# Akamai

# What the M&E Industry Needs to Know About API Security

API usage is growing rapidly across media and entertainment companies — and so are threats. In a new white paper, API Security Is Now Key to Securing M&E Workflows, 160 industry leaders and security professionals share the challenges they face in securing APIs.
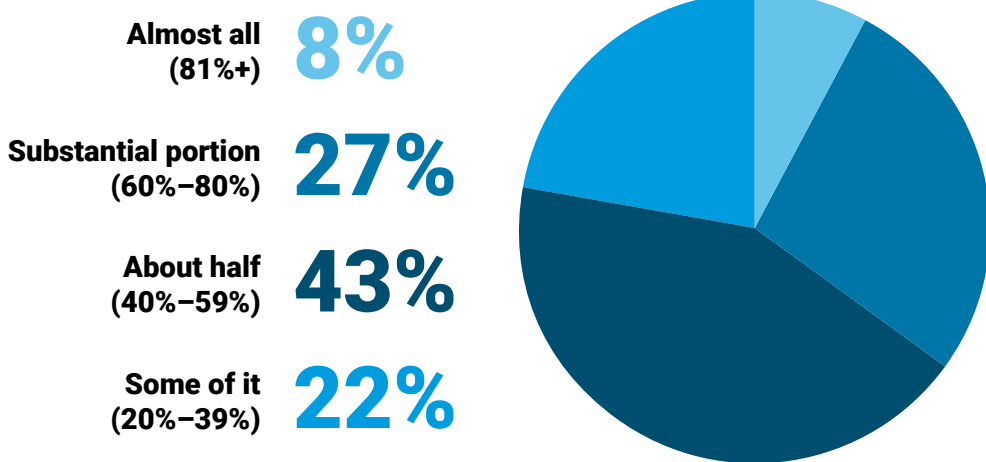
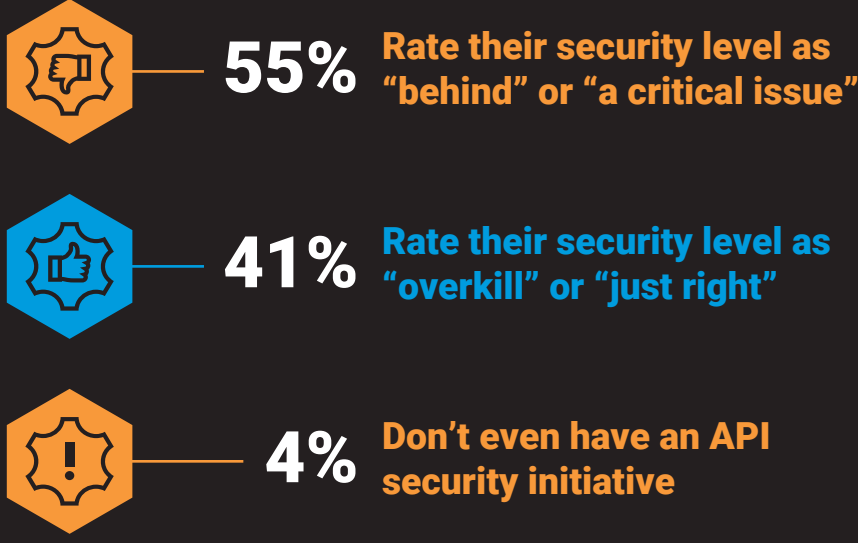## Many of the surveyed M&E leaders are deploying thousands of APIs ...

**49%** Internal-use APIs

**42%** External-use APIs

**54%** Third-party APIs
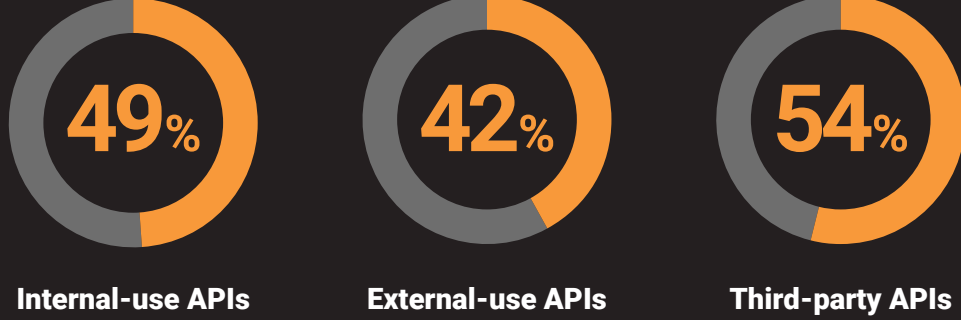
## ... but total API usage is largely a mystery to them.

The API usage I'm aware of is ...

| | |
|---|---|
| Almost all (81%+) | **8%** |
| Substantial portion (60%–80%) | **27%** |
| About half (40%–59%) | **43%** |
| Some of it (20%–39%) | **22%** |

Compounding the problem — more than half of industry leaders say their API security falls short.

**55%** Rate their security level as "behind" or "a critical issue"

**41%** Rate their security level as "overkill" or "just right"

**4%** Don't even have an API security initiative

## M&E leaders say the top priorities driving API security are:

| | |
|---|---|
| Protecting media workflows | **56%** |
| Licensing contract requirements | **49%** |
| OWASP-cited threats/technical concerns | **48%** |
| Regulatory demands | **44%** |
| Internal app testing | **41%** |
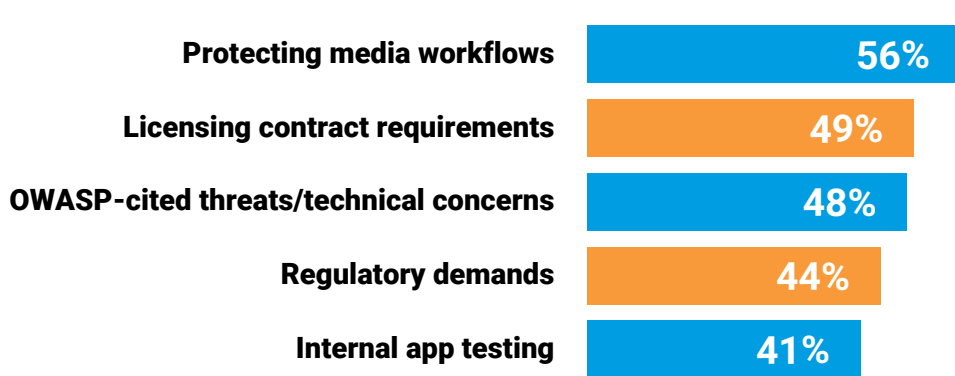
Despite persistent and growing threats, full adoption of API security is rare.

## Where are you with adoption?

Research and development
**12%**

Limited deployment
**36%**

Company-wide adoption
**12%**

## Commonly cited blockers for implementing API security include:

**46%** We haven't found the right solution

**39%** There's a low awareness of security issues

**39%** It's too expensive

**34%** We lack the skills to deploy it

**36%** It's a low priority

## Here are the types of solutions M&E leaders are considering:

**76%** Non–application security vendor

**65%** Application security vendor

**41%** API security vendor

### Download the white paper
to find out what else M&E leaders are saying about the urgency of API security.