Content Protection and Security (CPS) Certification Program

Overview

DOCUMENTATION, RISK MANAGEMENT AND COMPLIANCE
PERSONNEL AND RESOURCES
ASSET MANAGEMENT
PHYSICAL SECURITY
IT SECURITY
TRAINING AND AWARENESS
BUSINESS CONTINUITY AND DISASTER RECOVERY PLANNING

Content Protection & Security Program
Revised April 9, 2013
ABOUT CDSA

CDSA, the Content Delivery & Security Association (formerly IRMA, the International Recording Media Association), is the international content protection association. For over 40 years, it has served as the worldwide forum advocating the innovative and responsible delivery and storage of entertainment, software and information content.

Founded in 1970, this 501(c)(6) non-profit organization’s global membership includes companies involved in every facet along the digital and physical media supply chain. Beginning with the audiocassette, through the home video revolution, and into today’s digital delivery era, CDSA has always been the organization companies have turned to for news, networking, market research, information services, and leadership.

In 2010 CDSA went under the management of the Media & Entertainment Services Alliance (MESA) and all CDSA member companies receive reciprocal benefits as Associate Level members of MESA.

BACKGROUND

In the 1990’s, the Content Delivery & Security Association developed the world’s first, independent and impartial audit certification system and related family of international standards, collectively called CDSA’s Anti-Piracy and Compliance Programs (APCP).

With the support of the entertainment and media industry worldwide, CDSA has certified hundreds of sites on six continents in its cadre of APCP Standards. The APCP is the only industry-driven program recognized by major content holders and governments worldwide.

Due to worldwide acclaim for its anti-piracy and content protection standards, CDSA has focused its activities on protecting entertainment IP throughout the supply chain, both pre-release and post release content. With offices in the United States, United Kingdom, and Hong Kong, CDSA can meet the global needs of any organization regardless of location. CDSA is your partner in protecting the security and integrity of intellectual property and related assets.

The Content Protection & Security (CPS) standard has been in place for six years. Since being published, it has been successfully integrated into more than 100 sites and now covers a diverse range of media services within the physical and digital supply chains. The CPS standard has been updated to address emerging risks and improve user-friendliness, with the most recent revision taking effect April 1, 2013.

The standard continues to provide a significant contribution to program members when developing effective security controls. In particular, these are increasingly focused on securing digital media assets and implementing effective information technology (IT) security controls. Furthermore, the CPS standard is now being used by content owners as a benchmark against individual requirements, other security standards and published best practices.
As a result of the experience gained in the audit process and feedback from clients, opportunities have been identified whereby the relevance and application of the CPS standard could be further developed and improved by publishing this revised standard.

**OBJECTIVES**

The Anti-Piracy & Compliance Programs (APCP) and related Standards were developed to meet two key objectives:

1. To support the health, growth and economic well-being of the entertainment and media industries by promoting sound security and anti-piracy compliance standards and practices.

2. To help organizations across the media and entertainment supply chains adopt an open set of standards to protect the confidentiality, integrity and availability of intellectual property; our most valued asset.

By improving operational practices, organizations of any size or scope can minimize the risks associated with the handling, storage, and delivery of content, entertainment media, and other privileged assets. Unlike other programs, CDSA works in partnership with entertainment, media and content management organizations.

**APCP FAMILY OF STANDARDS**

To meet these objectives, CDSA offers three primary programs and related Standards:

1. Copyright and Licensing Verification (CLV), a certification program to confirm IP rights prior to manufacturing and distribution of content

2. Content Protection and Security (CPS), a certification program including physical security, digital asset security, risk management, and disaster recovery.

3. Content Security Risk Assessment, an audit program to spot check security at sites where full CPS certification is not preferred.
CPS STANDARD

The goal of the CPS Standard is to secure media assets at all stages of the supply chain. This objective-based approach establishes seven frameworks of capability.

CONTENT PROTECTION AND SECURITY STANDARD

CF 1: DOCUMENTATION, RISK MANAGEMENT AND COMPLIANCE

CF 2: PERSONNEL AND RESOURCES

CF 3: ASSET MANAGEMENT

CF 4: PHYSICAL SECURITY

CF 5: IT SECURITY

CF 6: TRAINING AND AWARENESS

CF 7: BUSINESS CONTINUITY AND DISASTER RECOVERY PLANNING

The requirements defined within the Standard and its accompanying guidance form the basis of a Content Security Management System (CSMS). This consists of cohesive policies, processes and controls that are designed to assess, manage and minimize risks to an acceptable level, thereby ensuring the continued integrity of intellectual property, confidentiality and media asset security.

In determining content protection requirements, CDSA have assessed industry specific risks, identified threats and current vulnerabilities that are encountered within the industry. This process has facilitated the formulation of a suite of objectives to control and/or mitigate those risks, threats and vulnerabilities.
These objectives provide the basis on which to define the auditable requirements for certification with the CDSA Content Protection and Security (CPS) program.

**CPS Certification Process**

There are three steps necessary to achieve site accreditation (CDSA is available throughout the process to provide guidance.)

Step 1: CDSA provides the Program Application and Program Agreement. Sites seeking certification must complete and submit the Program Application and Program Agreement to initiate the process. CDSA then provides a pack of resource materials to the applicant, including the CPS Standard and Guidance Document, Statement of Applicability, and sample documentation (e.g., sample manual and policies). Using the guidance documentation provided, the site completes a risk assessment and a Statement of Applicability which summarizes all mandatory security requirements that must be met. This documentation also summarizes the types of controls in place or, where appropriate, gives an explanation and justification for any exclusions.
Step 2: Upon completion of the requisite site documents and process by the applicant, CDSA arranges and conducts an on-site audit to verify the requirements of the CPS Standard are met.

Step 3: CDSA sends and audit report to the applicant site containing details of all compliances and non-compliances together with other conclusions and recommendations. If one or more major or systemic non-compliances are identified during the initial accreditation audit, then a re-audit may be required. When minor non-compliances are identified, the applicant must submit corrective action plans to address them within 30 days of the audit. These plans are reviewed and approved by CDSA auditors for suitability, and the certification is granted. The initial certification status is valid for 6 months, after which further successful on-site audits extend the certification for one year periods. Sites must continue the CDSA audits, as well as maintain internal audits and controls to retain CPS certification.
CONTACT CDSA

To discuss specific requirements and application process into the Content Protection and Security Standard Certification Program, contact CDSA:

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