# THE SONY HACK

## BEFORE THE HACK

**JUN 11**
The teaser-trailer for *The Interview* is released.

**JUN-OCT**
Filmmakers and Sony Pictures Entertainment (SPE) CEO seek expert input about potential North Korean response.

> “We’ve obtained all your internal data including your secrets and your top secrets.”
> —GUARDIANS OF PEACE HACKING GROUP

## RESPONDING TO THE HACK

**NOV 30**
Sony hires FireEye’s Mandiant to investigate and repair damage caused by hack.

**DEC 1**
FBI confirms it is investigating the Sony hack. Investigators are considering North Korean involvement.

> “There is no credible intelligence to indicate an active plot against movie theaters within the United States.”
> —DEPARTMENT OF HOMELAND SECURITY

**DEC 16**
Hackers release more data and threaten 9/11 type attack against theaters planning to show *The Interview*. The Department of Homeland Security discredits the threat.

**DEC 11**
SPE Co-Chairman Amy Pascal apologizes for insensitive emails made public by the leak.

**DEC 19**
President Obama criticizes Sony’s response to the attack on CNN, saying, “I wish they’d come to me first.”

**DEC 25**
The film is released at 330 independent theaters across the United States.

## AFTER THE HACK

**DEC 24**
SPE releases *The Interview* online. The film is available to stream on Google Play, YouTube Movies, Xbox Video, and www.seetheinterview.com.

**APR 16**
WikiLeaks republishes leaked Sony data in fully searchable format.

> “We cannot have a society in which some dictator someplace can start imposing censorship here in the United States.”
> —PRESIDENT OBAMA

## BEFORE THE HACK vs. AFTER THE HACK

<table>
<thead>
<tr>
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## TOTAL COSTS

<table>
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<th>Event</th>
<th>Cost Range</th>
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<td>Sony hack investigation and remediation costs</td>
<td>$15 million to $100 million</td>
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<tr>
<td>Total estimated costs</td>
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*The NEXTware Sessions*

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*Center for a New American Security*