

The background of the top half of the page features a dark, moody photograph of professional video cameras on tripods, with some cables and equipment visible. The lighting is low, creating a sense of a professional studio or broadcast environment.

Codec Networks

Coding Threats. Decoding Solutions.

INDUSTRY BROCHURE · MEDIA, ENTERTAINMENT & DIGITAL PLATFORMS

Protect the Content. Protect the Audience. Protect the Brand.

Platform and API security, content protection, account security, privacy and brand monitoring for broadcasters, OTT streaming services, news publishers, ad-tech firms, studios, gaming and esports companies, and social and creator platforms.

Platform & API Security

Content Protection

Account Security

Privacy & DPDP

Brand & Deepfake Monitoring

24/7 Managed SOC

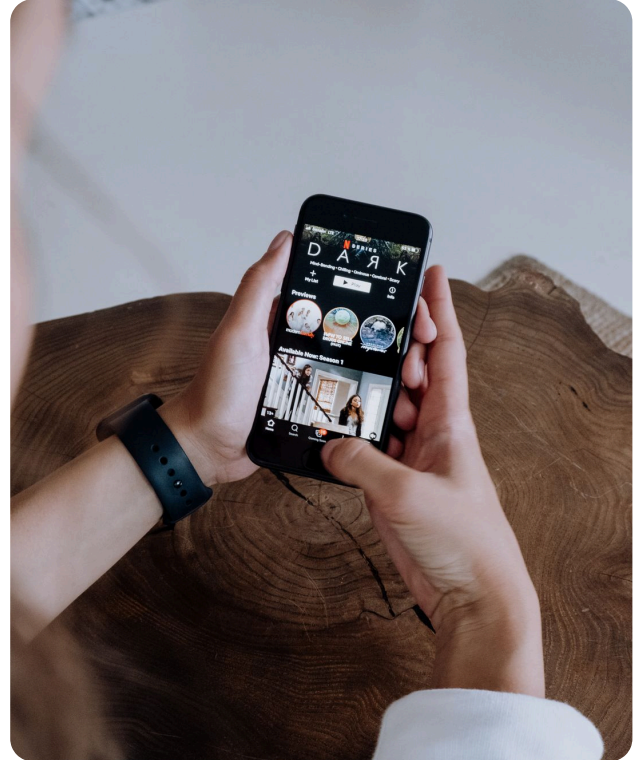
THE CHALLENGE

In media, a cyber incident happens in front of the audience.

India's media and entertainment sector reached ₹2.78 trillion in 2025, with digital now its largest segment. Platforms stream live finals to crores of viewers, piracy cost about ₹22,400 crore in 2023, deepfakes borrow the faces of anchors and stars, and new rules on synthetic content, gaming and personal data raise the bar.

What keeps leadership teams awake

- Account takeover during big live events
- Leaks of unreleased films, shows and music
- Ransomware taking a channel off air
- Deepfakes of anchors, stars and brands
- API flaws exposing subscriber data
- DPDP, IT Rules and CERT-In exposure



₹2.78 trillion

India's media and entertainment sector in 2025 (FICCI-EY)

₹22,400 cr

Lost to piracy in India in 2023 (EY-IAMAI)

6.12 crore

Peak concurrent viewers, Champions Trophy final 2025

6 hours

To report cyber incidents to CERT-In

The rulebook has changed

Instrument	What it means for you
CERT-In Directions and audit guidelines (2022, 2025)	6-hour incident reporting, 180-day logs; risk-based independent audits of platforms, cloud and broadcast IT
IT Rules 2021 and 2026 amendment (2021, 2026)	Due diligence, grievance and Code of Ethics duties; labelling of synthetic content; 3-hour action on lawful orders
DPDP Act and Rules (2023, 2025)	Subscriber, viewer and player data; verifiable parental consent for children; most obligations from May 2027
Online Gaming Act · Cinematograph Act · TRAI	Online money games banned, e-sports promoted; anti-piracy offences; CAS and SMS audits for distributors

One partner from script to screen

Built around our primary proposition for the sector: **platform and API security, content protection, account security, privacy and brand monitoring.**

Platform & API Security

- Web, mobile, smart-TV and API VAPT
- Game server and back-end testing
- Cloud, CDN and playout posture review
- Secure SDLC for product teams

Content Protection

- Content supply chain and vendor assessments
- DRM, key and watermarking review
- Screener and asset-store access controls
- Leak tracing and takedown support

Account Security

- Credential-stuffing and bot-defence testing
- MFA and account-recovery design
- Creator and channel account hardening
- Subscription and payment fraud controls

Privacy & DPDP

- DPDP gap assessment for viewers and players
- Children's data and parental consent
- SDK, ad-tech and tracking review
- Breach-intimation workflows

Brand & Deepfake Monitoring

- Monitoring for impersonation and deepfakes
- Fake app, channel and domain detection
- Evidence packs for takedowns
- Talent and anchor awareness

24/7 Managed SOC

- Broadcast, platform and cloud monitoring
- Takeover, scraping and DDoS detection
- Live-event and release-day surge cover
- 6-hour CERT-In reporting support

Who we serve: broadcasters and distribution platforms · OTT streaming services · news publishers · advertising technology · film and music production · gaming and esports · social and creator platforms.

Packaged for how media businesses buy

Eleven Codec Networks bundles apply directly to media, entertainment and digital platform businesses:

B1

Cyber Assessment & VAPT Assurance

B2

Application, API & DevSecOps Security

B3

Cloud, Infrastructure & Zero Trust

B4

Regulatory Cyber Audit & Compliance

B5

GRC, ISO, SOC 2 & PCI DSS Maturity

B6

Data Privacy & DPDPA Program

B7

Managed SOC, MDR & Threat Monitoring

B8

Forensics, Incident Response & Malware RCA

B9

Third-Party & Supply-Chain Risk

B10

Cyber Simulation, Awareness & Tabletop

B11

Emerging Tech, AI & Web3 Security

Foundation

Production houses, regional channels and digital publishers

- External and app assessment
- Vendor and screener controls review
- Privacy quick assessment
- Phishing and account-security awareness

Assurance

Broadcasters, OTT services and gaming platforms

- App, API and login testing
- Content-security programme
- Annual independent audit
- 24x7 managed SOC

Continuous Resilience

Listed media groups, large platforms and studios

- Continuous testing and red teaming
- Brand and deepfake monitoring
- SOC with threat hunting
- Board, regulator and partner reporting

Mapped to your obligations

Requirement	How we help	Bundle
Incidents to CERT-In in six hours; 180-day logs (CERT-In Directions)	SOC, IR retainer, reporting support	B7, B8
Independent cyber audits (CERT-In audit guidelines, 2025)	Independent platform and IT audits	B4, B1
Viewer, player and children's data (DPDP Act and Rules)	DPDPA programme for platforms	B6
Synthetic-content labels and fast takedowns (IT Rules, 2026)	Monitoring, evidence, playbooks	B7, B10
CAS and SMS security and audits (TRAI interconnection rules)	Audit readiness and evidence	B4, B3
Lawful gaming and player protection (Online Gaming Act 2025)	Platform, payment and data review	B2, B6
Quarterly incident disclosure, listed companies (SEBI LODR)	Incident records, disclosure support	B4, B8

Why media businesses and platforms choose Codec Networks

CERT-In empanelled

Independent audits recognised by regulators, partners, studios and procurement.

Certified and accountable

ISO 9001:2015, ISO/IEC 27001:2022 and ISO/IEC 20000-1:2018 certified.

Release-calendar aware

Testing and monitoring planned around premieres, live events and launches.

Platform-scale testing

Apps, APIs, logins and game servers tested the way attackers use them.

Full stack, one partner

Testing, privacy, SOC, forensics and monitoring connected from finding to closure.

Certified experts

CISA, ISO 27001 LA/LI, CEH, OSCP and CHFI professionals.

How we engage

Discover & scope

Broadcast and newsroom systems, OTT and gaming platforms, apps and APIs, content supply chain and vendors, ad tech, cloud estate and your release and event calendar.

Assess & test

Threat-led testing and regulatory audits executed by certified specialists.

Report in business terms

Findings, risk ratings and a compliance gap matrix for the Board and regulators.

Remediate

Practical, prioritised fixes with technology and compliance teams.

Validate & prove

Retesting and an evidence tracker for auditors, regulators and partners.

Monitor & improve

Managed SOC, recurring testing and quarterly governance reviews.

What you receive: executive summary for the Board or its committee · technical findings with evidence and CVSS ratings · compliance gap matrix · prioritised remediation roadmap · retest reports · audit evidence tracker · SOC dashboards and MTTD/MTTR metrics.



START WITH A SCOPING SESSION

Let's make your next premiere, live final and audit a non-event.

Tell us your channels, platforms, productions and audiences. We will propose a practical, release-aware assessment and assurance plan.

New Delhi

507, 5th Floor, New Delhi House, Barakhamba Road, Connaught Place, New Delhi – 110001

Gurugram

707, 7th Floor, Silverton Tower, Golf Course Extension Road, Sector 50, Gurugram – 122018, Haryana

Call

011 430 496 96 · 011 437 522 99
+91 99716 76124 · +91 88007 88220 · +91 88003 31124

Write

mktg@codecnetworks.com
www.codecnetworks.com

Codec Networks

Coding Threats. Decoding Solutions.

Secure Today. Innovate Tomorrow. Regulatory references reflect public instruments as of October 2026; applicability depends on each entity's licence, category and activities. Packages are proposed groupings of Codec Networks bundles, finalised through scoping. Services support risk reduction and assurance and do not guarantee prevention of all incidents or regulatory compliance. Sources: FICCI-EY Media & Entertainment Report 2026, EY-IAMAI piracy report 2024, JioStar statement (March 2025), CERT-In. Confirm obligations against the official instruments.