Cybersecurity in the Media Industry

ZEROLYNX | OSANE CONSULTING
CYBERSECURITY & INTELLIGENCE

OVERVIEW

The media industry is navigating an era of unprecedented challenges, where the rapid evolution of technology and shifts in information consumption patterns have created a complex landscape. The proliferation of social media has drastically altered how news is distributed and consumed, posing challenges in information verification. The economic sustainability of traditional media is threatened by the transition to digital business models, with online advertising dominating the landscape and affecting the diversity of available information. In all these fronts, cybersecurity plays a crucial role.

CHALLENGES

The media industry is grappling with challenges such as fake news, deepfakes, identity impersonation, and information manipulation, all intensified by the rapid pace of digitalization. In addition to these issues, the sector faces internal security challenges common to any organization, including data breaches, disruptions to availability, fraud, and supply chain interruptions.

SOLUTIONS

The media industry is subject to laws and regulations such as NIS2, ENS, and LOPD/GDPR. Zerolynx designs, implements, maintains, and operates comprehensive cybersecurity plans based on the six functions of NIST (Governance, Identification, Protection, Detection, Response, and Recovery).

BENEFITS

Identification and Detection

Through our cyber intelligence and ethical hacking services, we offer a comprehensive solution, monitoring, detecting, and reporting various risks, such as exposed confidential data or severe vulnerabilities, ensuring the security of infrastructure and sensitive data.

Protection and Response

Through our cybersecurity and DFIR (Digital Forensics and Incident Response) services, we protect your institution's attack surface, ensuring the continuity of operations and effective threat mitigation.

KEY FIGURES

Incidents in the media industry **have doubled in the last year.**

94% of companies in the sector have experienced **some type of cyber incident** in the last year.

Sinclair Broadcast Group lost $11 million in mitigating a **ransomware incident** and an **additional $63 million in advertising losses.**

"Zerolynx has helped us for several years to raise our cybersecurity levels, with various tasks related to vulnerability assessment, designing improvement plans, and supplying cybersecurity technologies. Zerolynx is a highly recommended partner for any security needs"

Head of Systems and Networks at a major media company

TOP REFERENCES

RADIO MARIA ESPAÑA

servimedia