

# THE ANATOMY OF AN ENTERPRISE SOCIAL MEDIA CYBER ATTACK



PART DEUX

## EPISODE 3: PIRACY

Social media has taken piracy from the shadows of the internet and placed it centerstage. Unfortunately for brands, who spend millions of dollars to produce, market and advertise their content, the pirating business is booming. What consumer doesn't want to catch the newest movie, live event, TV show premier or next hit song for free? But how to find it? The internet, of course. And no longer is it only found in the remote corners of the internet; it's in plain sight on your social feeds. Welcome to the new paradigm of piracy. For the 21st Century digital buccaneer, social media is the high seas: the easiest and fastest way for them to market, advertise and monetize someone else's hard-earned content.

Chief Revenue Officer

VS

Online Pirate

### RUTHIE RUXBIN

CRO of video streaming service "TubeFlix"



### PIRATE PETE

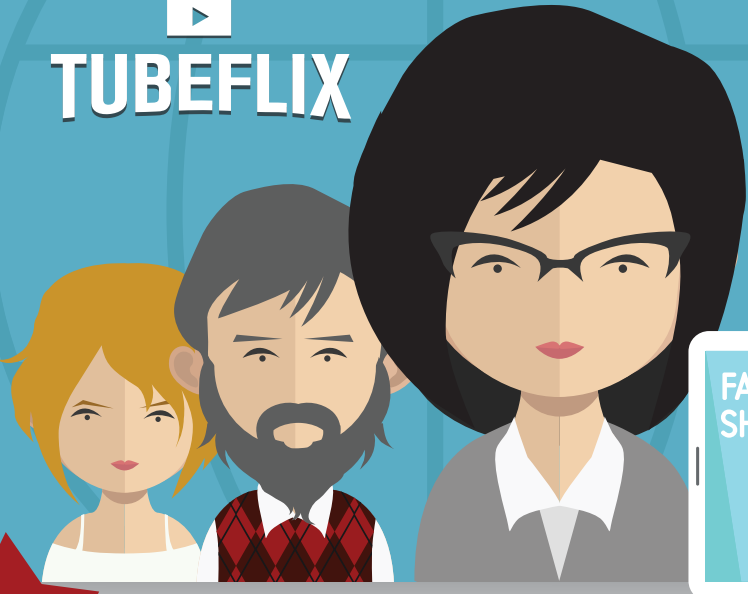
Cross-Continental Content Crook



## PART 1: THE SUPPLIERS

Ruthie and her team works hard to market, advertise and gain awareness surrounding their latest TV show premier.

TUBEFLIX



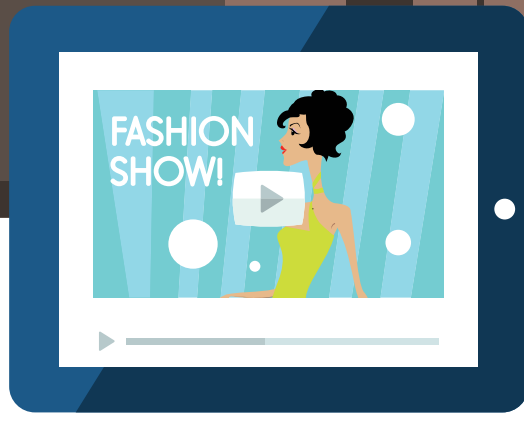
Sensing the buzz surrounding the new release, Pirate Pete gets his hands on the content before it's released: whether by bootlegging, data theft or buying from a fellow privateer.



## PART 2: THE DISTRIBUTION

Pirate Pete hosts the stolen content on his streaming page, torrent site or favorite dark web marketplace. Wherever it's hosted is riddled with ads, ensuring he makes the most of the stolen content.

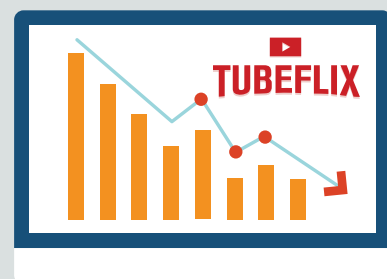
Then, like any good marketer, he posts the link to social media, hijacking real hashtags to distribute his post to Ruthie's consumers. He shares the content with his pirate mates some of whom append much nastier payloads to the links – spam, phishing pages and malware downloads.



Before the big premier, Ruthie see's her company's hard work on social media... **for FREE.**

## PART 3: THE DAMAGE

The leaked content **ruins** the big premier. Customers easily find the link to the pirated content and watch for free, many of whom don't even realize it's pirated.



Ruthie misses her projections by tens of millions of dollars, and, by covering his site in ads, Pirate Pete makes off like the bandit he is.



## BY THE NUMBERS



\$12.5 BILLION IN ECONOMIC LOSSES EACH YEAR DUE TO PIRACY IN THE MUSIC INDUSTRY ALONE



42% OF SOFTWARE RUNNING IN THE WORLD IS ILLEGALLY DOWNLOADED



\$2.7 BILLION IN WORKERS' EARNINGS AND 71,060 JOBS ARE LOST EACH YEAR DUE TO ONLINE PIRACY



95% OF MUSIC DOWNLOADED ONLINE IS ILLEGAL

## THE ZEROFOX EDGE

ZeroFOX helps organizations like TubeFlix by taking to the high seas and fighting pirates where they're commandeering your customers. ZeroFOX scours social media and the social web for any pirated or stolen content. The ZeroFOX platform is for the modern security team, one that covers every aspect of a company's exposure. By applying technology and automation to the problem, ZeroFOX makes an onerous manual task, fast, efficient and scalable in a growing ocean of social data. Bringing the fight to the Pirates, ZeroFOX protects you from immense revenue loss and stops the pirates from looting your business.

LEARN MORE ABOUT SOCIAL MEDIA CYBER ATTACKS AT:

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