

Media Scanner for Third-Party Content

The increasing Role of Third-Party Content

The Media Trust's Media Scanner service protects your website from web-based malware by constantly scanning and inspecting all third-party content used by your site. This content can range from dynamically-served content, third-party video, weather and other local information, native advertising, advertorials and microsites—all seamlessly integrated within your site's look, feel and experience.

Regardless of the medium, third-party content has the ability to inject web-based malware into your site and onto the consumer. It can also access consumer's browsers, allowing them to collect your website's first-party data or serve non-secure calls. Which means your site is only as secure as the weakest link in both your own code and in third-party execution. Subsequently, it's critical you continuously manage what vendors, domains and code you allow to run on your site.

To ensure all third-party content meets your company's policies for data and security, The Media Trust's Media Scanner continuously scans this content—no matter its source or medium—for malware and web anomalies.

The Media Trust's Media Scanner for Third-Party Content provides you with:

- A robust, real-time defense against web or mobile anomalies detected by the system's proprietary, third-party content scanning technology
- Immediate notification and alerting so you can instantly remove and block the suspicious or malicious content from your site
- Continuous, 24/7 protection throughout the attack continuum—before, during and after
- In-depth analysis of each anomaly detected, giving you a better understanding of the code's pathway, origins, intent and overall design
- 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 experienced malware experts and software engineers
- Access to The Media Trust's broad, yet detailed view of the online and mobile ecosystems so when malvertising is discovered elsewhere, the solution and the Malware Team immediately compare all related activity and then alert you to immediately 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 that reduces costs for 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: 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 Third-Party Content works

Publishers' Pre-Scan: After receiving the content, but before publishing it, you can post the content to a secure, non-accessible site, where Media Scanner conducts comprehensive scanning, using various targeting, including behavioral, demographic and geographic; browser configurations, device types and more.

Publishers' Live-Scan: Once the content is live, Media Scanner conducts ongoing scanning, detecting and alerting, which collectively protects the content and your overall site from web-based malware. With Media Scanner, you can easily configure the scanning rate based on your own specific needs.

Pre and Continuous Scanning for Third-Party Content Providers: Drive new business and increase access to high-quality websites by ensuring your third-party content is always secure and meets the specifications of your publisher partners. Seamless integration with Media Scanner ensures you can scan all content prior to and during flight, letting you capture any violations before your publishers are impacted.

Immediate detection results in the immediate blocking and removal of the malicious content

Upon detection of suspect activity, anomalies or overt malware, the Media Scanner system immediately sends an API call and notifies you and your team via email, so you can remove and block the offending content. If the malicious activity persists, The Media Trust's Malware Team contacts you via phone to discuss next steps.

The Malware Team also captures and isolates the suspect content so it can begin an immediate 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.

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 more quickly and efficiently.

The Media Trust

With a physical presence in 65 countries and 500 cities located around the globe, The Media Trust's proprietary website and ad tag scanning technology provides continuous, non-stop protection against malware, site performance issues and data leakage, which can lead to lost revenue and privacy violations.

The Company also enables comprehensive quality assurance of an ad campaign's technical and creative components, supporting display, rich-media, video, search and mobile advertising. In addition, The Media Trust's technology provides publishers with visual ad verification for geographically-targeted campaigns, ensuring thousands of media buys are executed correctly, reducing discrepancies, errors and make-good scenarios in-flight.

More than 400 publishers, ad networks, exchanges, agencies and enterprises—including 39 of com-Score's AdFocus Top 50 websites—rely on The Media Trust's suite of continuous, non-stop monitoring, detecting and alerting services to protect their website, their revenue and, most importantly, their brand.



The Media Trust

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