Southern Region Meeting
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CTIA-The Wireless Association® ( www.ctia.org ) is an international organization representing the wireless communications industry and is headquartered in Washington DC. CTIA advocates on behalf of its members at all levels of government, including all 50 States and industry, globally.

The association also coordinates the industry’s voluntary best practices and initiatives, and sponsors the industry’s leading wireless tradeshows.

**CTIA Members**

- Wireless Carriers, Network Operators
- Device Manufacturers
- Network manufacturers
- Platform providers
- Application providers
- Content providers
• Mobile Cybersecurity a Top Priority
• Diversity and Openness Mobile Ecosystem
• Cybersecurity is a Team Sport
• There is no “Silver Bullet”
• Consumer Education & Outreach
• Cybersecurity Key to Privacy
Mobile Cybersecurity
Current State of Play

- US has one of the **lowest** smartphone malware infection rates in the world
  - Less than 2% based on quarterly industry reports
  - Some countries are in excess of 40%
- Wealth of security solutions across the mobile ecosystem
- “Curated” App Stores
- BYOD increasingly pervasive (DIY or Hybrid)
- Industry cybersecurity technical standards & practices
Multi-Layered Strategy

1. Technology: Mobile Cybersecurity a Top Priority
2. Network: Diversity and Openness of Mobile Ecosystem
   - Wealth of security solutions across the mobile ecosystem
   - Global Device Database
3. Ecosystem Diversity: Cybersecurity is a Team Sport
   - There is no “Silver Bullet”
4. Innovation: Stay ahead of the Threat Landscape
   - NIST National Cybersecurity Framework
5. Consumer Education & Outreach
NIST National Cybersecurity Framework (CSF)

- Flexible & Comprehensive
- Set of Functions, Categories and Subcategories
  - Non-Regulatory Industry Lead Framework
  - Scale from Large, Medium to Small Orgs.
  - Global Standards & Practices
  - FCC Engagement through CSRIC* IV Working Group 4
- Telecom Sector application of the CSF

*Note: Communications Security, Reliability & Interoperability Council (CSRIC) – Federal Advisory Committee under FACA*
Thank you!

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