

# How to Win Views from Digital Natives



Intelligent Security Starts at the Edge



The main characteristics of digital natives that Prensky describes in his paper are relevant to how many modern-day audiences approach media – and what they expect from broadcasters and content providers:

### Expect information at their fingertips

For digital natives, time is money and the faster content reaches them, the better. The wide-spread availability of high-speed Internet access primes the digital native audience to expect instant access to content in real-time.

In ASEAN, digital natives represent a growing chunk of the population. As early as 2013, research by the International Telecom Union of the United Nations indicated more than 70% of youths aged 15-24 in Brunei, Malaysia and Singapore are digital natives. In Thailand and Vietnam, more than 40% of youths were already digital natives then.

To fulfil this need, broadcasters and content providers need to work on lowering latency – the time gap between content streamed in real-time and the time the content is played back to the audience. Buffering, lags and downtime will push viewers to look for alternative content from competitors that may reach them faster.

### Prefer rich, immersive content

Unlike the passive viewing habits of yesteryear, today's viewers don't expect content to come in one chunk (or one program) at a time. Digital natives expect content to be delivered all at once and in rich, immersive formats – video-based content is preferred by default, as well as content formats that have been enabled by technologies such as Ultra HD, AR and VR.

Digital transformation has been affecting video content since the turn of the century, and content providers who do not take advantage of online videos will be left behind. In ASEAN, most media companies are in the pre-maturity stage of adoption, but competition is heating up. Malaysia-based movie subscription provider iflix, for example, is collaborating with the Malaysian Football Association to feature matches for free in an aggressive move to capture football fans' subscriptions.

On the content providers' end, technological and network infrastructure should be updated to support the larger bandwidth that comes with the production of sophisticated content – and especially on digital platforms, a framework to ensure that content overload does not cause the platform to crash or jam when it receives too much traffic from users.



### Consume content on multiple platforms

With mobile and device penetration at an all-time high in ASEAN, there is an increased need for content to be scalable and accessible on the go – laptops, tablets, smartphones, smart watches. Modern-day content needs to be digitally responsive while not hogging too much bandwidth.

Going digital and multi-platform with content is no longer a choice for publishers: although digital revenues in the region are still smaller compared to those from traditional mediums, they are progressively increasing and account for a larger percentage of revenue in media companies.

Content providers will also have to compete with social media giants, that are exploring more ways to monetize their vast user base. Facebook, for instance, has won the exclusive English Premier League (EPL) screening rights in Thailand, Vietnam, Cambodia and Laos giving it an advantage over traditional sports broadcasters targeting these two countries.



## Protect content investment to thrive

To cater to the changing demands and needs of digital natives, many content providers have responded by making huge investments in content production to make them rich, immersive, instant and interactive to viewers. However, neglecting to protect these rich content resources with adequate security measures may result in threats, piracy, and productivity as time and money has to be spent to fix leaks and damages.

With relatively lax regulations and uneven law enforcement across borders, the ASEAN region in particular is a hotbed for data privacy issues. The efforts and measures needed to curb content piracy can cut deep into the revenues of rapidly-growing media outlets in the region, taking money away from what could have been spent on growth and expansion.

Traditional controls to protect servers and systems have been configured to monitor browser traffic. However, a recent Akamai State of the Internet research report found that API or application programming interface traffic accounts for 83% of all web traffic compared to HTML or browser-based traffic. The media industry is responsible for two-thirds of API traffic with regular updates request in news, weather, streaming media and games.

Streaming media and other media organizations also faced a high number of credential stuffing attacks where user accounts are compromised. From May-December 2018, Akamai found 8,102,011,013 credential abuse attempts on streaming media services and 3,482,622,059 on other media and entertainment organizations. However, 70% of respondents said that their organization lacked sufficient solutions and technologies for containing or preventing credential stuffing attacks.

## Give your audiences the best media experience

Inadequate protection against such attacks will cost companies. The State of the Internet report estimates that baseline costs for credential stuffing attacks, when considering application downtime, loss of customers, and IT overhead, amounted to annual totals of \$1.7 million, \$2.7 million, and \$1.6 million, respectively.

Just like how traffic jams and accidents force road users to re-route and avoid the affected roads, website crashes and slow loading times will also push digitally-native audiences to other, more secure content providers.

**D**igital natives today expect nothing less than the best in content – they are looking for content that is instant, immersive, in real-time and available to them whenever and wherever they want to access it.

Turning digital natives into viewers requires broadcasters and content providers to invest in the technologies and resources that make good content possible, as well as a solid, secure framework to protect the hard work that has gone into the making of such content.

By securing your content and implementing measures against piracy and digital threats, your audience will get to enjoy your best content now, lag-free.



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