



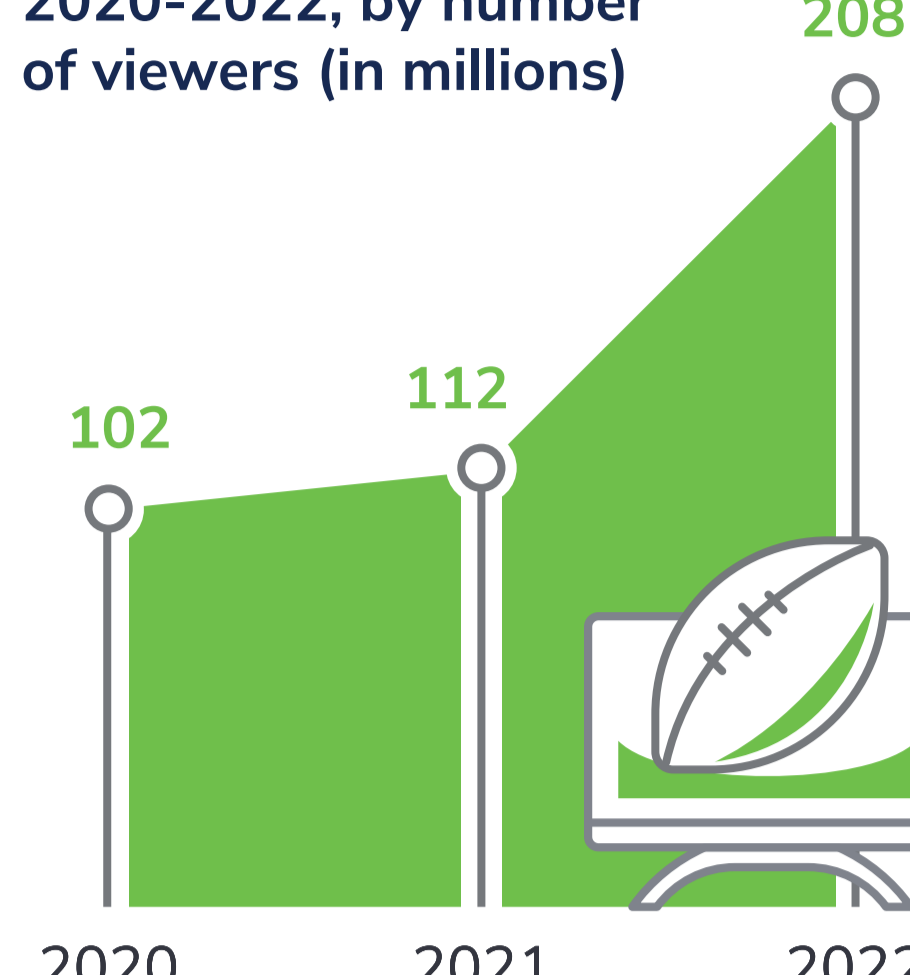
# Securing Broadcasting Investments in the Cloud

For media and entertainment companies, going off-air while broadcasting is not an option. Having a revenue protection program in place is essential to business continuity, and finding that security in the cloud is the way of the future.

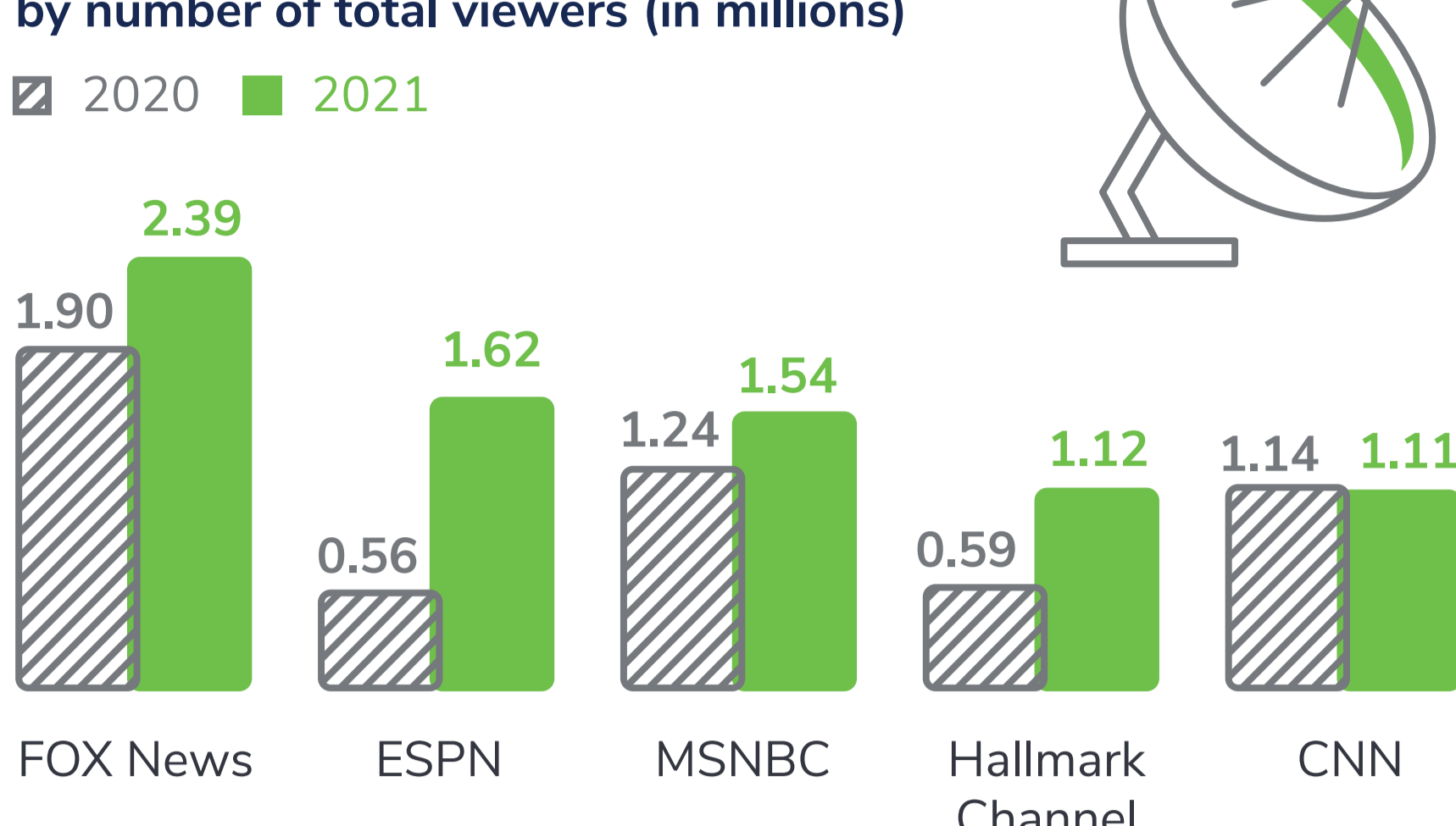
## Target Audience Increasing for Prime Time Sports & Politics

Viewer numbers have increased, leading to a bigger target audience for ad companies.

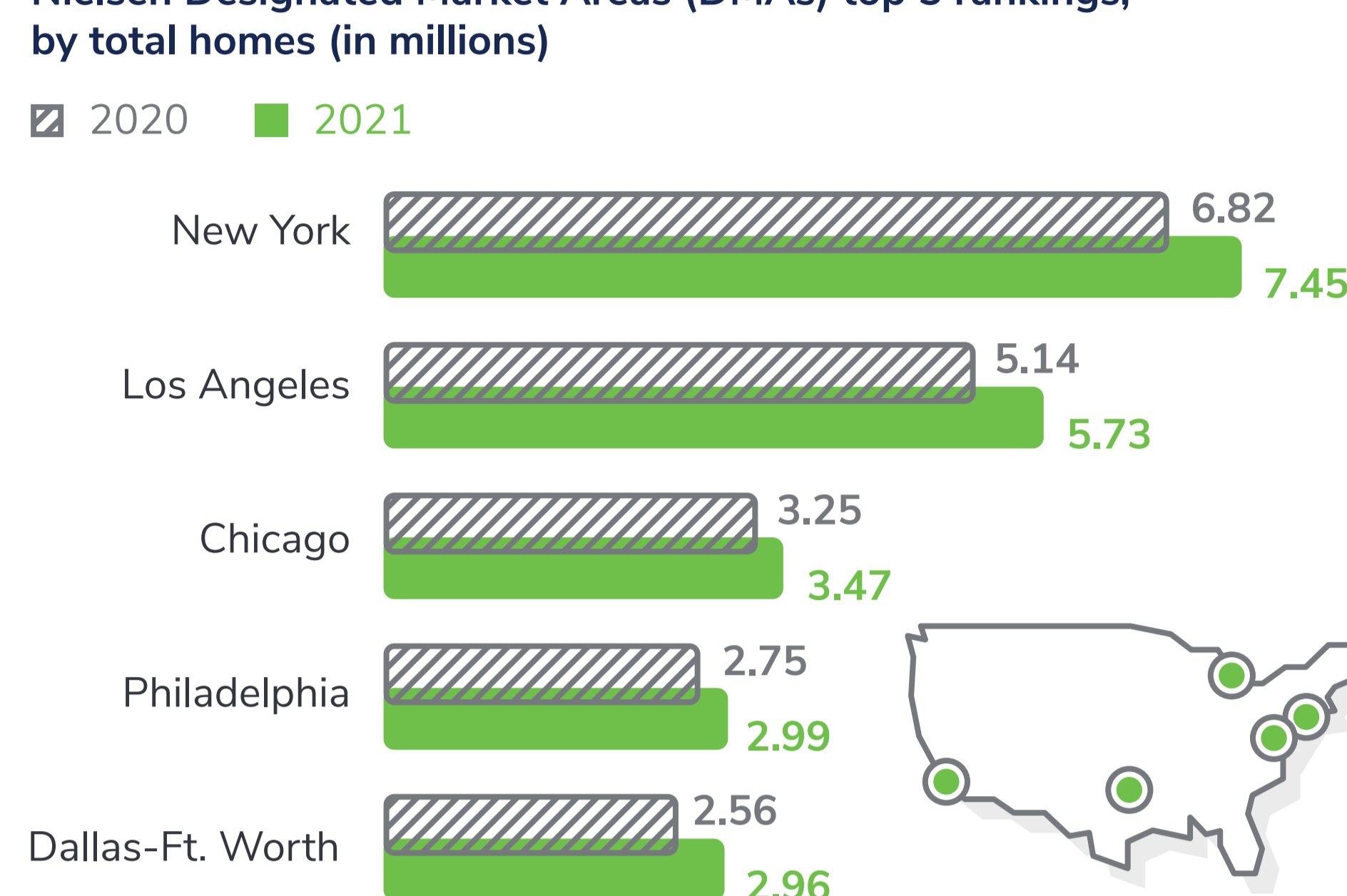
Super Bowl viewership 2020-2022, by number of viewers (in millions)



Leading cable networks in the U.S., by number of total viewers (in millions)



Nielsen Designated Market Areas (DMAs) top 5 rankings, by total homes (in millions)



For those more politically-minded, President Biden's first official State of the Union (SOTU) address drew a total of

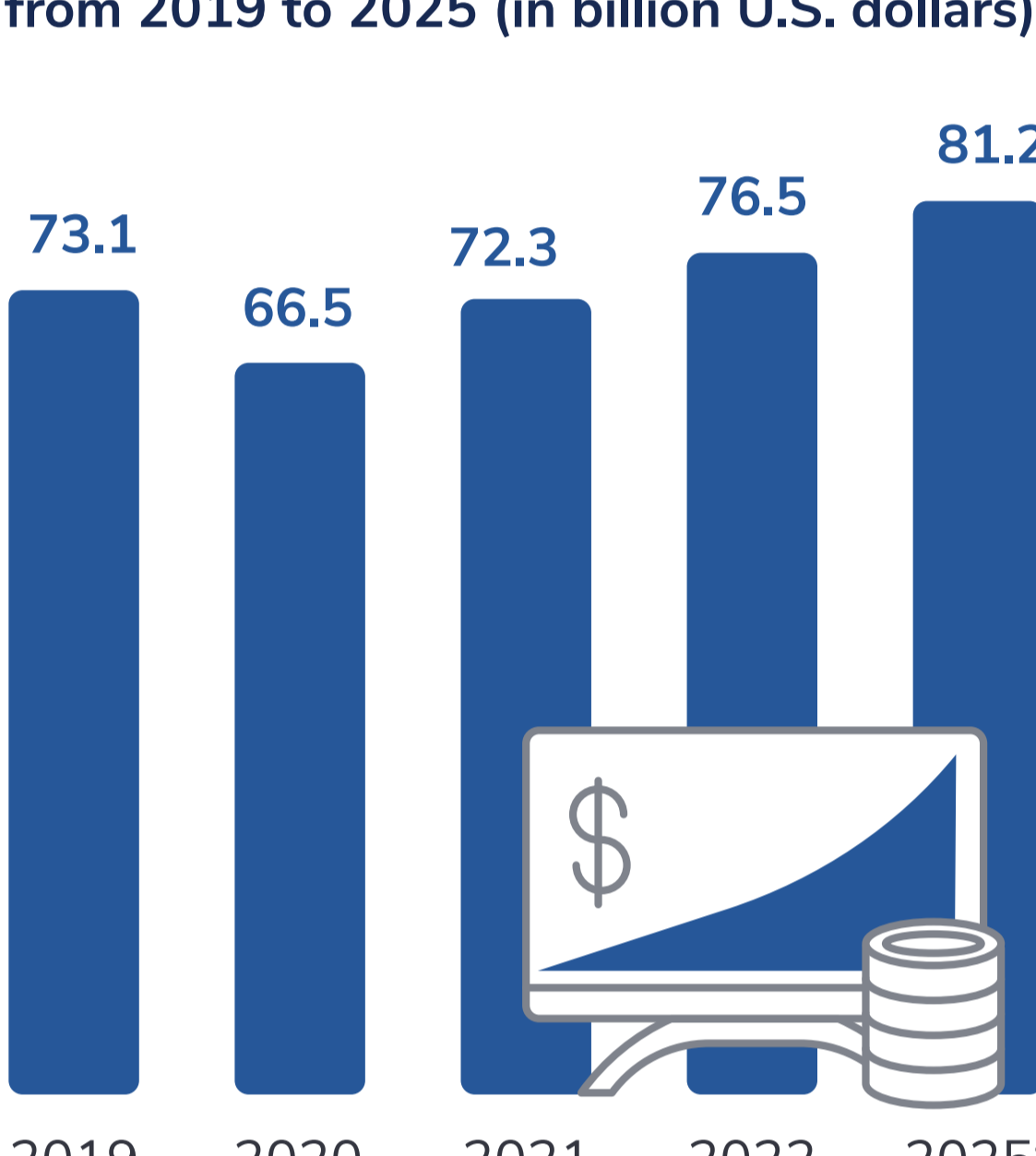
**38.2 million viewers**

up from 37.2 million for the 2020 SOTU.

## Investment in Ad Spend Increasing

With big money in ads, downtime is set to reach record costs.

Total TV advertising revenue in the U.S. from 2019 to 2025 (in billion U.S. dollars)



For Super Bowl LVI the cost for a 30s ad was

**\$6.5 million**

up from \$5.6 million in 2021.

Political ad spend for the 2022 mid-term elections is expected to reach

**\$7.8 billion.**

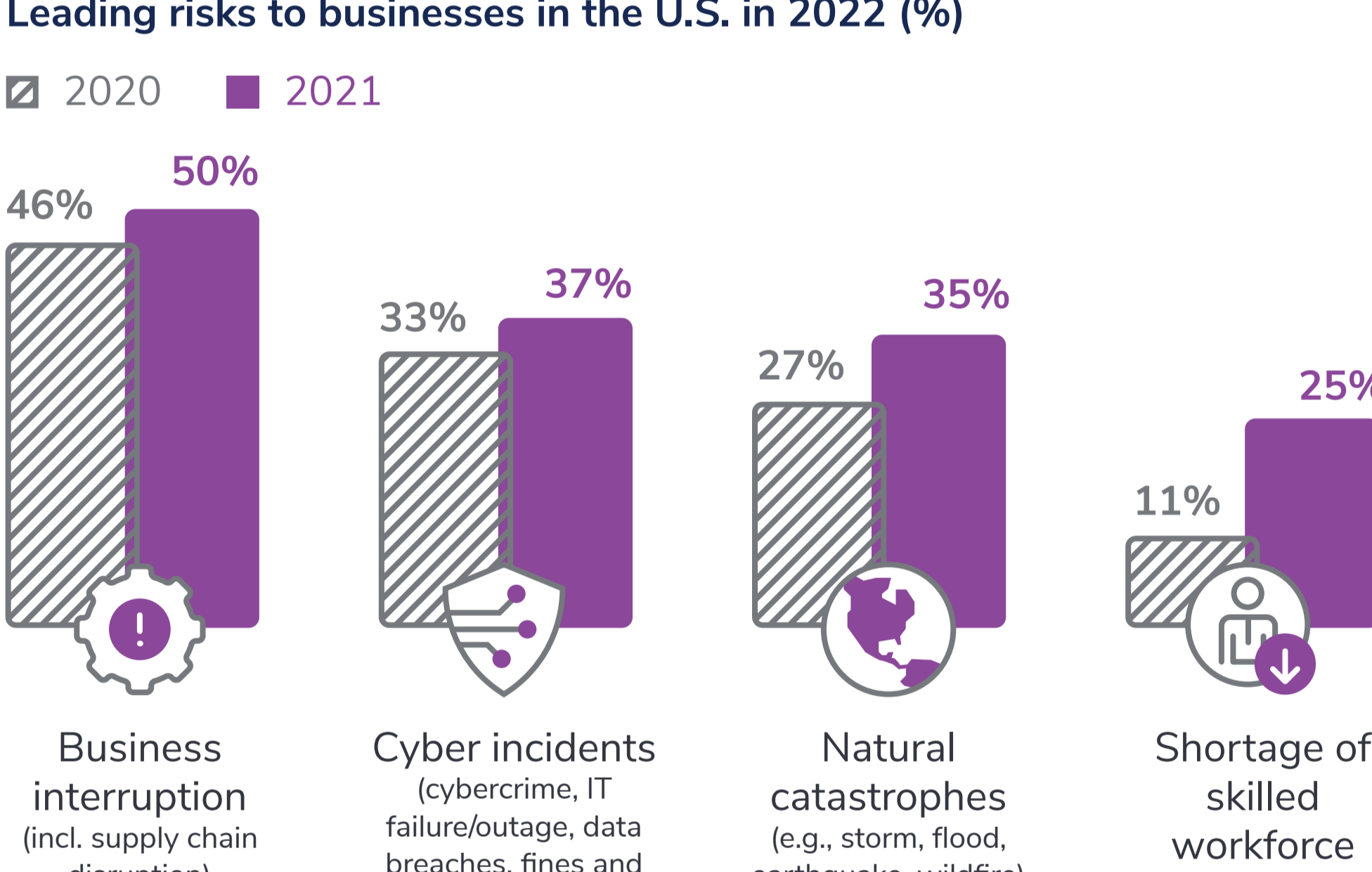
In contrast, 30s of downtime for the media and communications industry can set a network back

**\$150,000 per minute,**  
with costs reaching **\$9 million per hour.**

## Cyber Incidents Identified as Key Risk Areas for Businesses

While there are noticeable increases in risk areas, this was not a result of remote working.

Leading risks to businesses in the U.S. in 2022 (%)



**69%** of businesses recording no cybersecurity issues as a result of employees working remotely, despite concern that remote working puts business at risk.

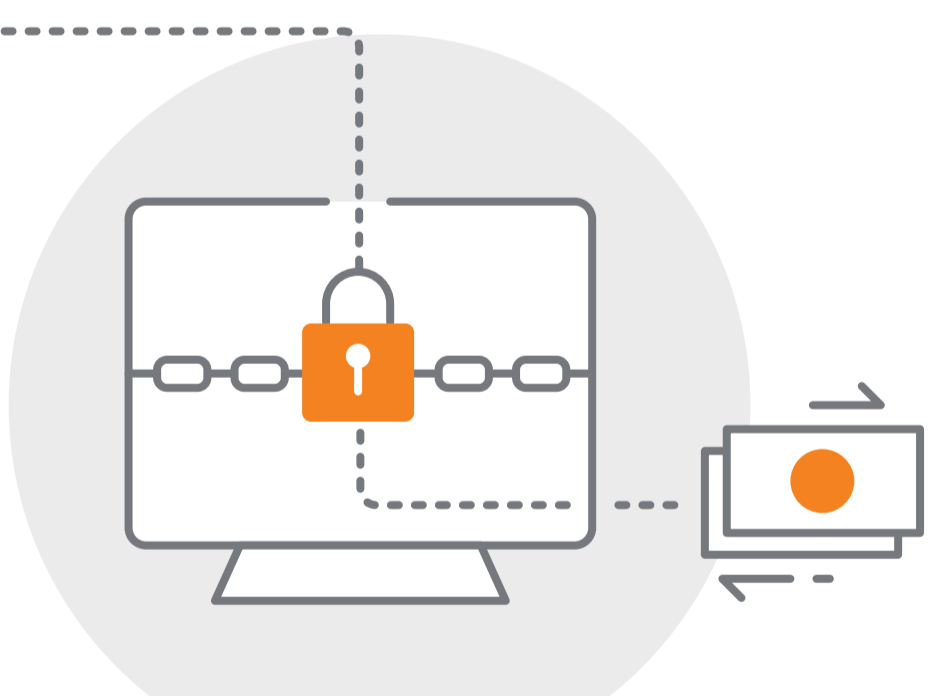
## Ransom vs. Reward

A view on the risks and costs of ransomware attacks.

The average cost of recovery from a ransomware attack in 2021 was

**\$1.85 million**

up from \$761,106 in 2020.



Ransomware attacks are on the rise — the U.S. Treasury estimated that ransomware transactions totaled

**\$590 million**

from January 2021-June 2021.

Meanwhile, the size of the Global Ransomware Protection Market was

**\$22.29 billion**

in 2021, with a CAGR of 13.18%.

It is expected to reach **\$47.04 billion** by 2027.

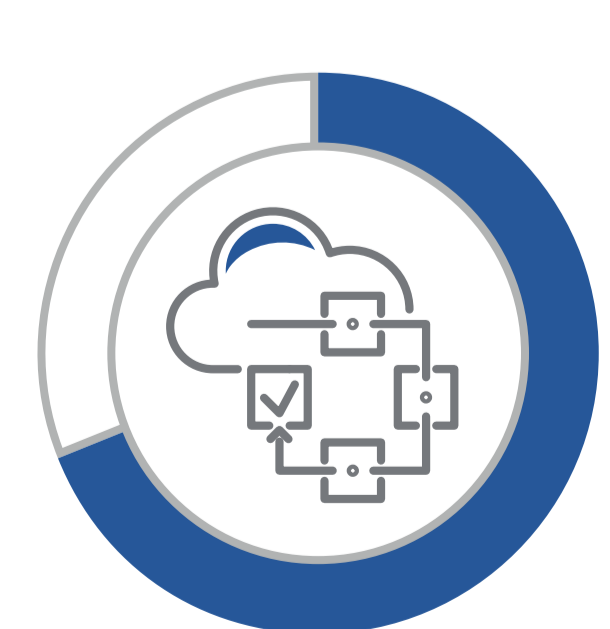
Imagine Communications recognizes the importance of business continuity for television networks wishing to maximize viewership and revenue without the need to replicate their primary operations. Working with NESN (New England Sports Network) to protect the media company's valuable on-air assets, Imagine Communications has implemented a comprehensive, cloud-based disaster recovery (DR) solution.



## Cloud Strategy - A Move for the Future

Security and Disaster Recovery are among CIOs' top cloud strategy priorities.

Key considerations driving cloud strategy forward in the U.S. in 2021



The global cloud computing industry is expected to increase from \$445.3 billion in 2021 to

**\$947.3 billion**

in 2026, indicating mass adoption of cloud computing by corporate giants.



**69%** of companies have a strategy for moving applications to the cloud.

Talk to our cloud solutions experts today.

[imagineaviator.com](https://www.imagineaviator.com)