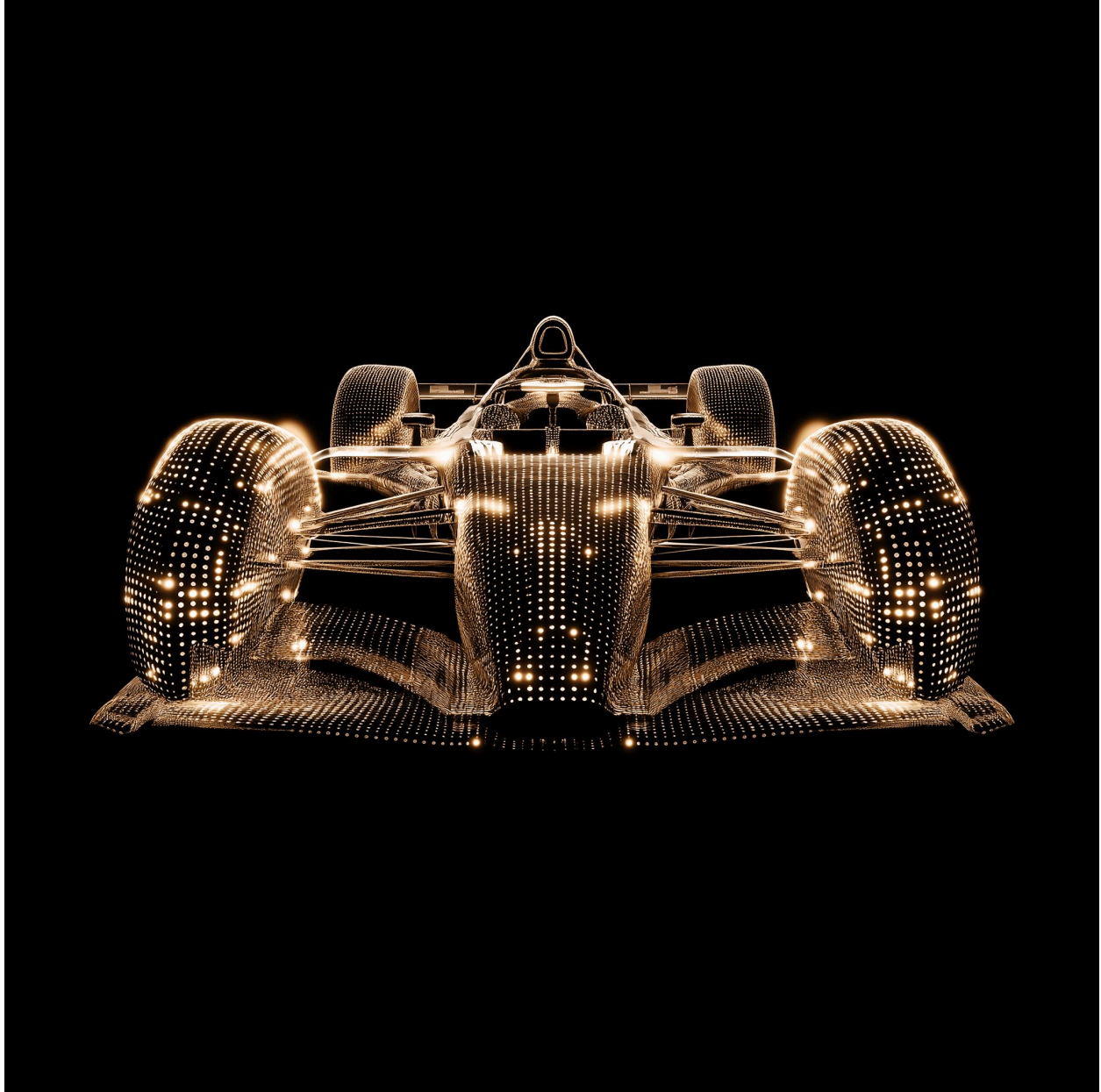# How Sports Broadcasters can address their increasing cybersecurity supply chain risk

Unprecedented cyber threats and a fragmenting supply chain

In recent years, the sports broadcasting industry has seen a significant increase in cybersecurity supply chain risks. With the rise of digital streaming platforms such as Discovery+, ESPN, BBC Sport, and SkySports, these companies are becoming more vulnerable to AI-augmented cyber threats that can compromise their operations and data security. As a result, it has become imperative for sports

broadcasters to adopt a more mature, data-driven, risk-based approach to cybersecurity in order to protect their assets and maintain the trust of their viewers.

One of the main challenges facing sports broadcasters is the increasing complexity of their supply chains. As these companies rely on a wide range of third-party vendors and partners to deliver their content, they are exposed to a higher level of risk from potential cyber attacks. Hackers can exploit vulnerabilities in these supply chains to gain access to sensitive data, disrupt operations, and even steal intellectual property.

The supply chain cybersecurity risk is now a major concern across all industries. The cost of a third-party supply cyber breach is typically 40% higher than the cost to remediate a direct internal cybersecurity breach[1]. **99% of Global 2000 companies are directly connected to a breached vendor in their supply chain[2].** This suggests a similar significant exposure risk for sports broadcasting organisations.

Furthermore, the limited talent pool of in-house network cybersecurity resources lacks awareness of the emerging AI-augmented threats, whilst operating legacy systems not designed for cybersecurity best practice. This further exacerbates the risks.

A SASE Strategy can reduce risk and enable digital growth

To address these challenges, sports broadcasters need to define a comprehensive Secure Access Service Edge (SASE) strategy that is sponsored by the C-suite. SASE is a holistic approach to cybersecurity that combines network security and access control with cloud-native technologies to provide a more secure and efficient way to protect data and applications. By implementing a SASE strategy, sports broadcasters can better manage their supply chain risks, improve their overall security posture, and enable more secure, real-time, immersive digital fan engagements.

One of the key benefits of a SASE strategy is its ability to provide a unified, cloud-based security platform that can protect data and applications across the entire supply chain. This approach allows sports broadcasters to centralise their security controls, monitor and manage their network traffic in real-time, and quickly respond to any potential threats. By consolidating their security infrastructure into a single platform, companies can reduce complexity, improve visibility, and enhance their overall security posture.

In addition, a SASE strategy can help sports broadcasters shift to a more data-driven, risk-based approach to operations. By leveraging advanced analytics and machine learning algorithms, sports broadcasters can better understand their cybersecurity risks, prioritise their security investments, and make more informed decisions about how to protect their assets. This data-driven approach allows broadcasters to proactively identify and mitigate potential threats before they can cause harm, reducing the likelihood of a successful cyber attack.

Furthermore, a SASE strategy can enable sports broadcasters to deliver more secure, real-time, immersive digital fan engagements. By implementing secure access controls and encryption technologies and a zero trust mindset, companies can protect their fans' personal information, ensure the integrity of their content, and provide a seamless and secure viewing experience. This can help to build trust with viewers, increase engagement, and drive revenue growth for the sports broadcasters.

[1] Concentrated Cyber Risk in a Global Economy - SecurityScorecard
[2] 99% of Global 2000 Companies Directly Connected to a Supply Chain Breach - SecurityScorecard

Conclusion

In conclusion, the increasing cybersecurity supply chain risks facing sports broadcasters such as Discovery+, ESPN, BBC Sport, and SkySports require a proactive and strategic approach to cybersecurity. By defining a C-suite sponsored SASE strategy, companies can shift to a more mature, data-driven, risk-based approach to operations, improve their overall security posture, and enable more secure, real-time, immersive digital fan engagements. This will not only help to protect their assets and maintain the trust of their viewers but also drive innovation and growth in the rapidly evolving sports broadcasting industry.