COHESITY

Modern Data Security and Management for the Media and Entertainment Industry

Key Benefits

- Enhanced cyber resilience
- Significant cost savings
- Better business continuity by minimizing downtime
- Stronger adherence to regulations and compliance requirements
- Simplified data security management and more seamless collaboration with a single UI

Who We Work With

- Music, film, and live entertainment production
- Gaming and Esports
- TV, digital, and print media
- Advertising and marketing
- Live streaming
- Animation and visual effects (VFX)

The media and entertainment industry stands at the crossroads of transformative change, propelled by an explosion of digital content consumption and evolving consumer preferences. Media and entertainment (M&E) firms are increasingly vulnerable to cybercrime. Protecting content and intellectual property is at the forefront of the M&E industry. The risk does not end there, though. Companies face numerous consequences when content is compromised in a cyberattack. Operational hiccups and downtime can delay filming and postproduction, affect the efficiency of the back office's financial and administrative operations, and even hinder customers' experiences, all of which can impact revenue. The risk of tarnished brand reputation due to stolen customer and employee data also poses a threat. Some key data challenges today's media and entertainment enterprises face include:

- **Data Explosion:** The proliferation of streaming services, user-generated content, and 4K/8K video formats has led to an unprecedented explosion in content creation. Media companies are grappling with colossal data volumes, demanding new approaches to data security and management.

- **Content Collaboration:** Collaboration among content creators, editors, and distribution teams requires seamless access to data, often across different locations and devices, without compromising security.

- **Cybersecurity Challenges:** With the industry's growing reliance on digital infrastructure, media and entertainment companies are increasingly targeted by cybercriminals, requiring advanced data security measures.

- **Regulatory Complexities:** Stricter regulations surrounding data privacy and content rights demand robust data governance and compliance frameworks, increasing the complexity of data security and management.

> " With Cohesity, we're getting 2X reduction a week on the terabytes of data per episode that our studio produces. That's unheard of in the media and entertainment industry because our data is very difficult to compress "
>
> – **Robert Crowther**, IT Manager, Atomic Cartoons

- **Personalization and AI:** Media companies are leveraging Artificial Intelligence (AI) and Machine Learning (ML) to personalize content recommendations and improve content creation, relying on data analytics to drive engagement and revenue.

Enhancing cyber resilience for media and entertainment enterprises

In the fast-paced, data-intensive media and entertainment industry, robust data security and efficient data management are paramount. Cohesity offers comprehensive data security and management solutions to help media and entertainment enterprises like yours enhance your cyber resilience.

Cohesity consolidates your data and application silos on a single platform for simplified operations, actionable insights, and data resiliency. As a unified, scale-out solution, Cohesity eliminates legacy data protection silos and simplifies management with a single user interface and policy-based automation. It helps protect and recover sensitive customer records and digital content against ransomware with threat protection, cyber vaulting, and ML-powered data classification.

Data Protection	Data Security	Data Mobility	Data Access	Data Insights

Cohesity Data Cloud

Scalable	Simple	Secure	AI/ML Ready	Extensible

Modernize backup and recovery for data resilience

Cohesity offers a unified data management platform that consolidates data silos, enabling media and entertainment companies to efficiently manage, access, and protect their data from a single interface. Features include:

- **Data Consolidation**: Cohesity's platform can consolidate data from various sources, including on-premises servers, cloud storage, and remote offices, into a single, easily accessible repository.
- **Global Search and Analytics**: A powerful search and analytics engine enables quick and efficient content discovery, reducing the time spent searching for assets.

Improve response and recovery for cyber resilience

Protect and recover against ransomware with threat protection, cyber vaulting, and ML-powered data classification—by identifying threats, assessing attack impact, and confidently recovering critical data.

Cohesity provides the following robust data protection mechanisms to safeguard critical media assets against various threats:

- **Continuous Data Protection (CDP):** Real-time data replication ensures minimal data loss during unexpected events.
- **AI-powered Ransomware Detection:** Cohesity's solution includes built-in ransomware detection capabilities that immediately analyze data ingested from production environments on every backup for telltale signs of unusual activity or data changes, like those related to ransomware attacks.
- **Immutable Backups:** Immutable backups prevent unauthorized changes or deletions of data, ensuring data integrity and compliance.
- **Rapid Recovery:** Cohesity provides instant and predictable recovery at scale by providing organizations immediate access to critical business processes and data to meet their demanding recovery time objectives (RTOs).

Reduce the risk of data compromise

Enhance your data security against sophisticated ransomware attacks with Cohesity FortKnox, a SaaS cyber vaulting and recovery solution. Get an additional layer of managed security and protection against cybersecurity threats. Simplify operations, lower costs, and recover confidently from attacks. Cohesity's solution promotes secure data sharing and collaboration across media and entertainment organizations through:

- **Role-Based Access Control:** Administrators can define roles and permissions, ensuring that only authorized individuals access sensitive data.
- **Data Encryption:** Robust encryption methods secure data both at rest and in transit, mitigating the risk of unauthorized access.
- **High Availability:** Ensures that data is always accessible, even during system failures, using capabilities such as fault tolerant architectures, data redundancy, and replication.

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Regulatory Compliance

Cohesity helps media and entertainment organizations meet regulatory requirements through:

- **Data Governance:** Comprehensive data governance features, including data classification and automated data retention policies, help ensure compliance with industry-specific regulations.

- **Audit Logs:** Detailed audit logs and reporting capabilities assist in demonstrating compliance with data protection and patient privacy regulations.

In the media and entertainment industry, robust data security and efficient data management are essential for success. Cohesity's modern data security and management platform provides a comprehensive solution that addresses the industry's unique challenges, offering data consolidation, security, compliance, and collaboration features. By choosing Cohesity, media and entertainment companies can unlock the full potential of their data while ensuring its protection and compliance with industry regulations.

Our Customers

Atomic Cartoons — A THUNDERBIRD COMPANY

SF

ENTERTAINMENT INC.

Tribune Media

Aller

To learn more about how Cohesity is helping media and entertainment businesses enhance cyber resilience, visit www.cohesity.com

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