Facilitating Secure, Uninterrupted Entertainment through Modern Apps

The cloud continues to play a crucial role in the media and entertainment (M&E) industry's digital transformation. The cloud offers the ability to store, process, and distribute content more efficiently and cost-effectively while providing opportunities for monetization that reaches new audiences and distribution channels. With global data creation projected to grow to more than 180 zettabytes by 2025,[1] media companies can gain greater data-driven insights to improve both customer experience and operational efficiency.

In M&E, the average cost of a data breach in 2021 was $3.15 million.[2]

F5 and Google Cloud empower M&E firms to offer secure applications that can adapt to meet the digital demands of their consumers. This is accomplished through modern apps that provide unparalleled performance and scalability while mitigating application threats and vulnerabilities across multi-cloud and edge environments.

Maintain Content and Delivery Integrity

Safely store and analyze sensitive content with multiple physical and logical protection layers.

Block automated bot traffic to reduce the burden on content delivery infrastructure and stop attempts to compromise the integrity of critical information.

Modernize and Secure Your Apps

Deliver modern applications and run them flexibly and securely in hybrid or multi-cloud environments.

Guard against common vulnerabilities and mitigate emerging exploits that target open source software and security misconfigurations across clouds.

Stop Fraudsters in Their Tracks

Stop most fraud—such as account takeover—downstream before it happens by detecting and removing automated bots and human attackers.

Bring security and fraud teams—and data—together, enabling fraud investigators to focus on high-value, upstream fraud investigations.

Gain End-to-End Observability

Deliver better user experiences and secure content delivery with built-in visualization for violations, traffic patterns, and DDoS events.

Protect your environment with valuable insights and telemetry across your distributed app infrastructure from a centralized user interface.

For more information, please visit f5.com.

Source:
1. Statista, Worldwide Data Created, September 2022
2. IBM, Cost of a data breach 2022, August 2022