



Digital Threat Intelligence

Accurate. Actionable. Ahead of the rest.

With Digital Threat Intelligence (DTI), you gain access to a 100% original source information feed about malware targeting Internet users via digital advertisements and third-party code used to render websites and mobile apps.

Your Best Line of Defense: Unique, Real-time, Actionable Data

DTI gives you unmatched zero-hour, accurate information to shield your enterprise networks from Internet-delivered malware before it propagates to endpoints. Continuous, 24/7 monitoring of the digital ecosystem—including the scanning of 30 million ad tags and millions of websites each day—enables The Media Trust to detect web-based malware as much as one to five days ahead of other intelligence providers.

The Threat Intel Engine that Never Sleeps

- Conducts continuous, simulated user scanning utilizing multiple browser/OS, device, geography and user behavior profile combinations
- Identifies and corroborates new malware delivery vectors as they occur; new vectors found every 60 seconds or less
- Scans and analyzes millions of highly-trafficked websites and 30 million digital ad tags each day
- Leverages a physical presence in 500 cities across 65 countries to detect, analyze and alert on geo- and behavior-targeted malware attacks

Machine + Human Intelligence

- Delivers real-time threat intelligence that combines comprehensive machine learning and human analysis
- Uses multi-dimensional scoring and categorization methods
- Offers more than 10 relevant data points on every confirmed threat vector, including:
 - IP address
 - MD5 hashes: creative, content & images
 - Full URL
 - Referring domain
 - Compromised element
 - Geography where detected
 - Lifespan
 - Browser/OS attacked
- Functions as a virtual SOC for some of the world's largest, most heavily-trafficked websites—media, entertainment, social network, e-commerce, etc.
- Avoids false positives through 100% original source data collection; no compiled data

Access 100% original source data, with no compiled or synthetic content

Rely on near zero false positives with 99.95% threat intel accuracy

Act on potential threat patterns before they are overt

Allow unfettered Internet usage while augmenting anti-virus and firewall capabilities

Avoid the politics and ineffectiveness of blacklisting/whitelisting websites

Unblock content when no longer compromised

Protect revenue streams and optimize security budgets by avoiding costly cleanups

Protect your Endpoints, Protect your Enterprise

- Mitigate exposure to web-based attacks resulting from everyday employee Internet use
- Augment anti-virus and firewall capabilities with real-time, validated malware data
- Secure networks by blocking compromised domains and IP addresses from serving on your network
- Conduct IP and domain reputation analysis and/or correlate malware issues
- Prevent malware from infiltrating your enterprise network via compromised digital advertisements

Easy Access and Seamless Integration

- Provides data via multiple industry standards, including STIX/TAXII, or in formats including TPX, JSON and CSV
- Integrates with most network monitoring/filtering systems and third-party SIEM/TIP to enable real-time blocking of malware-laden content delivered via the Internet.

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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