

# Manage Digital Rights

## Geolocation and IP Intelligence Technology Secures Digital Assets Against Unauthorized Access and Helps Prevent Content Theft

As the digital landscape continues its exponential growth, companies are increasingly challenged to find ways to protect their online assets. Billions of pieces of new content are generated annually. People around the world are spending tens of millions of hours watching old TV shows and movies, downloading software, and streaming music. While the internet offers access to a vast library of information, there are government regulations, licensing and copyright agreements as well as cultural practices that prevent access to certain content in certain regions. Unprotected content can create a number of risks for companies that directly affect revenues, including costs associated with theft of assets, penalties for noncompliance, and a damaged reputation.

### IP Geolocation Offers Reliable Digital Rights Management

Creating and licensing content be it digital music, movies, or software—can be expensive. Companies are finding that controlling the distribution of that content online is often a difficult task, whether it's ensuring that assets are accessed only where permitted by licensing and copyright agreements or by restricting downloads in certain geographic locations for encryption software or other use cases. However, with a strong digital rights management strategy, companies can secure content against unauthorized access and unlawful distribution, helping to retain the value of the assets and protecting future revenue streams.

Finding an appropriate rights management technology for your company can also be challenging. 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 content licensors and others? With geolocation and IP intelligence technology. Armed with real-time information about users' geographic locations and connection characteristics, companies of any size can successfully remove the anonymity barriers unique to the internet—protecting their online assets and reputations while preserving the customer experience.



### India

**IP Address:** 83.112.1.26

**City:** New Delhi

**Zip/Postal Code:** 110055

**Connection Type:** Wired

**ISP:** Janak Broadband

**Proxy:** Hosting

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### Benefits

#### Improve Control

Manage access to digital content based on licensing agreements at the country, state/region, city and even ZIP or postcode level.

#### Increase Flexibility

Adapt and respond quickly to constantly changing rules for content management and distribution.



#### Ensure Compliance

Comply with license and copyright agreements made with licensors by allowing access to content based on authenticated, real-time user geographic location.

#### Enforce Restrictions

Ensure users in prohibited or embargoed areas are restricted from accessing your digital assets.

#### Reinforce the Customer Experience

Ensure customers aren't offered content that is not available to them by localizing information on the website and geotargeting ads or promotions.

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