

Cybersecurity Management

Utilizing external service providers and expertise in security solution procurement

Lecture 2: Analyzing Cybersecurity Procurement for various Sectors

Part-III

Analyzing Cybersecurity Procurement: Media Companies



Outline: Lecture 2

- Lecture 2 is divided in three parts:
 - Part I: Analyzing Cybersecurity Procurement: Warehouse Logistics & Freight Forwarding
 - Part II: Analyzing Cybersecurity Procurement: Retail Companies
 - **Part III: Analyzing Cybersecurity Procurement: Media Companies**
 - **Introduction**
 - **Overview of Cybersecurity threats**
 - **Areas/operations to consider for cybersecurity procurement**
 - **Which cybersecurity services can be Outsourced**
 - **Selecting the vendor for cybersecurity procurement**

Introduction

Analyzing Cybersecurity Procurement: Media Companies

Introduction

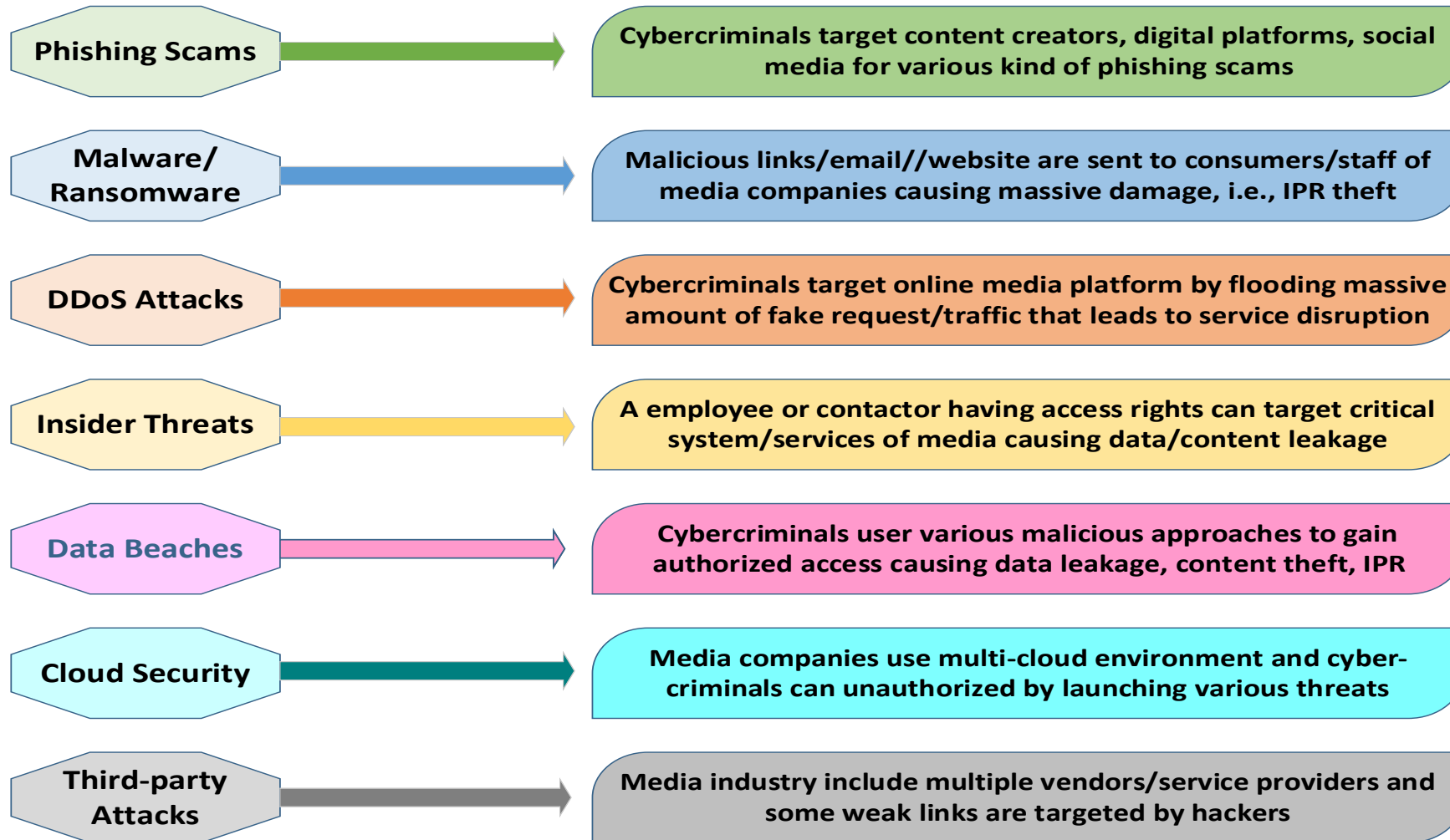
- Since the way of media production and consumption are transformed by digitization, the industry encounters distinct cybersecurity challenges.
- Increase in digital media platforms:
 - Social media, online media platforms, streaming services, and mobile applications
- One of the main challenge in security digital media sector is its rapid evolution and the companies are adopting new changes and features quite fast.
- Securing digital media platform is challenging due to diverse range of security vulnerabilities from multiple platforms.
 - Data breaches, content manipulation/misinformation, IP threats, piracy issues, content security, social media scams, advertising scams.
- With cybersecurity procurement, the media companies can get access to highly skilled professional/tools/technology and can acquire timely and up-to-date cybersecurity services/practices from the third-party vendors.



Overview of Cybersecurity Threats

Analyzing Cybersecurity Procurement: Media Industries

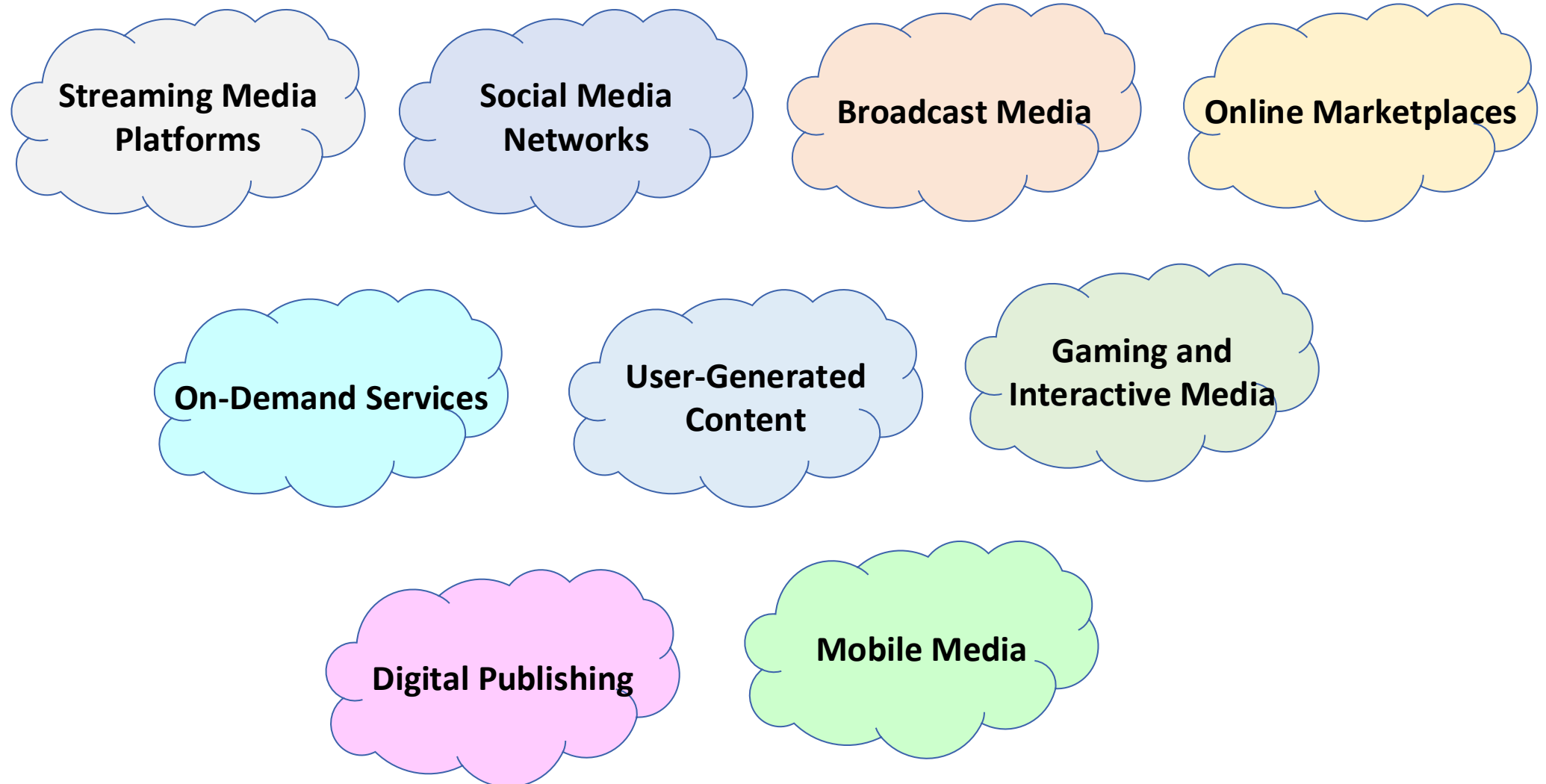
Media Companies: Cybersecurity Threats



Areas/Operations to consider for Cybersecurity Procurement

Analyzing Cybersecurity Procurement: Media Companies

Areas/operations to consider for cybersecurity procurement: Media



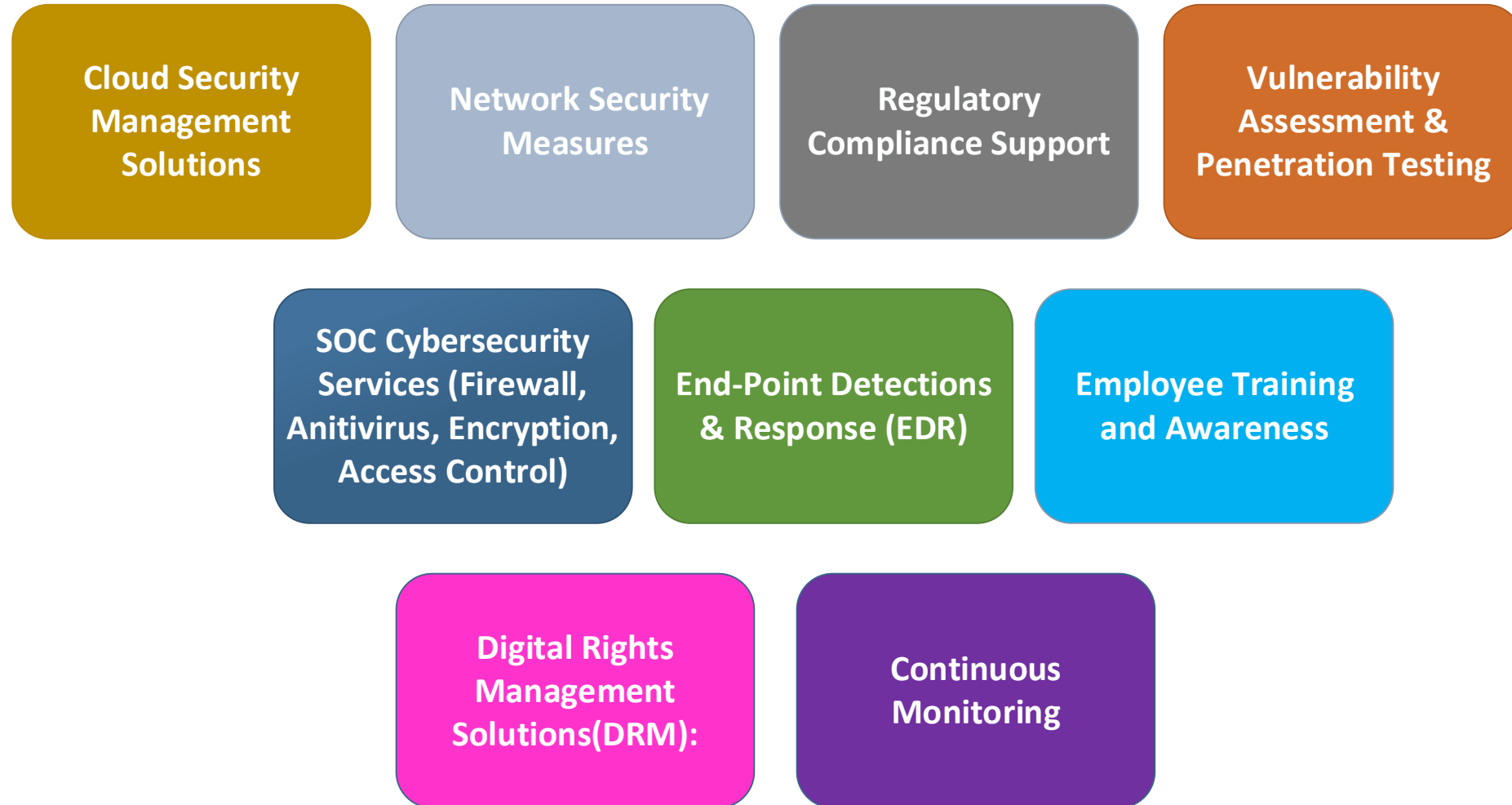
Areas/operations to consider for cybersecurity procurement: Media



Which Cybersecurity Services can be Outsourced?

Analyzing Cybersecurity Procurement: Media Companies

Which Cybersecurity Services can be Outsourced?: Media



Selecting the Vendor for Cybersecurity Procurement

Analyzing Cybersecurity Procurement: Media Companies

Selecting the Vendor for Cybersecurity Procurement: Media



Selecting the Vendor for Cybersecurity Procurement: Media

1. Need Assessment

Assessing current **cybersecurity posture** (digital media/distributions platforms, gaps/threats)

Comprehensive **risk assessment** e.g., IP theft, piracy issues, content/data access, impact).

Identify **cybersecurity requirements** (IP protection, streaming/online platform, assets).

Regulatory and **compliance requirements, i.e.,** data privacy, copyright protection., DMCA, GDPR.

Budget estimation

Selecting the Vendor for Cybersecurity Procurement: Media

2. Setting the Selection Criteria

Industry **experience/expertise** in media sector protecting digital media content/platforms.

Range of **offered services** and relevant tools/technology

Security measures (content protection measures/ Incident response plan)

Alignment with **regulatory compliance** e.g., copyright law, fair use regulations, DMCA, GDPR

Price structure and **reporting/communication** protocols.

Scalability/Flexibility of the solutions and options for **staff training and awareness**

Selecting the Vendor for Cybersecurity Procurement: Media

3. Research Potential Vendors

Identify **potential vendors** providing cybersecurity services in media industry

Consider **recommendation/referral** from peers/professionals for potential vendors

Explore **industry events, conference & associations** about cybersecurity vendors in media sector.

Explore **vendors** based on, e.g., reputation/expertise, service offering among other factors

Create **Request for Proposal (RFP)** (vendor details, qualifications, services, technical details, pricing)

Shortlist potential vendor candidates based on RFP responses.

Selecting the Vendor for Cybersecurity Procurement: Media

4. Assess/ Evaluate Vendors

Meeting/Interviewing shortlisted vendors

Ask for possible **presentation/demonstration/site visits** to acquire more understanding

Review **sample/previous reports** protection measures for digital content/distribution.

Evaluate industry expertise/experience in protecting digital content, addressing piracy/IP

Analyze **security practices** e.g., content protection & Incident response capabilities.

Compliance with industry regulations/copyright/content protection (e.g., DMCA, GDPR & others).

Risk Assessment and Management

Assess **scalability/flexibility, ease of integration**, i.e., compatibility with existing systems/solutions

Selecting the Vendor for Cybersecurity Procurement: Media

5. Negotiate Terms & Finalize Contract / Service Level Agreements (SLAs)

Clearly **define scope** cybersecurity services/solutions, roles, expectations, tools/technologies

Determine **performance metrics**, e.g., incident response time/threat resolution time

Negotiate **Pricing and payment terms**

Terms negotiation about **data/content protection and confidentiality**

Discuss about **incident response, reporting/communication mechanism & support**

Agreement on **contract renewal, termination and exit strategy.**

Agreements on **security awareness & training**

Terms about maintaining **partnership/future collaborations**

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**Kiitos
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