

**For Immediate Release**

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## **SC Media Debuts All New Digital Experience**

***New site integrates expansive cybersecurity information and intelligence resources***

**New York, NY, August 2, 2021** – [CyberRisk Alliance](#) (CRA) flagship information and events brand [SC Media](#) today opens a new era with the launch of an integrated digital experience that brings together the company's full spectrum of news analysis, learning and community resources for cybersecurity professionals. The new digital experience will enable CRA's fast-growing community of leaders and practitioners to stay comprehensively informed, with dynamic access to content and services across the company's diverse family of brands, including Security Weekly, InfoSec World, the Cybersecurity Collaborative and more.

The new site increases the scope and volume of original content resources from editorial staff, contributors, and the far-reaching CyberRisk Alliance expert network. Designed to be modern and intuitive, the site delivers a timely and broad perspective on the cyber landscape through newly introduced features, including:

- A unique integrated multichannel newsfeed led by SC Media's industry-leading journalists and subject matter experts from across the CRA family.
- Full integration of SC Events and learning opportunities, with a complete on-demand library.
- Direct access to and contextual discovery of relevant resources by topic, including authoritative product reviews, industry recognition programs, primary research and insight from CRA Business Intelligence, the full library of Security Weekly podcasts and practitioner demos, and more.
- An improved advertiser experience with native and display opportunities that inform without interruption.

The new SC Media destination arrives during a dynamic period of audience growth for the platform. Through June, SC has seen a 42% year-over-year increase in users and a similar 43% increase in pageviews. By scaling and integrating quality content for all industry stakeholders, SC intends to serve as the cybersecurity's dominant community and

information resource. Additional content services and features are planned for release in coming months.

“The cybersecurity market is constantly evolving, with cybersecurity professionals across all verticals seeking a single destination to serve all their intelligence needs – from news analysis and in-depth reporting to research and learning opportunities,” said Jill Aitoro, editor in chief of SC Media and editorial director of CRA. “This launch provides exactly that through a dynamic and integrated digital experience. And as the needs of the community evolve, so will the services we deliver.”

### New SC Site Key Frame:

The image displays the SC Media website interface on a monitor. The website features a navigation bar with links for TOPICS, EVENTS, PODCASTS, RESEARCH, RECOGNITION, and PEER TO PEER. The main content area includes sections for 'Next-gen solutions for today's challenges' with a Palo Alto Networks logo, 'CRA LEARNING & EVENTS' with 'COMING SOON' and 'WATCH NOW' subsections, 'FROM THE COLLABORATIVE' with an 'EXECUTIVE PROFILE' of Dawn Coyne, and an 'IN BRIEF' section with a video player for 'SecurityWeekly'. To the right of the monitor, six key features are listed with icons:

- Unique-in-the-industry integrated multichannel newsfeed** — led by SC Media's industry-leading analytical resources
- Contextual discovery of relevant resources**, including webcasts, events, product reviews, podcasts and more
- Full integration of SC events** - esummit newsmaker video and complete on-demand library
- Improved advertiser experience with native and display opportunities** that inform without interruption
- Integrated access to Security Weekly programming and practitioner demos**, and extensive partner content and opportunities
- Fully responsive across form factors and media**

## **About SC Media**

SC Media is the essential resource for cybersecurity professionals — the flagship information brand of CyberRisk Alliance and the gateway to content from Security Weekly, CRA Business Intelligence, Infosec World and SC Events. These resources offer an unparalleled range of foresight, learning and collaboration — news-analysis and enterprise reporting; practitioner-led podcasts and videos; research, data and product reviews; events, conferences and training; and much more. Through these resources and our authoritative network of faculty and contributors, we convene and engage the cyber community, to share insight with, by and for security practitioners and leaders.

## **About CyberRisk Alliance**

CyberRisk Alliance (CRA) is a business intelligence company serving the high growth, rapidly evolving cybersecurity community with a diversified portfolio of services that inform, educate, build community and inspire an efficient marketplace. Our trusted information leverages a unique network of journalists, analysts and influencers, policymakers and practitioners. CRA's brands include SC Media, Security Weekly, InfoSec World, Cybersecurity Collaboration Forum, our research unit CRA Business Intelligence, and the peer-to-peer CISO membership network, Cybersecurity Collaborative. More information is available at [CyberRiskAlliance.com](https://www.CyberRiskAlliance.com).