



Case Study

OSN Partners with Tata Communications to Enhance Cybersecurity and Deliver Seamless User Experience

Tata Communications Bolsters OSN's Security Infrastructure, Enabling Faster Threat Detection, Reduced Costs, and Uninterrupted Service for Millions of Viewers



Overview

As a leading provider of premium entertainment across the MENA region, OSN places a high priority on robust cybersecurity to protect its exclusive, high-value content, secure its digital services, and maintain the trust of both global partners and customers. In the fast-paced entertainment industry, safeguarding digital assets is critical to staying competitive.

This case study highlights how Tata Communications has played a key role in strengthening OSN's security posture, reducing false positives, and streamlining incident management. With these advanced security solutions in place, OSN can focus on its core mission—delivering premium content and ensuring an uninterrupted experience for its audience.

Securing Exclusive Content and Digital Services: A Critical Priority

For OSN, cybersecurity is critical due to the sensitive, high-value content it handles. OSN has exclusive partnerships with global content giants like HBO, Warner Bros. Discovery, NBC, and Universal, granting it exclusive rights to premium, in-demand content. Protecting this content from piracy, theft, and unauthorised distribution is essential, as any breach could undermine OSN's competitive edge, damage relationships with global partners, and result in significant financial losses.

Beyond content protection, OSN must also secure its digital platforms and streaming services, safeguarding millions of users across 22 countries from cyber threats such as data breaches, account hijacking, and malware. With the rise of digital streaming, the risk of cyberattacks is greater than ever, making strong cybersecurity vital to preserve user trust, brand reputation, and service integrity. Additionally, operating in multiple countries requires strict adherence to regional data protection laws and regulations, adding another layer of complexity to OSN's cybersecurity strategy.



About OSN

OSN is a leading entertainment provider in the MENA region, headquartered in Dubai. Established in 2009 through the merger of Showtime Arabia and Orbit Communications, OSN has built a strong legacy as a key player in delivering premium content across multiple platforms. The company operates through three main divisions: OSN+, a premium streaming service offering high-quality on-demand content; OSN TV, a pay-TV service providing live television via satellite or a satellite-free box solution; and a Music Division, introduced following its merger with Anghami in 2023.

With a presence in 22 countries, OSN continues to shape the regional entertainment landscape, offering exclusive and diverse content that resonates with local audiences while fostering strong strategic partnerships.



Security breakdown: Delayed Mitigation, Persistent Threats and Customer Dissatisfaction

Previously, OSN relied on an in-house Security Operations Center (SOC) with a dedicated team managing 24/7 operations, monitoring, and incident management. While this allowed OSN to handle security internally, it also presented several challenges that hindered the efficiency and effectiveness of its cybersecurity operations.

The SOC struggled to manage the sheer volume of security alerts and filter out false positives, making it harder to focus on critical incidents. This often led to delays in incident response and resolution. Additionally, retaining skilled talent proved difficult. Given the competitive nature of the cybersecurity field, OSN faced challenges in maintaining a consistent, highly skilled security team. This talent gap and turnover resulted in delays in addressing potential threats.

Distributed Denial of Service (DDoS) attacks are commonplace globally, which poses a serious risk to operations. The nature of DDoS attacks requires rapid response to avoid extended service outages and potential reputational damage. During such attacks, OSN's team needed to quickly identify and block malicious traffic while simultaneously sifting through numerous alerts and false positives. Alongside DDoS threats, OSN also contended with risks from viruses and malware.



Managed SOC Solution: Elevating Threat Detection and Accelerating Incident Response

The limitations of OSN's in-house security setup and resources became evident, prompting the company to seek a more efficient and resilient solution. Recognising the need for specialised expertise, advanced threat monitoring, and faster incident resolution without the operational overhead of managing an in-house team, OSN opted for a managed SOC solution.

By partnering with Tata Communications, OSN aimed to address these challenges through managed services for device management, threat monitoring, and incident response. This collaboration helped OSN take a more proactive and efficient approach to its security needs.

Tata Communications' managed SOC played a pivotal role in enhancing OSN's cybersecurity capabilities and streamlining its security operations. Through seamless coordination, Tata Communications integrated OSN's

systems into the central SOC platform, enabling secure, real-time log ingestion and monitoring. This integration provided OSN with a comprehensive view of its security posture.

Furthermore, Tata Communications worked closely with OSN to develop custom use cases and playbooks tailored to its unique operational requirements and security goals. This collaboration allowed OSN to prioritise critical threats, reduce false positives, and respond to incidents more swiftly and accurately, ultimately minimising the impact of potential security threats.



Tata Communications has significantly streamlined our security operations, enhancing both efficiency and responsiveness. This partnership allows us to focus on our core business while protecting premium content and the user experience from emerging cyber threats. Through regular weekly calls, we work closely with Tata Communications to review security operations, address potential issues, and implement necessary adjustments. Monthly reports ensure that critical logs are consistently ingested, enabling continuous optimization of our security solutions.

Tom Jones,
VP, Broadcast & Digital Operations, OSN

Ensuring Seamless Content Streaming and Protecting Revenue Streams

Partnering with Tata Communications has brought significant improvements in both operational efficiency and cost management for OSN. One of the primary benefits has been the reduction of false positives, a common challenge in security operations. With Tata Communications' SOC team managing these false alerts, OSN's internal security team was able to focus on genuine threats, enabling faster and more efficient responses to security incidents.

To further strengthen security, OSN integrated approximately 150 use cases and several customised playbooks, which proved highly effective in identifying true positives and minimising operational disruptions. This collaboration has greatly enhanced OSN's security posture, making the company more agile and responsive to evolving threats.

The impact of these robust security measures extended beyond internal operations, ensuring that OSN's users enjoyed uninterrupted access to premium services, while safeguarding the company's revenue streams and brand reputation. Tata Communications' SOC team's rapid first response time has been crucial in addressing potential threats before they escalated, reflecting their preparedness and proactive security approach. This

capability has been a key factor in mitigating risks and maintaining a secure environment for OSN's users.

From a cost-efficiency perspective, OSN has experienced significant savings. Previously, managing an in-house SIEM solution with a dedicated team of 8-10 people was expensive. With Tata Communications' managed SOC, OSN has reduced the size of its internal security team, optimising security operations while cutting down overhead costs. The minimisation of incident impact has further contributed to cost savings by preventing severe disruptions or downtime that could have negatively affected the business.

The partnership between OSN and Tata Communications has not only reinforced OSN's cybersecurity defenses but also positioned the company for long-term growth in an increasingly competitive and complex digital landscape. This strategic collaboration enables OSN to focus on innovation and expanding its market presence, while preserving the trust of its global partners and customers. By safeguarding its business today, OSN is also laying a solid foundation for future growth in the highly competitive MENA entertainment market.

Protecting IT infrastructure for OSN requires a strategic approach that combines advanced cybersecurity measures, secure content delivery, and resilient data management systems. Keeping OSN's IT systems secure is all about protecting customer data, safeguarding premium content, and making sure everything runs smoothly behind the scenes. We work hand-in-hand with Tata Communications to stay ahead of threats like hacking, data breaches, and downtime so viewers can enjoy their favorite shows and movies without any interruptions. At the same time, it's also about making sure the technology is reliable, fast, and ready to support the growing needs of a digital-first audience.

Tom Jones,
VP, Broadcast & Digital Operations, OSN

Build your future through a digital customer experience

If you are an enterprise looking to transform the way your customers experience your product, talk to your Tata Communications representative about your company's digital transformation.

- How you can reach your high value customers in the most convenient way?

Transform Now

About Tata Communications

A part of the Tata Group, Tata Communications (NSE: TATACOMM; BSE: 500483) is a leading global commtech (communications technology) player powering today's fast-growing digital economy in more than 190 countries and territories. Leading with trust, it enables digital transformation of enterprises globally with collaboration and connected solutions, core and next gen connectivity, cloud hosting and security solutions and media services. 300 of the Fortune 500 companies are its customers and the company connects businesses to 80% of the world's cloud giants. For more information, please visit www.tatacommunications.com

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