Protecting NOVAYA GAZETA from DDoS attacks

Media, Press & TV

- Headquartered in Russia

- Founded in 1993

- Using Kaspersky DDoS Protection Connect

NOVAYA GAZETA is a russian general-interest newspaper with a history going back more than two decades. It is also distributed in Germany, and Kazakhstan.

Novaya Gazeta is known for its headline-grabbing journalistic investigations and incisive articles. The Novaya Gazeta website gets up to 4 million unique visitors each month.

Challenge

A Distributed Denial of Service (DDoS) attack is the easiest way to disrupt access to online publications, leaving online media outlets little choice but to devote a great deal of attention to cyber security and proactively deploying defense solutions. When an unprotected website succumbs to an attack, which can last for days at a time, it is much too late to seek professional help.

The Novaya Gazeta website regularly came under DDoS attacks that were often provoked by the release of articles with major social implications. An attack like that could render the website unavailable for anywhere between a few minutes to days, or even longer.

Connect
Customer traffic is constantly
redirected to cleaning centers

Secure
Cleaning centers are located in
Europe to comply with EU Data
Protection Directive

Faster
Real-time, in-depth traffic
monitoring allows detecting even
slightest network traffic anomalies

Flexible
Filter rules are based on individual
customer traffic profiles

These service interruptions caused major commercial and reputational damage to the publication. Novaya Gazeta needed reliable protection against DDoS attacks for its website and the reader comments service in order to keep these resources available at all times, even during peak-load hours.

The Kaspersky Lab solution

The online team at Novaya Gazeta opted for Kaspersky DDoS Protection (KDP), cleaning centers owned by Kaspersky Lab. Kaspersky Lab experts monitor the performance of the solution at all times. This enables them to detect the beginning of an attack almost as soon as it starts and make the necessary adjustments to filter settings.

Novaya Gazeta Deputy Editor-in-Chief Sergey Sokolov comments about the results of the solution's deployment: "A DDoS attack timed to coincide with the release of materials such as the Panama Papers is every editor's nightmare. We were experiencing these kind of nightmares on a worryingly regular basis until Novaya Gazeta came under the protection of Kaspersky Lab. It is now the turn of internet trolls and 'bot' owners to be worried."

Flexible Approach

Traffic is filtered with the aid of dynamically configured profiles that are unique to each customer. These profiles are generated based on analysis of data transmitted and received by the protected resources.

1993
Established

4M
Unique website visitors

Real-Time Filtration

Novaya Gazeta uses a mode in which traffic is constantly redirected to KDP cleaning centers. This allows the detection of even the slightest network traffic anomalies that could signal the beginning of a DDoS attack. When the attack begins, the customer receives notification that an attack has been detected and that traffic is being filtered. When the attack comes to an end, the customer receives another notification stating that the attack is over and an option to generate an attack report.

Geographic Distribution

While it is being filtered, traffic is redirected to the nearest cleaning center. Traffic belonging to Russian customers is rerouted to one of three centers located in Moscow, meaning the data of customers in the Russian Federation never leaves the country. Data confidentiality remains intact: processes use metadata only and have no access to the content of the customer's traffic. The dedicated traffic cleaning centers for Kaspersky Lab's European customers are located in Frankfurt and Amsterdam.

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