

# Cisco Security Architecture for Media



## Expand Your Business Opportunity

Video content creation and delivery used to be fairly straightforward. Media organizations used closed and purpose-built systems, from acquisition, production, and distribution to consumer experience.

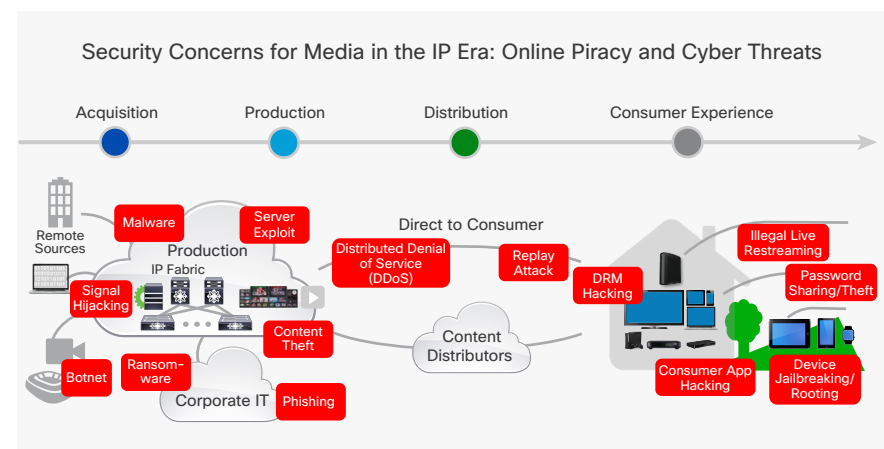
The shift from SDI to IP has transformed the industry. The lines between roles within the video delivery chain are obscured. Content creators are streaming premium 4K/UHD content over the top (OTT) to consumers. Third parties aggregate content and integrate advertisements. Multiple distribution channels result in multiple content storage locations for the delivery of customized content to expanding, geographically diverse markets. The monetization opportunity is boundless.

## IP Transformation Increases Risks and Vulnerabilities

Cloud and IP is creating new business opportunities, but also makes securing content difficult. Content is being created and delivered across open IP networks. More users as well as third parties can access content, increasing the possibility of unauthorized access. Digital assets are stored and transmitted on open and connected infrastructure, expanding the attack surface. As the attack surface expands, how do you protect your premium content, services, and business against new threats?

Criminals are using attacks that are faster, stealthier, and more dangerous than ever to:

- Steal already-distributed and prereleased video content
- Illegally redistribute live content streams from legitimate devices
- Impair service performance with latency or denial of service (DoS)
- Stream inappropriate content through distribution channels
- Access sensitive customer information and billing data



### What Cisco Security Architecture Can Do for Your Media Business

- Protect your infrastructure, premium content, and customer information
- Allow you to create innovative distribution mechanisms that are secure
- Protect your delivery of premium video content and services over any network to any device
- Give you the ability to confidently expand your market footprint
- Proactively address piracy, including illegal streaming

### Cisco Advantage

- Only provider offering a best-in-class architectural security approach encompassing cyber security and video content and service protection
- The most comprehensive protection across acquisition, production, and distribution to consumer consumption
- Number one in cybersecurity (Infonetics Research)
- Number one in video security solutions
- 25 years of experience as a trusted security partner
- Backed by Talos, world's largest threat telemetry network and research team

### A New Approach to Security Is Required

It's time for a new, holistic approach to achieve robust security that enables you to:

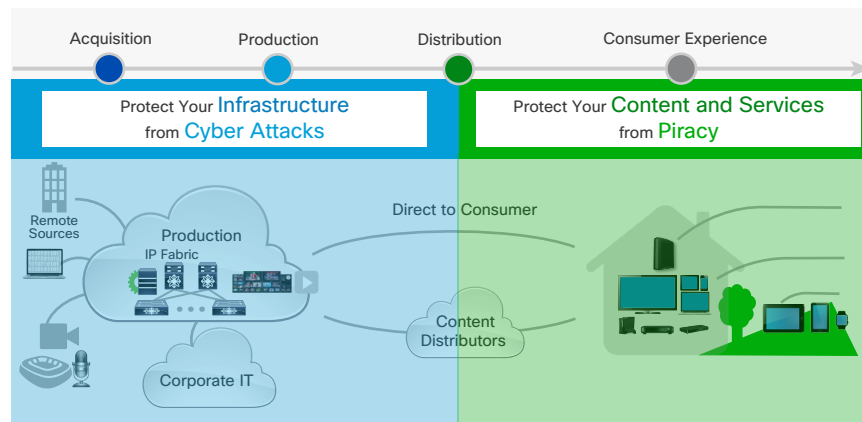
- Protect your content across the media production and delivery value chain
- Protect your service so you can monetize on your premium content
- Protect your business and the digital assets and workflows within

Because the attack landscape is always evolving, security must continually adapt. It must protect you from the latest threats while allowing you to deliver a premium customer experience and support your delivery systems without introducing latency or performance issues.

### Cisco Security Architecture for Media Delivers

When it comes to holistic security that adapts to changing threats and supports business agility, only Cisco delivers. We offer a comprehensive security portfolio and create solutions customized to your businesses.

We offer this protection through a multilayered security approach:



**Infrastructure security** works across an architectural solution to deliver effective security that is simple, open, and automated. Achieved through integrated best-in-class technologies, we deliver greater visibility and control, which enable infrastructure protection across media production and IT environments. In order for media organizations to protect their video content, infrastructure, and customer information, they must adopt a true holistic solution to achieve robust security.

Our multilayered cybersecurity solutions include next-generation firewalls (NGFWs), next-generation IPS (NGIPS), distributed-denial-of-service (DDoS) mitigation, advanced malware protection (AMP), policy and access, network visibility and enforcement, cloud security, web security, and email security.

**Video content and service protection** provides adaptive security against piracy. With Cisco VideoGuard® Everywhere, you can protect your content across devices and platforms. VideoGuard Everywhere is studio approved for secure premium Ultra HD content delivery and goes beyond prevention of unauthorized access, also including piracy detection and response capabilities.

With VideoGuard Everywhere Streaming Piracy Prevention and Operational Security services, we help you locate and automatically terminate piracy. Cisco teams also research and proactively address potential piracy before it starts.

## Why Cisco?

We combine expertise and market leadership in cybersecurity and video:

- **Strong track record:** For more than 20 years, Cisco has delivered video security solutions to leading service providers worldwide, protecting more than 300 million devices with zero piracy for more than 10 years.
- **Most comprehensive security offering:** We deliver best-in-class security solutions built with an architectural approach to enable robust security across your media production and delivery needs into the future.
- **Full set of security services:** We help you to deploy a solution that's right for you. We can help identify security gaps and plan deployments with the option to expand over time.

## Next Steps

To identify security needs in your business and define a solution that is right for you, contact us today.

## Helpful Links

- [Service Provider Security Solutions](#)
- [Cisco Service Provider Video Security Solutions](#)
- [Cisco Secure Data Center](#)
- [Security Advisory Services](#)

