



Reputations at risk

Are technology, media and entertainment, and telco (TMT) companies doing enough to protect their brands from cyber attack?

10x

The amount that global companies spent on branding vs. cybersecurity
Global companies spent almost US\$600 billion on building their brands in 2016,¹ but only allocated about one-tenth to cybersecurity.²

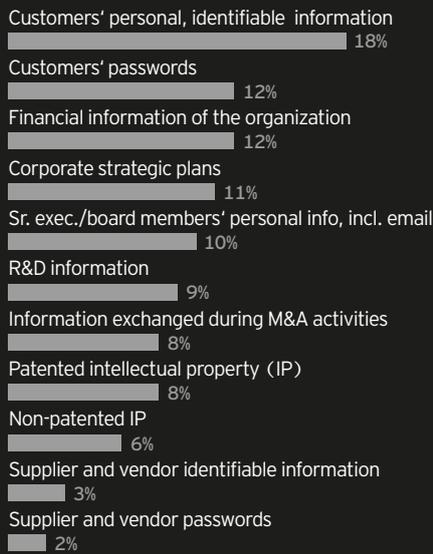
50%

of the world's 10 most admired companies are from the TMT space³ - far more than any other sector.

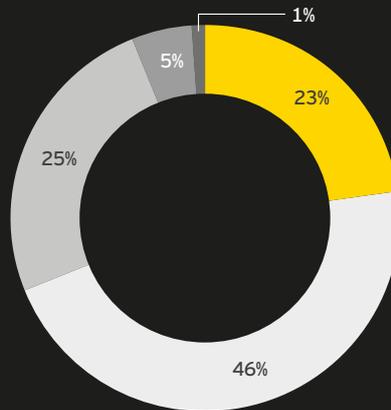
Only 1 in 4

believe it is very likely they could detect a major attack.

What information is the most valuable to cyber criminals? (Select five)



In your opinion, what is the likelihood of your organization being able to detect a sophisticated cyber attack?



■ Very likely
 ■ Likely
 ■ Unlikely
 ■ Very unlikely
 ■ Don't know



Brand risk at stake

Highly digitized = greater risk is just a click away.



TMT companies recognize this vulnerability

They believe their customer data is most at risk.



Security budget growth

However, it's less than half of what it needs to be.

Commitment to cybersecurity by TMT firms (all respondents)

10.4%

Projected growth in cybersecurity budget (next 12 months)

21.0%

Growth in funding needed to protect company in line with company's risk tolerance

Protect your brand



- ▶ Prioritize protection of brand assets
- ▶ Build an employee culture of cybersecurity
- ▶ Create a post-breach recovery program

In April to July, 2018, EY conducted its annual *Global Information Security Survey* (GISS) of more than 1,400 executives on key issues in cybersecurity. The global survey panel was drawn from more than 60 countries and represented 20 industries. This analysis focuses on consolidated findings from TMT companies.

For full survey findings, go to ey.com/tmt/GISS2019

¹ Global advertising estimated spend US\$579b, ZenithOptimedia, cited in *Variety*, 2016. Global PR spend US\$14b, the *Holmes Report* 2016.

² Cybersecurity spend US\$73.7b, *IDC Worldwide Semiannual Security Spending Guide*, 2016.

³ The World's Most Admired Companies for 2017, *Fortune* magazine, January 2018.

