

Manage Digital Rights

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



State-of-the-State General Industry Overview

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.



“It is imperative that the BBC ensures compliance with licensing agreements. By using accurate IP geolocation technology, we are able to ensure we abide by geographic licensing rights agreements.”

- Matthew Wood, Head of Software Engineering for BBC Future Media, Online Technology Group

IP Geolocation Offers Reliable Digital Rights Management

Creating and licensing content be it digital music, movies, or software—can be expensive. And, 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 digital 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 IP-based geolocation technology. Armed with real-time information based on users' geographic locations, 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.

Accurate, Non-Invasive and Real-Time Location Identification

Digital Element's NetAcuity® geolocation and IP Intelligence technology—the gold standard in the industry—accurately and non-invasively identifies the location of website visitors down to a ZIP and postcode level worldwide in real time. Armed with this information, companies can automatically allow legal downloads where licensing and copyright agreements are in place and 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, companies can quickly and easily adapt to these ever-changing regulations and agreements—and carry on with business as usual.



The Most Pirated Content on the Web

| | |
|------------------|--------|
| Adult Content | 35.8 % |
| Movies | 35.2% |
| TV Shows | 14.5% |
| PC/Console Games | 6.7% |
| Software | 6.7% |
| Music | 2.9% |
| E-books | .2% |



Be More Proactive in Controlling Digital Assets

Before companies jump into the online content publishing arena, they should fully understand the issues and growing concerns in regard to securing and distributing digital assets, many of which involve managing digital rights across a medium that transcends worldwide geographic boundaries. Trying to secure online content distribution and comply with licensing and copyright agreements can be a formidable undertaking. Figure in the different cultural boundaries that should be respected, and companies now have a global challenge that far exceeds a simple download from a web page. The solution in its simplest form can be summed up in one word: control. However, that control needs to be risk-free for companies and transparent to end users.

Beyond geography, NetAcuity also identifies more than 30 other data points about users including connection speed, Internet Service Provider (ISP), domain, proxy type, time zone, and more. By providing IP-based information in real time, NetAcuity offers a cost-effective and easy-to-deploy tool for proactively controlling digital assets, reducing associated risks, and preserving the online experience.

The Industry's First Accredited Source for Geolocation Data



Accredited by
Media
Rating Council®

Digital Element became the first provider of IP geolocation data to receive accreditation from the Media Rating Council (MRC), the independent industry organization whose mission is to ensure valid, reliable and effective audience measurement services.

Sample Clients



US Headquarters:
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A DIVISION OF DIGITAL ENVOY®



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.