



Content Protection Month

*A global industry initiative for content
protection and
content security awareness*



What Does CDSA Provide?

- Content Protection Month **Logo**
- Content Protection Month **Website**
- Content Protection Month **Social Media** Accounts
- Content Protection Month “How To” **Guidelines**
- Content Protection Month **Key Messages**
- Content Protection Month Industry **Press Releases**

Let us know what you need and we'll connect you with the appropriate resource or expert to help you accomplish your internal goals.

Planning, Communication, and Education

Case Study: NBC Universal

NBCUni has been producing their Content Protection Day since 2016

Starting in Los Angeles and London, year one, the event has expanded to 8 corporate locations.

Each location presents unique challenges and has their own business model for success.

Content Protection Day at NBCUni/Comcast

Global Internal Events: Oct 2019

Content security and content protection awareness

Objectives:

1. To highlight to staff the importance of protecting our assets and educate them on how to do so;
2. To raise awareness of our content security and content protection global strategies; and
3. To inspire staff to become ambassadors in relation to content protection

Locations

- Universal City Lot: CA
- Comcast: Philadelphia
- 30 Rock: NYC
- Sky: London, Germany, Italy
- Central St. Giles: London

Industry Outreach

NBCU has provided numerous presentations on framework of Content Protection Day to industry colleagues:

- Presentation to CDSA Members (both US and Int'l chapters)
- Question and answer session for MPAA member companies

Goal

- Provide an overview of CPD to content owners interested in holding their own awareness event during the same week/month
- Invite prospective CPD producers to visit the event to learn more

Highlights

30 Rock & Universal City Event will be similar layout

- Demonstrations from IP Protections and Cyber Security
- “Story of Piracy”
- Strategic partners invited (e.g. CreativeFuture)
- NBCU Approved Tools (e.g. NBCUScreeners, O365 and MFA Training)

International Events

- Lunchtime panel event with industry players
- Pirate Living Room, Cyber Security and content security demos
- Pub arguments, giving tips to employees for when they are discussing piracy with their family and friends

Suggested Topics to Cover During Content Protection Day

You may choose to cover topics such as securing scripts, physical and cloud workspaces, production offices and editing suites, computers, discs, USBs, and emails.



How Piracy Happens

Overview of how piracy happens and what to look for in your everyday roles



Resources Availability

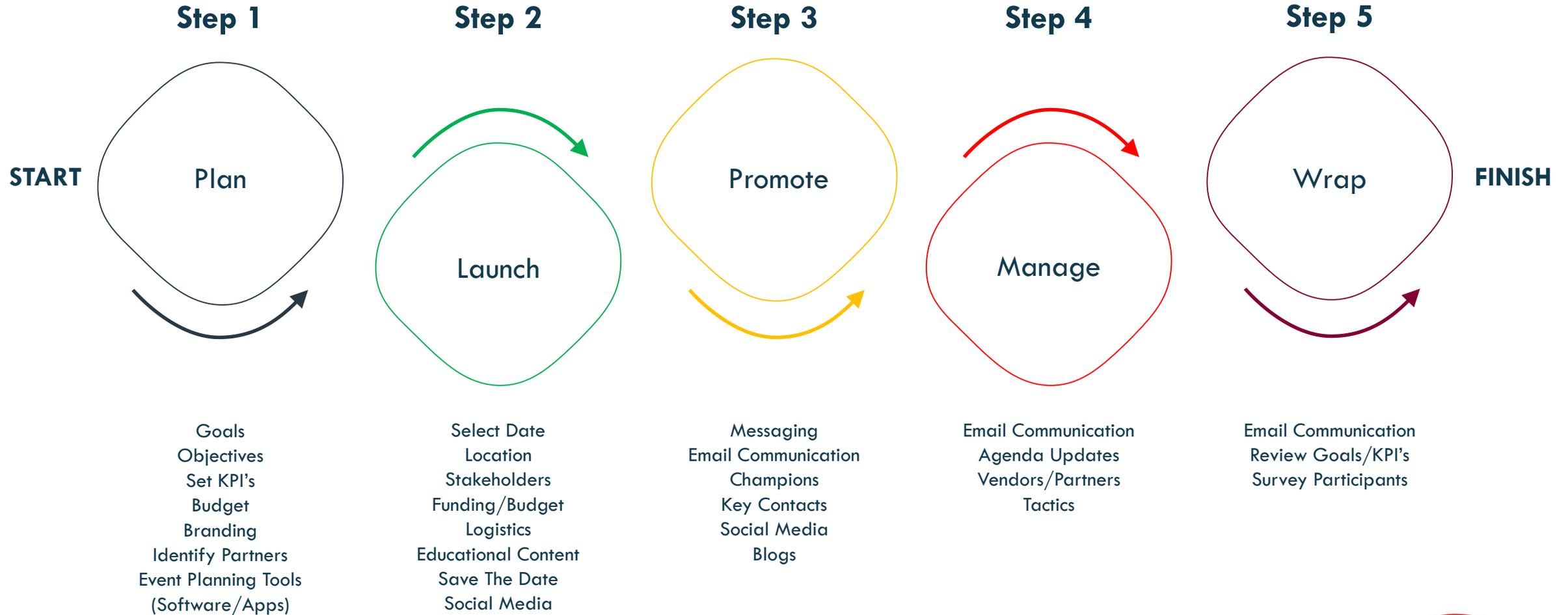
Cybersecurity team capabilities, availabilities and awareness



Approved Tools

Demos of approved software tools (e.g. screening portals, transfer tools, file storage, etc.)

Event Process Overview



This is a “1st Annual” Event

CDSA wants you to feel empowered to plan a Content Protection Day event that suits your organization. The mission is to have broad, global participation from our Board member companies, at any level of resource/commitment.

Size

Start small. CDSA supports a crawl, walk, run mentality and will help advise you regardless of size and scope of your specific event.

1

Agenda

Suggested topics include securing scripts, physical and cloud workspaces, production offices and editing suites, computers, discs, USBs, and emails.

3

Timing

Large on-site events with multi-vendors can take up to 6 months to plan. Consider small scale events such as a one-hour “Lunch & Learn” or a small scale reception with a panel topic.

2

Support

Set clear expectations with your executive team and key stakeholders. Put together a small CPD committee with members from various departments to encourage broad support.

4

What is Content Protection Month?

A coordinated industry-wide initiative to promote security awareness across all business units to educate and enculturate your employees about content protection and security.

Individual events, hosted by CDSA member companies during National Cybersecurity Month, are planned by each company to increase synergy among the various internal security departments. Your “Content Protection Day” is designed to create a unified, company-wide approach to protecting sensitive assets.

Why do we need a Content Protection Day?

The entertainment industry produces more content than ever and the number of individuals, both internally and externally, that handle sensitive content continues to increase.

Now more than ever, studios must defend against the unauthorized access to intellectual property by empowering employees to better understand the risks, process and protocols to engage with their content security representative(s).

Everyone is the Solution Because Everyone is the Problem

With the increase in cloud-based tools and digital workflows, content security has never been more challenged.

Every single person who comes in contact with content or involved in the story telling process is a potential risk of leaking our most valuable assets – even if they don't intend to.

Most employees want to protect (their jobs and) your company's content. Content Protection Month will help companies form their own culture and community around content protection and security.

And it all starts on DAY ONE!

Education is Our Most Powerful Tool

Let's get *everyone* involved from:

- Marketing
- Home Entertainment
- Visual Effects
- Finance/Accounting
- Asset Management
- Animation
- Human Resources
- Production
- Corp Comm/PR
- Distribution

It is not just the people who handle the actual content, it is *everyone* involved who touches ANY and ALL assets:

- Contracts
- Scripts
- Concept Art
- Props/Costumes
- Locations
- E-mails

Content Protection Day educates attendees and builds community within your organization.

Event Goals & Objectives

- To highlight to employees the importance of protecting our assets and **educate** them on how to do so;
- To **raise awareness** of our content security and content protection global strategies; and
- To **inspire** staff to become ambassadors in relation to content protection.

Education Can and Should Be Fun!

No one wants to sit through boring lectures and mind-numbing technical presentations.

Your “day” should be designed with “fun” in mind to increase engagement and learning.

Although we are coordinating these one-day education events, content protection and content security is a year-long campaign to remind your teams to stay vigilant and change behaviors to decrease risk and avoid piracy.



Contact Us

Join us in launching this initiative for our industry! Let's schedule a call to discuss ideas, start a dialogue with other Board members or coordinate PR/messaging for your 1st Annual Content Protection Month activity or event:

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