



Copyright-Hinweis: CBC

CASE STUDY: CBC COLOGNE BROADCASTING CENTER GMBH

"STANDBY PROTECTION IS NOW OUTDATED"

Permanent instead of standby protection: RTL Germany Media Group's production, broadcast and IT company CBC has switched from ad hoc protection to the permanent DDoS protection of Link11. The on-premise networks now only receive filtered B2B traffic from Link11. This means there are no delays when it comes to averting risks. The potential danger of being exposed to DDoS attacks is still assessed as "real" by the Cologne-based company.

CBC is one of the leading TV production, broadcast and IT companies in Germany. The company, with offices in Cologne, Berlin and Munich, supports all stations of the RTL Germany Media Group as well as external customers. CBC has over 850 employees, 200 of which work in the IT area. And there's a good reason for this: The once proprietary TV broadcasting technology has been slowly merging with IT for some time now. Many areas of the broadcasting operations in a modern TV production company are now IP-based and use standard network technologies. And this has consequences: If networks fail, programs are no longer available, and this results in immediate revenue losses, especially for TV companies financed purely by advertising – not to mention the damage to their reputation.

One of the important tasks of the IT managers at CBC is to guarantee smooth network operations while protecting

the networks. And DDoS attacks are viewed as a real threat. Ingo Rüber, Head of Networks at CBC: "A market exists for DDoS attacks. Such attacks can be purchased on the Darknet for a few dollars. The threat is real." For him and his team, this means the defenses must always be up-to-date. For many years, CBC has relied on the standby version for DDoS protection from Link11. Ingo Rüber considered this type of protection with manual intervention and a certain delay in defense to be inadequate, especially in 24/7 operations and in view of increasingly perfidious dangers. "Our protective bandwidth has been adjusted and increased," says Rüber. This was particularly important as CBC had entered a whole new dimension: Today, the company occupies three data centers, operates 1,000 servers and 12,000 IT terminals. The MPLS-based CBC network now consists of four autonomous class C networks. Rüber: "Standby protection was simply no longer sufficient for us."

Looking for a permanent DDoS protection solution, Ingo Rüber and his colleagues looked at several providers. Because classic carriers usually try to cover DDoS protection requirements with purchased software products, CBC quickly realized that it would be better to have the issue dealt with by a specialist. "A provider that only offers DDoS protection has completely different insight into the associated topics," says Ingo Rüber. "We presume a specialist will have the better algorithms." After all, a lot of intelligence is



needed to distinguish between false and legitimate visits.

Furthermore, CBC had always had good experiences with Link11 over the past ten years, which meant there was no need to change the provider and the existing, good cooperation with Link11 could be intensified.

Since the beginning of 2019, all traffic for CBC has been filtered in the Link11 data centers and then forwarded to the TV specialists. Activation of the Link11 protection via the Border Gateway Protocol with the Link11 business partner Concat AG took about two weeks, mainly because a fiber cross connect had to be installed in the two data centers of CBC. Today, CBC is connected to Link11 with triple redundancy.

CBC and Link11 installed the new and complete DDoS protection successively. Several days apart, an increasing number of network sections were connected to Link11. This, in turn, ensured there were no interruptions during

live operation. The move went very smoothly, reports Ingo Rüber. He describes the cooperation with his security service provider and Concat AG as **"professional, as expected"**.

Since the upgrade to network layers 3-4, Link11 has protected the entire on-premise infrastructure of the media company, including mail, B2B communication, corporate websites and file transfer services. With the switch to permanent protection, CBC has a very high bandwidth of protection that is guaranteed. Link11's unique selling point is that the bandwidth of protection is guaranteed. Only when exceeded does Link11 go into best-effort mode. Ingo Rüber: **"We therefore feel very secure with this solution."**

Since switching to the new and complete protection, there have been some attacks on the CBC infrastructure. Ingo Rüber knows however that "nothing got through": "The protection works."

The media industry is pioneer when it comes to digitization. Whether e-paper subscription, live streaming or online advertising sales – the business activities of publishing and TV companies are perfectly networked. Media companies in particular must ensure that digitization does not become a security risk. Those who rely on technological developments for more competitiveness must at the same time take appropriate IT security measures to ensure availability and performance. If the service does not work, users turn away within a matter seconds and search for other media sources. Targeted attempts to overload the infrastructures, for example through DDoS attacks, are the order of the day for TV companies. As a result of this, more and more media companies are having their networks permanently monitored to, for example, detect and block cyberattacks at an early stage. They view network monitoring and IT security as part of their digital strategy. Because their turnover through advertising sales and paid content stands and falls with their accessibility.