THE MEDIA TRUST

Media Scanner™ for Malware Prevention—Websites

Enterprise IT fails to address the growing threat of web-based malware

Growing at an alarming rate, web-based malware is a constant, silent and invisible threat that's always changing. Yet most CIOs and CISOs aren't addressing this growing danger, and their security teams often don't recognize that malware on their website is a problem. Instead, they focus on securing networks, web-enabled apps, email systems and an endless array of endpoints, leaving their website and mobile apps—which serve as the "front door" to the consumer—open to attack. Of course, network, database and endpoint solutions do provide protection, but they cannot and will not keep a website safe from malware. They're not designed to do so.

Websites remain at risk because security and site ops management choose not to address, for reasons of complexity or lack of cross-organization security processes, the risk associated with the presence of third-party code on their website. There is little effort made across the company to understand which entities execute code on the website, how long they have been there, the path they took to get there and the purpose or function they serve. Nor does IT maintain any historical records of the companies and code accessing their site and how they got there, making remediation of website issues extremely difficult and time consuming.

Given the ever-increasing aggression and sophistication of cybercriminals, nation-states and hacker activists, IT can no longer remain complacent about having no way to protect their website. They must take the necessary steps to secure all aspects of their site, which includes monitoring, inspecting and analyzing every piece of third-party code downloaded to their site.

Media Scanner™ continuously detects, inspects, analyzes and alerts

The Media Trust's Media Scanner prevents web-based malware from infecting your website, not to mention your site's visitors. This Security-as-a-Service offering scans your website on a continuous, 24/7 basis, so it can detect, inspect, analyze and alert on every instance of web-based malware, which can easily invade your site if you use third parties like data management platforms, advertising re-targeters, analytic firms and sales platforms to serve the URL.

With a physical presence in more than 500 major cities located across six continents, The Media Trust's proprietary website scanning technology provides you with:

- Continuous, 24/7 protection against all detected web anomalies or actual malware
- Immediate notification and alerting so you can remove and then block the suspicious or malicious code
- Comprehensive analysis of each anomaly detected, which leads to a better understanding of the code's pathway, origins, intent and overall design
- Continuous, 24/7 protection throughout the attack continuum—before, during and after
- Granular visibility and continuous control of what's on your website, how long it's been there and its purpose or function
- 24/7 in-house, on-shore technical support, staffed by experts in malware, security and site operations
- Access to The Media Trust's broad, yet detailed view into the online and mobile ecosystems so when malware is discovered elsewhere, the solution and the Malware Team immediately compare all related activity and then alert you immediately to remove and block the suspicious code

Reduce your security and site operation costs

With The Media Trust's suite of Security-as-a-Service offerings, you replace costly capital expenditures with an operating expenses (OpEx) model, which reduces costs for both IT and site operations:

• No implementation costs to incur
• No internal resources needed to support or administrate the Media Scanner solution
• No additional hardware or software to maintain or update

You'll also eliminate the increasingly high costs associated with a malware attack including malware's intangible costs, such as damage to your brand, your corporate reputation as well as the opportunity costs associated with re-directing your resources to the attack.

How Media Scanner for Malware Prevention works

Getting started with The Media Trust's Media Scanner is incredibly simple. You enter the site domain, site section or specific page into the system, along with the desired scan frequency and the geographic areas to scan and the system will immediately start scanning. Upon detection of suspect activity, anomalies or overt malware, the Media Scanner system immediately notifies you via email, so you can remove and block the offending code, which shuts down a malware attack before it can cause any harm. If the malicious activity persists, the Malware Team contacts you to discuss next steps. The Media Trust supports all clients with its own 24/7 in-house, on-shore customer support, which is staffed by experienced malware experts and software engineers.

The Malware Team also captures and isolates the suspect code, immediately beginning a forensic examination to determine its intent, purpose, pathway and possible origins. This in-depth analysis not only enables a quick resolution, but further cultivates the Company's institutional knowledge of malware. This self-perpetuating, virtuous cycle keeps The Media Trust at the forefront of malware detection and continuously improves the level of protection the Company provides.

The Media Scanner successfully detects and removes 98% of all suspect activity prior to the malicious code from inflicting any harm. The Media Trust's continuous monitoring, inspecting and analyzing of all suspect activity, anomalies or overt malware protects your website from the constant, unending threat of web-based malware.

Customized reporting and alerts

Whether detecting for malware, HTTPS, data leakage or site performance issues, the Media Scanner provides you and your team with robust alert and reporting engines, which enable instant, real-time alerting and notification as well as reports detailing site activity generated daily, weekly or any client-defined frequency and distribution. The solution is also able to export issues directly to your upstream partners, which speeds the resolution of the issue quickly and efficiently.

The Media Trust

The Media Trust works with the world's largest, most-heavily trafficked digital properties to provide real-time security, first-party data protection and privacy, performance management and quality assurance solutions that help protect, monetize and optimize the user experience across desktop, smartphone, tablet and gaming devices.

As the global leader in monitoring the online and mobile ecosystems, The Media Trust leverages a physical presence in 65 countries and 500 cities around the globe to continuously scan websites, ad tags and mobile apps and alert on anomalies affecting websites and visitors alike. More than 500 publishers, ad networks, exchanges, agencies and corporates—including 40 of comScore's AdFocus Top 50 websites—rely on The Media Trust to protect their website, their employee Internet use, their revenue and, most importantly, their brand.