

Meteoric growth of global OTT revenue

\$4.2 billion

2010

\$26 billion

2015

\$51 billion

2020

Majority of media consumption is now screen based



90%



38% of our daily media interactions are on smartphones

Television not the only show in town



77%

of the times that viewers watch TV, it is with another device



49% with a smartphone

49% with a smartphone

People watching content on the move on multiple devices



This viewing revolution presents some interesting challenges for broadcasters. As people are watching more content whilst on the move from multiple devices, broadcasters have to be mindful of compliance with licensing, copyright agreements and cultural differences – granting access where viewing is permissible, restricting access where it is not, all whilst making the user experience as seamless as possible.

There is a solution

IP intelligence simplifies geographic rights management

ENSURE COMPLIANCE

Accurately identify user location and grant or restrict access.

FLEXIBLE DISTRIBUTION MANAGEMENT

Respond quickly to changing rules for content distribution.

ADVANCED PROXY DETECTION

Identify those deliberately trying to mask their location.

OPTIMISE THE CUSTOMER EXPERIENCE

Localise content and advertising, offer alternatives to blocked content.



Digital Element the global leader in IP geolocation technology
Independently verified as the most accurate IP dataset available.