THE MEDIA TRUST

Digital Vendor Risk Management

A centralized platform to identify and control your enterprise's risk exposure across digital assets

Discover and remedy critical security, privacy and performance failures in your website and mobile app execution, in real time.

More than 75% of executing digital code is not owned and operated by your enterprise. This presents a challenge to IT, security, operations, and privacy teams looking to assess and mitigate digital risks that lead to regulatory fines, security incidents and brand damage.
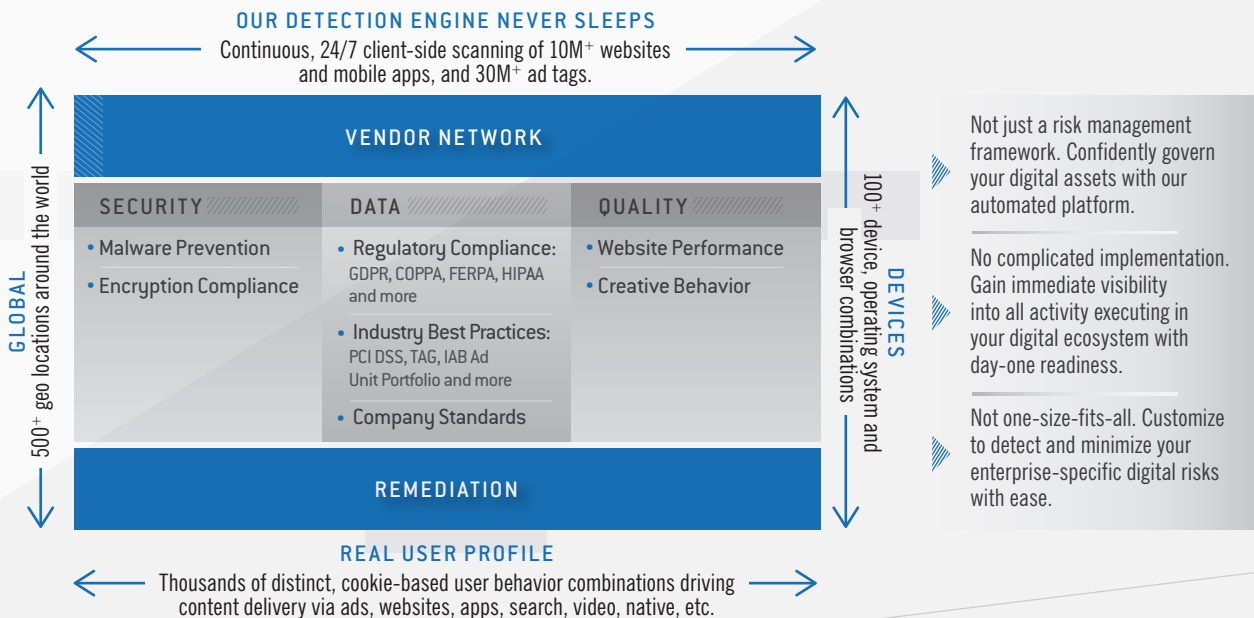
The Media Trust's **Digital Vendor Risk Management (DVRM)** platform provides real-time visibility and insight into non-compliant activity and threats operating in your website and mobile app environments. More than a risk management framework, DVRM operationalizes client-specific digital asset policies, continuously evaluates digital partner compliance, and actively facilitates the resolution of violating behavior.

Continuous. Centralized. Controlled.

Governing the presence and activity of third-party digital vendors
Rein in digital shadow IT—i.e., unmonitored and unauthorized execution of external code on users' browsers—by centralizing information required to confidently manage your consumer-facing digital assets. Powered by The Media Trust's Media Scanner™ engine, this SaaS platform enables holistic management of third-party digital risk exposure.

OUR DETECTION ENGINE NEVER SLEEPS
Continuous, 24/7 client-side scanning of 10M+ websites and mobile apps, and 30M+ ad tags.

GLOBAL 500+ geo locations around the world

VENDOR NETWORK

SECURITY	DATA	QUALITY
• Malware Prevention	• Regulatory Compliance: GDPR, COPPA, FERPA, HIPAA and more	• Website Performance
• Encryption Compliance		• Creative Behavior
	• Industry Best Practices: PCI DSS, TAG, IAB Ad Unit Portfolio and more	
	• Company Standards	

REMEDIATION

DEVICES 100+ device, operating system and browser combinations

REAL USER PROFILE
Thousands of distinct, cookie-based user behavior combinations driving content delivery via ads, websites, apps, search, video, native, etc.

Not just a risk management framework. Confidently govern your digital assets with our automated platform.

No complicated implementation. Gain immediate visibility into all activity executing in your digital ecosystem with day-one readiness.

Not one-size-fits-all. Customize to detect and minimize your enterprise-specific digital risks with ease.

Build a trusted vendor network. Control risks on your website and mobile apps.

Mitigating hidden vulnerabilities in your digital properties.

DVRM functions as an automated risk management mechanism for your digital assets, enabling you to:

DISCOVER AND CLASSIFY	COMMUNICATE AND COMPLY	RESOLVE AND REPORT
Identify and analyze all code executing on websites and mobile apps	Share digital asset policy with vendors and measure their compliance	Block and remediate unauthorized activity and create an audit trail

Simplified digital risk management. Heightened security and compliance posture.

Demystifying the complexity of your digital ecosystem so that you make more informed decisions, 24/7/365.

With 10+ years dedicated to monitoring global digital ecosystems, The Media Trust works with the world's largest, most heavily-trafficked digital properties and their partners to provide real-time security, data compliance and quality assurance solutions that help protect, monetize and optimize the user experience across devices.

AUTOMATED	TRANSPARENT	ACTIONABLE
Identify and classify vendor activity through continuous scanning of your digital environment	Gain visibility into opaque digital partner ecosystem	Remediate unauthorized partner activity
Receive real-time alerts on non-compliant vendor activity	Share digital policies with vendors for increased compliance	Record and build a credible audit trail of vendor activity

AUTHORIZATION	SECURE	EFFICIENT
Validate partner presence and code execution	Detect anomalous activity on your digital assets	Manage end-to-end digital vendor risk for entire websites and apps
Certify partner activity and code execution	Protect your enterprise from the brand damage of security breaches	Reduce operational overheads with turnkey services. No integration required.

ABOUT US

The Media Trust is fixing the internet by creating better digital ecosystems to govern assets, connect partners and enable digital risk management. Established in 2005, The Media Trust leverages a physical presence in 65 countries and 500 cities to detect and remediate security, privacy, ad quality and performance violations executing on websites and mobile apps. More than 600 media publishers, ad tech providers, agencies, retailers and enterprises—including 40 of comScore's AdFocus Top 50 websites—rely on The Media Trust to protect their digital environment, their revenue and, most importantly, their brand.

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