



How Critical Event Management Platforms are protecting the film industry's brand, people & assets.

E-book

Studios & Entertainment Industry

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# How Critical Event Management Platforms are protecting the film industry's brand, people & assets.

## The 8 unique risk events the industry faces.

The world is an increasingly dangerous place and the threats and hazards that companies face are ever more complex and multidimensional. In 2022 alone, more than USD \$1 trillion in revenue was lost by companies as a consequence of internal and external physical security incidents.\*

Failure to invest smartly to enhance security capabilities puts a company at growing risk, and with 9 out of 10 CSO's agreeing that technology improves the overall effectiveness of security operations, investment into new technologies is being prioritised. Critical Event Management now sits at the heart of many Security Operation Centres.

The unique risks of the Film Industry add to the complexity and create vulnerabilities that need to be managed effectively.

## Setting the Scene

Film studios, like other public or private facilities, are susceptible to various security threats. These security issues, primarily relate to the protection of their intellectual property, business operations, assets, and the safety of their personnel.

The differences, however, emulate from the complex and dynamic nature of the film production industry. These challenges range from the unpredictable nature of filming, location risk and high-value assets through to content sensitivity, as well as legal and regulatory compliance.

The list is long, and with the price-tag of 'loss' being high, it goes without saying that the effective management of critical events and incidents should be high on the boardroom agenda, as without the organisation is exposed to significant cost and in some cases irreparable damage to life and brand.

- 1. Intellectual Property:** Film studios invest significant resources in developing and producing virtual entertainment. Security measures are essential to prevent leaks, piracy, and unauthorised access to sensitive materials.
- 2. Preventing Set Accidents:** Film sets can be dangerous places with complex equipment, stunts, and special effects. Ensuring the safety of cast and crew members is a top priority to avoid accidents and injuries.
- 3. Legal and Regulatory Compliance:** Film studios must comply with various laws and regulations related to safety, privacy, and copyright. Implementing robust security and safety measures helps studios avoid the cost of litigation.
- 4. Protecting Talent and Personnel:** Studios have a responsibility to protect the well-being of actors, directors, and crew members. This includes providing safe working conditions and addressing harassment and discrimination.
- 5. Industry Standards:** The film industry has established industry standards and best practices for security and safety. Studios adhere to these standards to maintain credibility and trust within the industry.
- 6. Reputation Management:** High-profile security breaches, accidents, or scandals can tarnish a studio's reputation and affect its ability to attract talent, investors, and audiences. Prioritising security and safety aids studios to avoid such incidents and maintain a positive image.
- 7. Global Production:** Many films and TV shows are produced in various locations worldwide. Studios must navigate different safety and security regulations and environments, making it even more critical to have comprehensive measures in place.
- 8. Cybersecurity Threats:** With the digitalisation of content production and distribution, studios face cybersecurity threats. Safeguarding their digital assets and infrastructure is paramount to avoid financial losses and reputational damage.

# How a Critical Event Management Platform tackles risk events and enhances the security and safety operation.

A Critical Event Management (CEM) platform provides a comprehensive approach to improving security by enhancing the ability to identify, assess, respond to, and recover from critical events or incidents that may pose a threat to people, assets, operations, or reputation. Here are some examples of unique risks that a CEM will manage, alongside trained personnel and other technologies.



## 1) Unauthorised entries:

Unauthorised entry may involve trespassers, curious individuals, or even fans trying to gain access to shooting locations or sets. The severity of these incidents can vary widely, with the more serious cases, leading to theft, vandalism, or other criminal activities.

A CEM platform will enable an unauthorised incident to be raised in the field or via an access control system that has been breached. Security personnel are then dispatched, and evidence is gathered to support investigations.

To further optimise the response AI technology can filter the false positives and present the true incident in the CEM for immediate action.

Movies like *Bowfinger* (1999) and *'The Disaster Artist'* depict the dramatic impacts of a studio break-in, and the impact it can have on its staff, equipment, and ability to operate.

## 2) Employee and Visitor Safety:

Ensuring the safety of employees, actors, and visitors on film sets is a significant concern. Studios must implement safety measures to prevent accidents and incidents during production.

CEM will not only manage a safety event rapidly, but it will also gather evidence aligned to regulation that can be used to protect against litigation and provide insight and lessons learnt.

## 3) Intellectual Property Theft:

Studios invest heavily in creating original content. Leaks of scripts or sensitive plot details can harm a film's success and reputation.

The Universal Picture *Fifty Shades of Grey* Screener Leak (2022) highlighted the challenges studios face in protecting pre-release content.

With access control and tailgating systems integrated with the CEM the studio can be assured of a join-up approach to the management of any incident.



## 4) Location Security:

Studios frequently shoot on location, which can pose security challenges. Ensuring the safety of cast and crew in unfamiliar places is crucial.

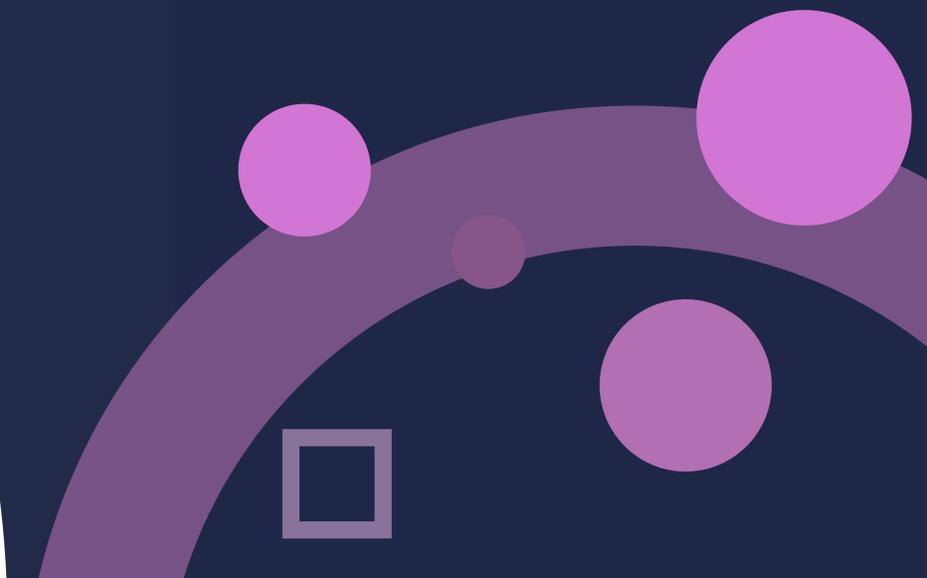
The CEM enables static and temporary venues to be accommodated within a central platform, enabling pre-risk assessments, incident management, communication, and key operating processes to be aligned to the type of asset, its risk profile and user roles.

## 5) Fire:

There have been several major fires in film studios throughout history, some of which resulted in significant damage and loss of historical film materials.

The fire at Universal Studios Hollywood in 2008 damaged several historic sets including the famous courthouse square used in the *'Back to the Future'* films.

The management of fire, evacuation and invacuation is a mission critical event. A CEM will manage this process using pre-configured operating protocols, ensuring a speedy and compliance response.



# The benefits that a Critical Event Management Platform delivers:



Investment into critical event management delivers tangible return on investment by protecting the organisation from the cost of an incident(s).

The CEM platform will give preparedness and a proactive approach to the management of incidents and critical events - see to the right, just a few of the many benefits that it delivers.



## Early Detection and Threat Identification

Allowing security teams to proactively address and mitigate risks, preventing them from escalating into major incidents.

## Rapid Response and Decision-Making

Acting as a centralised hub for data collection and analysis, decision-making is more effective, preventing harm and minimising damage.

## Improved Communication and Collaboration:

Seamless communication and collaboration ensure that the right people have access to the right information at the right time, enhancing coordination and response effectiveness.

## Resource Allocation and Deployment:

Security personnel, emergency responders, and assets can be deployed where they are needed most, optimising the security response.

## Enhanced Situational Awareness:

Gaining situational awareness by aggregating data from multiple sources provides security teams with a comprehensive understanding of the evolving situation to make informed decisions against.

## Business Continuity and Resilience:

By identifying vulnerabilities and preparing for critical events, the studio can minimise disruptions to operations and recover more quickly.

## Regulatory Compliance:

Helping the studio to meet these requirements by pre-defining process, documenting incident response procedures and maintaining records.

## Continuous Improvement:

Allowing the studio to learn from past events and improve their security protocols and become more resilient over time.

## System Integration

A connected eco-system will deliver a unified response to an event, enable the automation of process, and provide data in one place for action and insight.



"Security is paramount in such dynamic environments, and SYNAPSE's capabilities in incident and case management, crisis communication, and organisational resilience are crucial.

We are proud to have such innovative solutions like SYNAPSE fortifying the security infrastructure here to ensure security, resilience and continued success"

Major Studio and TV Campus.

## Zinc Systems - find out more at [www.zinc.systems](http://www.zinc.systems)

With risk and technical landscapes both evolving at pace, it's clear to see that the cost of doing nothing or simply not doing enough, is one that can have catastrophic impacts.

Get in touch to learn how Zinc Systems can support your business to achieve high standards of control during critical events and how our Critical Event Management platform 'Synapse' delivers a unified, consistent and seamless process, within a user centric design, tailored to an organisations priorities, process and strategy.

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