

Geographic Rights Management

IP Intelligence Technology to Control and Restrict Online Content Downloads Based on Licensing and Copyright Agreements

Trying to secure online content distribution and comply with licensing and copyright agreements of streaming media is challenging. So how do you effectively distribute content to an online audience and at the same time safeguard it—all while obeying the license and copyright agreements made with the content licensors and others?

It's simple really.

By deploying NetAcuity®, Digital Element's IP Intelligence and geolocation solution, companies can accurately pinpoint a person's location down to the zip and postcode level worldwide in a privacy-sensitive manner, arming companies with the information needed to allow legal downloads where licensing and copyright agreements are in place and to restrict downloads where it is illegal. And since Licensors and Web Publishers are constantly refining the rules for content usage, by having NetAcuity technology in place clients can easily adapt to these ever-changing rules and agreements—and carry on with business as usual.

Digital Element's solution is by far the most accurate and comprehensive in the industry: country targeting is over 99.9% accurate and city level targeting is over 97% accurate—making us the industry standard. This level of accuracy ensures that content is being restricted from those users within a non-contracted geographic territory—effectively blocking illegal content downloads. And because we are used by leader in the industry and companies have trusted us for years to protect highly sensitive content, you can rest assured you will be compliant with the laws and agreements to which you are required to adhere.

Geotargeting allows companies not only to restrict access to content, but also provides the ability to target content and advertising based on geographic location. Presenting your customers with relevant ads based on location makes online advertising more effective, resulting in increased sales both in the online and offline channels.

And who wouldn't want to be able to increase revenue and travel within the limits of the law at the same time?

“Digital Element's technology is absolutely necessary in the digital rights management industry,” says Bruce Eisen, executive vice president, CinemaNow. “We cannot be in business without it. It's not a matter of increasing sales – I can't distribute films without it.”

- Bruce Eisen, Executive Vice President, CinemaNow

IP Intelligence can help you adhere to licensing and copyright agreements surrounding the usage of online audio and video content. Additionally, IP Intelligence can be used to restrict downloads in certain geographic locations for encryption software or in other online uses where content needs to be legally restricted.

Geographic Rights Management

A Global Leader

GEO-RIGHTS MANAGEMENT

- Control access to digital content based on the industry standard in geolocation data: country-level location information is over 99.9% accurate and city-level information is over 97% accurate
- Adapt quickly to constantly changing rules for content usage and distribution
- Adhere to the license and copyrights agreements made with content licensors

MARKETING

- Target promotions and online advertising based on location (locally targeted ads are more likely to convert both online and offline sales, positively impacting revenue)
- Maximize the effectiveness of geo-targeted video ads
- Perform analytics and reporting with information obtained through IP Intelligence

COMPLIANCE

- Authenticate user location in real-time
- Restrict online downloads by knowing where your site visitors are really coming from

Leading companies in the tasked with managing rights online have already deployed Digital Element's NetAcuity technology to control and restrict access to content and to target online promotions. NetAcuity utilizes more than 20 different patent-pending methods that make us the recognized industry-standard in accurate and reliable IP Intelligence and geolocation technology. With the most comprehensive solution available, we provide the information that allows companies to securely distribute online content while remaining fully compliant with licensing and copyright agreements.

A Partial List of Digital Element Customers Include:

- ABC
- CBS Interactive
- CinemaNow
- CNN
- Crackle
- Disney
- Fox
- Gracenote
- Hulu
- Turn
- Quickplay Media
- we7
- Vodder
- Vudu