Highlights

- 1,018 domains in reject after implementing OnDMARC.

- OnDMARC's Open API enabled ITV to integrate new insight into existing business systems for immediate prioritization of 200 of 1000+ domains with the most email traffic flow.

- In just 90 days, 18,962 unauthorized email sending sources attempting to impersonate ITV were successfully blocked by OnDMARC.

- 95% email deliverability rate for over 15 million emails sent in just 90 days.

🌐 www.ondmarc.redsift.com

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ITV broadcasts their cybersecurity credentials with OnDMARC

ITV is successfully navigating the changing landscape of television through creating and distributing high-quality content via the largest family of commercial channels in the UK and on-demand via its ITV Hub.

Authenticating communications to give viewers confidence in ITV's digital services

As a modern broadcaster, ITV has gradually increased its digital presence over the past decade to the point where it now has multiple points of email interaction with viewers, sending over 15 million emails in just 90 days, for example. Emails could be to confirm login details for a viewer's ITV Hub account, acknowledge competition entries or for ITV Hub subscribers, making sure payment details are securely taken and processed.

This meant ITV needed to have robust email authentication security in place so not just viewers but employees too, could rest assured that when an email said it came from ITV, it truly did. ITV quickly identified that OnDMARC could help them achieve this by protecting all their domains against impersonation.

1) Insight into where to start When Business Analyst Grant Currie set out to tackle ITV's DMARC project with OnDMARC the hardest part was knowing where to start. Initial estimates put the number of subdomains ITV owned at somewhere between 800 and 1,000, due to a mixture of parked domains, production houses and regional instances. With OnDMARC's guidance, 1018 domains are now in reject.

2) Pathfinding with APIs OnDMARC's Open API meant ITV could integrate with existing business systems. After pulling the stats for 1,000+ domains into Google Sheets, insight revealed that traffic only flowed to 200 of those domains. "We could start with the lower hanging fruit and work our way up to the bigger, more complex domains finishing on ITV.com itself" said Grant, ITV's Business Analyst.

3) Building a futureproof email architecture Once implementation was underway a unique OnDMARC feature, Dynamic SPF, quickly came to the fore. By enabling Grant and the team to get on with configuration changes without coding Dynamic SPF not only sped up configuration but enabled them to overcome the 10 SPF look-up limit that plagues traditional solutions.

"A really nice part of Dynamic SPF is that I don't have to make changes directly to our DNS records. This is ideal for ITV as we use a third party to manage it on our behalf so direct access is tricky."

Grant Currie, Business Analyst, ITV

Securing the supply chain

For ITV, working with a large number of suppliers is part and parcel of being a creator and distributor of content. From production houses to marketing agencies, ITV often needs these suppliers to send emails on their behalf which meant the process of rolling out OnDMARC soon flagged up suppliers who couldn't support authentication.

Whilst an interim solution has been found for suppliers who can't support DKIM, the insight from OnDMARC has given Grant and his team the ammunition they needed to define a robust supplier cybersecurity strategy. From now on all new domains must start in p=reject state and the supplier must support it or not send any emails. In Grant's own words "It's all part of being a good digital citizen."

"The diligence and support of the whole OnDMARC team has been second to none. Not only have they got back to us really quickly, they've usually seen it before and have an answer. I've never felt like I had to do this on my own."

Grant Currie, Business Analyst, ITV

90 Day dashboard

850k
emails blocked

19k
fake senders blocked

95%
deliverability rate

Get in touch today to find out more about how you can use OnDMARC to secure your email domain and block phishing attacks.

Member CyberExchange

Member of Microsoft Intelligent Security Association — Microsoft

UK CLOUD AWARDS 2019 ★ WINNER

2017 Computing Security Awards WINNER — Anti Phishing Solution of the Year

bsi. ISO/IEC 27001 Information Security Management IS 672913

GLOBAL CYBER ALLIANCE

⬡NDMARC

The Red Sift Open Cloud is a data analysis platform that is purpose-built for the challenges of cybersecurity. By harnessing the power of AI we can securely collate, compute & visualize data from thousands of individual signals to help organizations to optimize their cybersecurity.

Our first product on the Red Sift platform is OnDMARC, a SaaS product that helps to implement and maintain DMARC. This email authentication protocol effectively blocks phishing attacks and increases the deliverability of genuine emails.

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