



Media & Entertainment Use Case

The Industry Challenge:

The media and entertainment industry, like many others, is going through a disruptive sea change in how business is conducted. The Internet's high speed, virtually free ability to move information, and inexpensive storage can cut costs and change how to operate the business. The trade-off with legacy approaches however has been the need to establish controls and trust across the enabling infrastructure.

In today's world, nearly every media production is a virtual and dynamic amalgamation of products and services from many companies large and small. However, this exciting, cost effective, virtual environment from production through distribution can expose vulnerabilities and risk. Trust becomes substantially more complex in this diverse digital ecosystem. In addition, as the whole industry transitions to cloud-based services, information management and access control will also transform. Critical issues like security, privacy, workflow, content identity and user access are all different in this virtual world.

Given the well-known and ongoing security breaches, it's critical to know who in the virtual world you are working with before granting access to your most valued assets.

The Solution:

ID DataWeb (IDW) delivers a new paradigm for access control that helps your organization elevate trust while reducing your identity costs. We do this through the IDW Attribute Exchange Network (AXN) an Internet-scale, cloud-based identity verification and credential federation service that works with your existing access control system to expand capabilities and increase security. And, it is easy. One contract with IDW enables you to pick and choose from a wide range of identity information sources and add other identity factors based on the level of authentication you require and for the best value. For example, with IDW you can leverage the tools from the credit bureaus or add two factor authentications without changing your current access control system. In short, IDW offers you the most cost effective tools in which to trust the digital person for whom you are granting access to your most valued assets.

Information Labeling and Handling (ILH) and Digital Rights Management (DRM) are critical elements to the digital transformation of the entertainment industry.



The Benefits:

A single contract with IDW gives you increased security, enhanced privacy, and flexibility all while reducing your identity cost and complexity.

IDW can help you:

- Reduce your identity verification cost. IDW buys in bulk as a reseller and passes savings on to your company.
- Provide enhanced attribute-based access control through attribute verification. Most new access control systems recognize that attributes provide better security and flexibility over role based access control.
- Gain real time employee verification of employment status with associated companies and improve security. For example, XYZ Company's employee has access to your project portal but you were not aware that he no longer works for XYZ. IDW prevents this from happening.
- Verify device identity and location for a user to increase security. For example, if a user attempts to login with a new device you likely will want to re-verify the user and new device identities.
- Save both time and money. The AXN works with your existing Access Control System. This will save both time and money since there is no need to change out your existing system. A single contract with IDW gives your company access to multiple verification and authentication services thereby reducing legal expense and time. The IDW contract also gives you flexibility to change or modify these services and providers at any time.
- Improve privacy for your users. By design the AXN proxies the login and verification processes during authentication. This important functionality reduces the potential for spoofing, Man-in-the-Middle and Denial of Service attacks.
- Improve security through Multi-factor authentication (MFA). IDW will save you time and money to implement MFA because we interface with leading solution providers and deliver seamless, normalized attribute responses for MFA to your access control system.
- Reduce cost to support lost passwords and eliminate user frustration through single sign-on. Users can use an existing or corporate credential to log into multiple websites.

Finally, IDW supports new European requirements to keep Personal Identifiable Information resident in country of origin. IDW is not a big data store. Each person's information is stored in a Personal Data Service and that user data stays in user control in the cloud in the country of origin.



The Process:

Registration Process

1. User navigates to login to the Entertainment website or application and selects preferred credential for login
2. User experience is they are still on the Entertainment website
 - a. Session is redirect to AXN
 - b. Identity proofing via AXN
 - i. User's contextual info is verified - name, email, office location, clearance, etc.
 - ii. User is verified for the Enterprise / Partner / Project
 - c. Results are passed back to Entertainment website's Identity, Credential , and Access Management (ICAM) policy decision point
3. On successful authentication, the user continues to Entertainment website or app

Subsequent Logins

1. User navigates to login to the Entertainment website or application and selects preferred credential for login
2. Optionally
 - a. Verify device identity
 - b. Check device geo-location
 - c. User provides multi-factor authentication
3. Verify user's contextual info (as needed)
4. User's attributes are refreshed (as needed)

