



# Seattle Times Foils Malware Attack with Media Filter

## The Seattle Times

### Challenge

Before integrating Media Filter, The Seattle Times' revenue team relied on client-side malware scanning to detect and notify on malvertising and redirects. Remediating the incidents proved too painstaking and not the best use of time for an already-stretched staff. As redirects and other malvertising attacks on the site shot up and disrupted user experience, The Seattle Times decided to try a real-time creative blocker to stop malicious ads from being served on-site.

### Solution

In selecting Media Filter, The Seattle Times revenue team recognized the value of constantly updated blocklists powered by rich, original-source data. The Media Trust's malware desk never stops scouring the Internet for malicious code, and its findings are pumped back into Media Filter blocklists in real time.



### Company Bio

A local news bastion in the great Northwestern U.S. city, The Seattle Times keeps local residents apprised of all major regional news while filling more than 130 million ad impressions a month. Seeing the value in a real-time ad-blocking solution powered by original-source data, the publisher incorporated Media Filter by The Media Trust into its creative wrapper to ward off malicious creative.

### Overview

**INDUSTRY:** Media Publisher

**END USER:** Ad/Revenue Operations

**CHALLENGE:** Escalating malware and redirect attacks

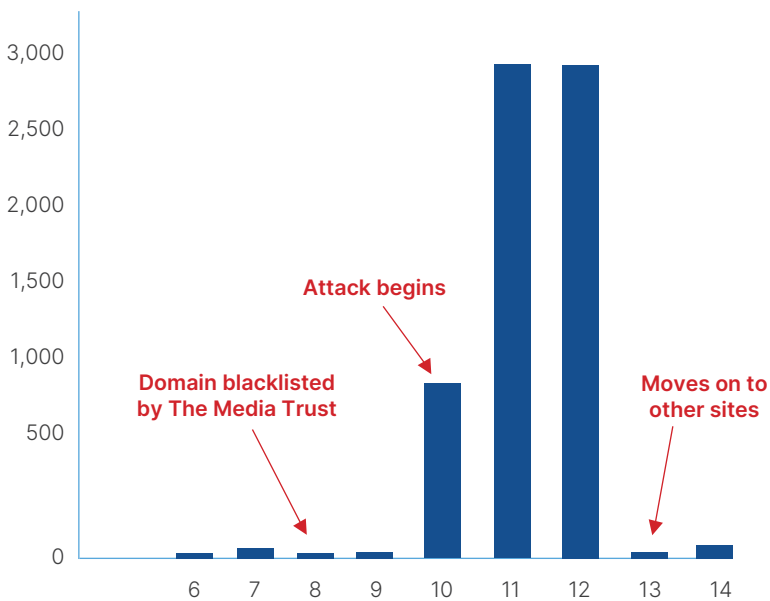
**SOLUTION:** Media Filter in creative wrapper supplemented w/ real-time malware data

#### RESULTS

- Two weeks post-integration, The Seattle Times leveraged Media Filter to stop large-scale phishing & redirect attack
- Nearly 1,000 attempts to breach before malware moves on to other targets
- After being blacklisted, malware still active in open ecosystem, by passing other malware blockers



A demonstration of how powerful that data can be came two weeks after The Seattle Times incorporated Media Filter. Scammers launched a massive phishing and redirect attack that attempted to penetrate Seattle Times and infect its users more than 1,000 times. Media Filter was able to swat away every strike—because two days prior to this attack, The Media Trust’s malware desk identified the malicious code and added it to Media Filter blocklists. By day 4 of the assault, it was clear the malvertising campaign had deemed The Seattle Times impenetrable and moved on to attack other sites. At this time, the malware had not been listed on open-source malware reporting consortiums like VirusTotal and remained highly active within the open programmatic ecosystem. The Media Trust’s in-the-wild malware scanning detected the campaign bypassing other malware blockers and infecting site visitors.



## Results

The Seattle Times immediately saw benefits with Media Filter, saving its audience from a vicious malware attack within days of incorporating the tool within its creative wrapper. By blocking incoming malvertising using the best malware data available, Media Filter enabled the revenue team to refocus on their top priority: driving dollars from the advertising business. Even more important, The Media Trust offered visitors to The Seattle Times the peace of mind of browsing in a safe environment.

## IT'S A MATTER OF *TRUST*

The Media Trust protects the free and open web. Established in 2005, the company is the leading provider of digital trust and safety solutions for media, adtech, commerce media, e-commerce, and enterprise brands. The Media Trust leverages a globe-spanning infrastructure of devices and emulators recreating actual consumer experiences to identify and remediate security, content, quality, privacy, and regulatory violations on websites, mobile apps, connected TV, and other mediums. More than 600 media publishers, adtech providers (SSPs, DSPs, ad exchanges), agencies, retailers, and enterprise brands rely on The Media Trust’s solutions to protect consumers from digital dangers, deliver high-quality experiences, and optimize business outcomes.

To learn more, [visit mediatrust.com](https://mediatrust.com).

