



FORTUNE 200 MEDIA AND ENTERTAINMENT | PROTECT PEOPLE EVERYWHERE

Early Threat Identification to Anticipate Audience Reaction

 ONTIC®





“

The security operations team can seamlessly isolate threat intelligence related to a content launch from general social media chatter — including content in foreign languages for global productions.

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Manager, Security Operations Center -Leading Media & Entertainment Company

Lack of control to anticipate threats



CHALLENGES BEFORE ONTIC

- Fragmented repository of threats
- Overwhelming social media chatter
- Lack of collaboration

The launch of new content from this Fortune 200 media and entertainment company often prompts aggressive audience reactions, leaving the Security Operations Manager working reactively to assess and act on threats. It was difficult to know what commentary was important and what action to take next. They were reliant on Google Alerts or subjective commentary from the marketing team to gain visibility into potential risks around show productions, the talent and relevant company executives.

Without a centralized database for persons of interest (POIs) or a way to monitor those threats in an ongoing manner, it was a constant challenge to keep up with the volume of threats posed to the organization.

From reactive to proactive: Seeing around corners

With the goals of gaining a more comprehensive view of risk and shifting to a proactive approach to mitigating threats, the Corporate Security team partnered with Ontic to more efficiently identify new threats to keep its employees and talent safe.

The team now has a physical security system of record with a unified view of threats where they can investigate threat actors and monitor real-time feeds and alerts from multiple internal and external data sources.



Visit us at ontic.co to learn more

Protecting against internal and external threats



With Ontic, the Security Operations Manager can now:

Prioritize Social Media that Matters

The team can seamlessly isolate threat intelligence related to a content launch from general social media chatter — including social content in foreign languages for global productions and premieres.

Identify Insider Threats

With confidential media information in the hands of production staff, they can more easily identify when information is leaked or misrepresented.

Repeatable Process

The manager and his team can now leverage intelligence in the platform to assess threats and efficiently share throughout the organization, versus relying on commentary and observations from internal teams.

Visit us at ontic.co to learn more

Ready to learn how the Ontic Protective
Intelligence Platform can work for you?
Visit ontic.co to learn more



