



Content Delivery & Security Association Launches Content Protection Month Initiative

*NBCUniversal, Amazon Studios, BBC Studios, Paramount and Other Industry
Leaders to Participate in Global Entertainment Industry Initiative*

Los Angeles - October 15, 2019 - The [Content Delivery & Security Association](#) (CDSA), the international industry advocate for content security, has selected Bob Gold & Associates, a nationally recognized boutique public relations agency, as its communications agency to promote and bring awareness to the launch of Content Protection Month in collaboration with numerous major studios and production companies.

This coordinated industry-wide initiative is designed to raise awareness across all business units and service provider partners to educate and enculturate everyone who is part of content creation to personally embrace content protection and security. The campaign will emphasize the industry's need to educate, empower and engage at all levels.

"In this new Platinum Age of Production, the entertainment industry is creating more content than ever, resulting in a huge influx of people who touch content in various forms and at various times during its creation and distribution across all formats," said Guy Finley, Executive Director, CDSA. "Content security awareness is at the forefront of this critical transformation, whether on-set or in the office, and Bob Gold & Associates is the right agency to tell our story."

Held in conjunction with National Cybersecurity Month individual events are being planned and hosted by CDSA Board member companies to increase synergy among their various internal departments, brands and partners. CDSA member companies, including NBCUniversal, Amazon Studios, Paramount Pictures, Warner Brothers and Lionsgate, will participate in their own unique "Content Protection Day" tailored to meet their specific goals, corporate culture and appetite for scale and scope of their event.

CDSA is providing the tools and template to help raise awareness and make it everyone's job at every level to safeguard content, inspire staff to serve as ambassadors and empower evangelists to promote content protection around the world.

"We have enormous respect for CDSA. Security and content protection is everyone's job and we hope to create a campaign that can be embraced throughout this incredible creative community," said Bob Gold, President & CEO of Bob Gold & Associates.

About Content Protection Month

Content Protection Month is a coordinated industry-wide initiative to promote security awareness across all business units and service provider partners to educate and enculturate everyone who is part of content creation to personally embrace content protection and security. The campaign will emphasize our industry need to educate, empower and engage at all levels.

About CDSA

Founded in 1970, the Content Delivery and Security Association (CDSA) is the worldwide forum advocating the innovative and responsible delivery and storage of entertainment, software, and information content. CDSA's global membership includes companies involved in every facet along the digital and physical media supply chain. CDSA provides community, collaboration and communications services that protect entertainment media throughout the supply chain, both pre- and post-release. Its most recent initiative is the joint-venture launch of the Trusted Partner Network (TPN) with the Motion Picture Association (MPA). CDSA member companies include Walt Disney Studios, Amazon Studios, NBCUniversal, BBC Studios, Paramount Pictures, Amblin Entertainment and more.

For more about Bob Gold & Associates, visit www.bobgoldpr.com.

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