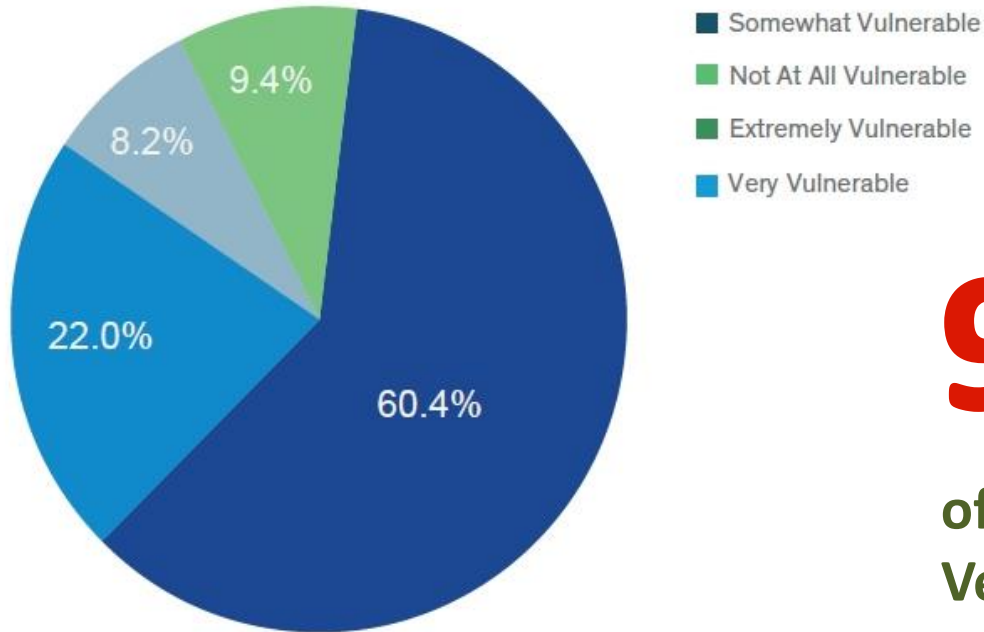
It's over \$3M...this could put you out of business.

- ❖ Loss of current and future customers
- ❖ Tarnished brand and reputation
- ❖ Lawsuit/legal fees
- ❖ Fines and Penalties
- ❖ Significant Administrative & Remediation Costs

If it's a ransomware breach, add "Paying Ransom" to the list...

How Vulnerable is Sensitive Data?

Vulnerability of Sensitive Data

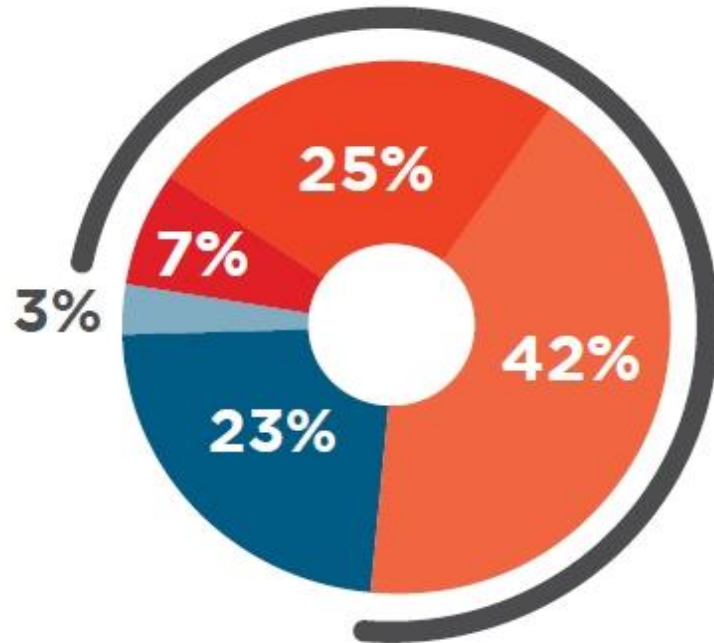


90.6%

**of Sensitive Data is
Very Vulnerable, Overall**

Source: Vormetric 2017 Global Data Threat Report

Are Insider Threats Really That Serious?



74%
feel vulnerable
to insider threats

- Extremely vulnerable
- Very vulnerable
- Moderately vulnerable
- Slightly vulnerable
- Not at all vulnerable

Source: Insider Threat Report of 2017, by Crowd Research Partners

Broadcaster/Media Attacks on The Rise

- [March 1, 2017 - \(TheIndyChannel.com\) Hacked Radio Station Reports Zombie Attack and Disease Outbreak in Randolph County, Indiana](#) (EAS hack)
- [February 6, 2017 - \(RadioInk\) FCC: Barix Equipment Being Hacked](#) (STL hack)
- [February 2, 2017 - \(ArsTechnica\) Radio Stations That Ignored Major Vulnerability Start Playing Anti-Trump Song](#) (STL hack)
- [October 21, 2016 - \(TechCrunch\) Large DDoS Attacks Cause Outages at Twitter, Spotify, and Other Sites](#) (DDoS)
- [October 17, 2016 - \(Current\) Collapse of Oregon Call Center Leaves Public Media in the Lurch](#) (Ransomware)
- [June 12, 2016 - \(Softpedia\) Anonymous Attacks South African Broadcaster Over News Censorship](#) (DDoS)
- [May 27, 2016 - \(Radioworld\) Avoid Paying a King's Ransom](#) (Ransomware)
- [May 6, 2016 - \(Talkers\) Your Radio Station Is in Danger of Being Hacked](#)
- [May 5, 2016 - \(MalwareBytes\) CBS-affiliated Television Stations Expose Visitors to Angler Exploit Kit](#) (Malvertising exploit)
- [April 5, 2016 - \(ArsTechnica\) Nation-wide radio station hack airs hours of vulgar “furry sex” ramblings](#) (STL hack)
- [July 27, 2015 - \(Click2Houston\) Local radio station says hack causes slur to appear on display](#) (RDS hack)
- [April 9, 2015 - \(CNN\) Cyberattack disables 11 French TV channels, takes over social media sites](#)
- [May 13, 2013 - \(WTOP\) WTOP and Federal News Radio Websites Back After Cyber Attack](#) (Malware exploit)
- [February 11, 2013 – \(Gawker\) Montana TV Station's Emergency Alert System Hacked, Warns of Zombie Apocalypse](#) (EAS hack)

PLUS SONY PICTURES ENTERTAINMENT (SPE) AND YAHOO!

KNOWLEDGE IS POWER...

Before I tell you my 7 Secrets, I suggest you gain access to various free and paid INFOSEC resources so you can become an INFOSEC Rock Star...



Checkout: www.cdsaonline.org the content delivery and security association for the media industry.

Join www.CyberDefenseMagazine.com and read its monthly free e-Mag called Cyber Warnings

Watch some of my educational (and entertaining videos) at our YouTube SnoopWall channel and <http://www.snoopwall.com/media> plus read my many **LINKEDIN Articles**

Just kidding...making sure you are still awake!

Here comes the...

7 Secrets of Defending Media Networks Against Cyber Attacks

7 SECRETS OF DEFENDING MEDIA NETWORKS

SECRET #1:

**YOU HAVE GREAT PHYSICAL SECURITY
AGAINST UNWANTED VISITORS...**

**YET YOU HAVE INCREDIBLY POOR
NETWORK SECURITY BEHIND THOSE
CLOSED DOORS...**

7 SECRETS OF DEFENDING MEDIA NETWORKS

SECRET #2:

**YOU BELIEVE FIREWALLS AND
ANTIVIRUS WILL PROTECT YOU**

THEY WON'T. IN FACT:

**95% of BREACHES Including Sony Pictures
Entertainment and YAHOO! happen behind firewalls
on systems protected by Anti-virus software.**

7 SECRETS OF DEFENDING MEDIA NETWORKS

SECRET #3:

YOU NEED TO FOCUS ON WHERE MOST ATTACKS
HAPPEN...ON TRUSTED “PROTECTED” ASSETS

**SPEAR PHISHING ATTACKS & REMOTE ACCESS
TROJANS (RATS)** ARE THE TOP FORM OF
SUCCESSFUL ATTACKS AGAINST ANY NETWORK.

7 SECRETS OF DEFENDING MEDIA NETWORKS

SECRET #4:

**RANSOMWARE IS COSTING US MILLIONS BUT
THERE'S A SIMPLE WAY TO AVOID IT...**

FREQUENT, TESTED, DAILY BACKUPS.

**IF YOU COULD ISOLATE THE RANSOMWARE AND REBUILD THE
INFECTED SYSTEM QUICKLY, THE DAMAGE IS NEAR ZERO.**

7 SECRETS OF DEFENDING MEDIA NETWORKS

SECRET #5:

DATA THEFT (ex. 4TB of SONY PICTURES ENTERTAINMENT MOVIES AND EMAILS) IS USELESS IF....

YOU ALWAYS ENCRYPT THE DATA.

IF YOU COULD **ALWAYS ENCRYPT THE DATA** (AT REST AND IN TRANSIT) AND **MANAGE THE KEYS, WELL**, THEN THE **CYBER CRIMINALS GET NOTHING OF VALUE!!!**

7 SECRETS OF DEFENDING MEDIA NETWORKS

SECRET #6:

DON'T **RISK BEING A VICTIM** AS TIME IS AGAINST YOU...

NOW IS THE TIME TO GET PROACTIVE AND **GO ON THE OFFENSE**

FIND A **RISK MANAGEMENT** OR **INTRUSION PREVENTION SYSTEM** OR **BREACH PREVENTION** SOLUTION THAT HELPS YOU BEHIND YOUR CORPORATE FIREWALL AND FOCUSES ON THE WORST **THREATS**, HELPS YOU FIND AND FIX YOUR **VULNERABILITIES** AND PROTECT YOUR NETWORK **ASSETS**. IT MAY TAKE A COMBINATION OF POLICIES, PROCESSES, PRODUCTS AND SERVICES.

7 SECRETS OF DEFENDING MEDIA NETWORKS

SECRET #7:

YOU NEED TO MANAGE AND REDUCE **RISKS**,
DAILY, BEHIND YOUR CORPORATE **FIREWALL**

LEARN AND UTILIZE THE RISK FORMULA (BIG SECRET)

$$R = T \times V \times A$$

Risk = **Threats** (strength of each) x **Vulnerabilities** (exploitability) x **Assets** (value of each)

7 SECRETS OF DEFENDING MEDIA NETWORKS

IN SUMMARY...

1. FIX YOUR INTERNAL NETWORK SECURITY – ITS VERY WEAK!
2. MOST BREACHES ARE INTERNAL, BEHIND FIREWALL & AV
3. FOCUS ON STOPPING SPEAR PHISHING & RATS
4. PERFORM FREQUENT, DAILY BACKUPS – AND TEST THEM!
5. ENCRYPT THE DATA, ALWAYS. W/ STRONG KEY MANAGEMENT
6. GO ON THE OFFENSE, GET PROACTIVE. RISK MANAGEMENT.
7. LEARN AND UTILIZE THE RISK FORMULA

*Do this and you'll be an **INFOSEC ROCK STAR**...*





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Q & A

FOLLOWED BY LOUD MANDATORY APPLAUSE

(OK, OK, ACTUALLY THE QUESTIONS ARE OPTIONAL)



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Thank You!

ENJOYED MY SESSION? THEN DON'T MISS OUT ON...

[Hollywood Hacks: Are Media and Entertainment Companies Ready for the Cybersecurity Challenge?](#) | Tue. April 25 - 2:05 PM - 2:35 PM

[A Deeper Dive Into "Keynote: Seven Secrets of Defending Media Networks Against the Latest Cyber Threats"](#) | Thu. April 27 - 11:00 AM - 11:30 AM