

*Keynote:*

## **The Security Landscape in a Converged IP World**

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**Abstract:** The move to an all Internet Protocol (IP) convergence of media is potentially one of the moments where a technology has historical impact; meaning a technology that changes our social structures in beneficial ways.

Technology can also be turned against society. The rise of the Internet is well suited to this discussion. We should not have been surprised that a tool meant to connect us for the good of society could be targeted to take advantage of the vulnerable as with phishing scams and identity theft.

But we were surprised. Securing this technology was someone else's problem: the individual consumer, business, and government. So what about the security, why is it more important than ever, and how can we take a better approach than the approach taken to date of reactive, after-the-fact security patching?

It matters now more than ever that we ask these questions and implement the right answers as the move to convergence to all- IP means that our dependency to IP-based systems will be complete. The future is near when the data of what television show we are watching, when we watched it, for how long we watched is collected to provide the consumer with "personalized marketing". This future day is one consumer's "cool technology" and another's privacy "nightmare" if that data is not protected and if we don't provide the consumer with the choices to opt in or out of that personalized marketing.

The time to develop that level of security and privacy protection is now when the new IP television system is still in design - not later, when the retrofit can only serve to remediate a problem with a patchwork of temporary fixes. Clearly, no single approach is going to change the dynamics of the market to change its ways and design security in before the delivery of the service.

The presenter will discuss key elements needed to set a strategy for security in the new landscape of convergence.