



## Media Scanner™ for Malware Prevention—Ad Tags

### Enterprise IT fails to address the growing threat of malvertising

Growing at an alarming rate, malvertising is a constant, silent and invisible threat that's always changing. Yet most CIOs and CISOs of ad-supported websites aren't addressing this growing danger. Their security teams often do not recognize that having ad-based malware on their site is a problem. Instead, they focus on securing networks, web-enabled apps, email systems and their 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 for that.

Websites remain at risk because site security and site operations often fail to understand and manage the risk associated with their site's ad tags and third-party, paid content. In most circumstances, when malvertising attacks the site, there is little coordination across advertising operations, marketing, and information security. As a result, IT and security have little to no knowledge on the amount of malware hitting their site on a daily basis. They also fail to maintain historical records of the site's ad tags and how they got there, not only making remediation extremely difficult, but also limiting the accumulation of institutional knowledge on ad tag activity. This lack of “security transparency” across the organization is as surprising as it is dangerous.

And given the ever-increasing aggression and sophistication of cybercriminals, nation-states and hacker activists, IT can no longer remain complacent. They must take the necessary steps to secure all aspects of their site, which includes monitoring, inspecting and analyzing all ad tags serving from their site.

### Media Scanner™ continuously detects, inspects, analyzes and alerts

The Media Trust's Media Scanner provides real-time protection against malvertising by monitoring, detecting and analyzing the ad tags serving from your site.

With a physical presence in 500 cities located across six continents, Media Scanner's proprietary ad tag 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 ad tag
- Comprehensive analysis of each anomaly detected, which leads to 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 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 malvertising 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

Media Scanner is a Security-as-a-Service that lets 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 intangible costs such as damage to your brand and corporate reputation as well as the opportunity costs associated with re-directing your resources to the attack.

#### How Media Scanner for Malware Prevention works

The Media Trust's Media Scanner integrates with your ad exchange, ad network, Demand Side Platform (DSP) or publisher ad serving systems via API, which enables the seamless delivery of all ad tags to the Media Scanner solution. Upon receipt of your ad tags, Media Scanner immediately begins scanning and inspecting them for malicious behavior.

The Media Scanner provides several different types of scanning:

**Pre-scan:** Media Scanner conducts a thorough pre-scan on all ads prior to launch and scans ads across user-defined geographies using multiple browser, OS and device-type combinations.

**Live-scan:** Once the ad placement is live, Media Scanner conducts continuous, ongoing scanning of all ad tags, detecting and alerting through the full length of campaign flight.

Upon detection of suspect activity, anomalies or overt malware, the Media Scanner system immediately sends an API call and notifies you via email, so you can remove and block the offending tag, shutting down a malware attack before it causes any harm to your site, your consumers and your brand. 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 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 inflicting any harm. The Media Trust's continuous monitoring, analyzing and alerting of all suspect anomalies or overt malware protects your website from the constant threat of malvertising.

#### 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.



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