



## Digital Threat Intelligence

Block First. Analyze Later.

Access the only real-time, machine-learning and human-verified threat intelligence directly sourced by continuously monitoring premium, frequently whitelisted websites visited by your employees.

### Common Internet-based Threats, Disarmed

The Internet serves as the most successful threat vector for malware delivery, and your enterprise accesses it daily. The Media Trust's Digital Threat Intelligence (DTI) shields your organization from web-based threats hiding in malicious digital advertisements and content rendering on the websites and mobile apps regularly visited by employees—news, weather, travel, etc.

Powered by The Media Trust's proprietary Managed Detection and Response (MDR) service, DTI is a 100% original source feed with 99.95% intel accuracy, resulting in near-zero false positives. This one-of-a-kind, premium data set empowers you to block malicious content while allowing the rest of the web page to render. DTI delivers granular intelligence about specific, compromised third-party domains used in the serving of digital advertising and web-based content, so that you can simultaneously protect both the enterprise network and endpoints.



### Capitalize on an unprecedented view into the digital ecosystem

*Rest Easy. Our Threat Detection Engine Never Sleeps.*

Unlike compiled or sourced “in the wild” intelligence feeds, DTI data is collected using various Internet user profiles to catch malvertising as it occurs. Our risk-based heuristic threat detection engine is proven to be:

- **Diverse.** Conducts continuous, real-time, client-side scanning utilizing thousands of browser/OS, device, geography combinations and distinct cookie-based user behavior profiles.
- **Rapid.** Identifies and corroborates new malware delivery vectors as they occur.
- **Extensive.** Scans and analyzes millions of highly-trafficked websites and code related to 30+ million digital ads every day.
- **Comprehensive.** Uses a physical presence in 500 cities across 65 countries to detect, analyze and alert on geo- and behavior-targeted malware attacks.
- **Credible.** Employs data gathered from The Media Trust's MDR service, which functions as a virtual SOC for some of the world's largest websites—media, entertainment, ecommerce, social network, etc.



### Critical intelligence for everyday protection

*Reduced operational overhead. More threats blocked.*

<b>ACCURATE</b> 100% original source data with no compiled, open source or synthetic content 99.95% threat intel accuracy means ~0 false positives	<b>ADVANCED INTEL</b> Detects web-based threats one to five days ahead of other providers Leverages extensive relationships with the advertising ecosystem to detect obfuscated threats	<b>ACTIONABLE</b> Block/unblock threats in real time Accelerate data use without requiring secondary source validation
<b>ESSENTIAL</b> Safeguard employee Internet use Protect revenue streams and optimize security budgets by avoiding costly cleanups	<b>EFFICIENT</b> Break away from the ineffectiveness of blacklisting/whitelisting websites and ad blocking Block only malicious content without disrupting employee Internet usage	<b>EASY TO USE</b> Access industry standard file formats and data structures Integrate via API with existing SIEM/TIP and blocking solutions



### Our intelligence works for you

*More Intelligence. Fewer Threats.*

Reduce your response timeline by avoiding delays associated with secondary source validation. Derived from 10+ years monitoring the digital ecosystem, our unique threat intelligence:

- Combines comprehensive machine learning with human verification to analyze both Indicators of Compromise (IOCs) and Patterns of Attack (POAs).
- Uses multi-dimensional threat categorization methods.
- Pinpoints the compromised third-party domains found in typical browser-to-website call chains.
- Offers relevant data fields on every confirmed threat vector, including:
  - IP address
  - Incident type
  - Incident ID
  - Domain state
  - Time of last detection
  - Hostname
- Operates via multiple industry standards, including STIX/TAXII, or in formats including TPX, JSON and CSV.

### 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.

Established in 2005, The Media Trust leverages a physical presence in 65 countries and 500 cities around the globe to detect malware, site performance issues and data leakage. More than 500 publishers, ad networks, exchanges, agencies and corporates from across the online and mobile ecosystem—including 40 of comScore's AdFocus Top 50 websites—rely on The Media Trust's comprehensive suite of detection and alerting services to protect their website, their revenue and, most importantly, their brand.



#### The Media Trust

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