

TECH, MEDIA & INFORMATION ADVISOR

GDPR AND E-PRIVACY: A MAJOR CHALLENGE FOR MEDIA COMPANIES BY MAZARS GROUP

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Our Technology, Media and Information group is excited to present our 5th edition of our Global Media Barometer Study. Each year we analyze the financial performance and the risk factors disclosed on the annual reports of the 100 largest publicly-listed media companies in North America and Europe.

This year's barometer focuses on the impacts of the European Union (EU) General Data Protection Regulation (GDPR) and e-Privacy, which can present particular challenges for media companies. It explores how GDPR affects multinational companies, with a special focus on the USA, and outlines a path to achieving and maintaining compliance.

Who is concerned?

This regulation does not only impact European organizations. In fact, any organization that uses personal data of persons residing in the EU to provide services, sell goods, or monitor their behavior, will be impacted.

Click [here](#) to download the Global Media Barometer.



“Many US companies are just starting to realize the breadth and depth of impact that GDPR will have on their business and IT operations.”

- Brian Browne, Principal at Mazars USA, Cyber Risk

Through their research in 2017, Mazars discovered that the risk of loss of digital data and pirating maintains their position as the number 1 risk factor for media companies. Taking into consideration the importance of the risk of digital data loss, this 2017 global media barometer explains in detail the impact of the new European regulations and offers a practical guide with 3 key steps in preparing your company for this new regulation.



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