

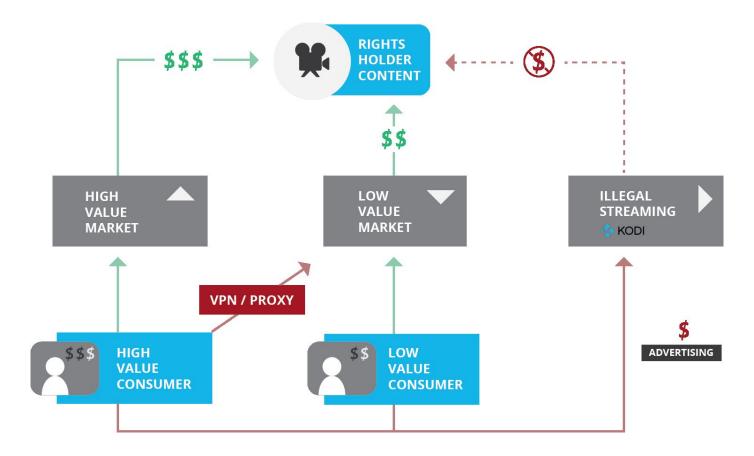
The Use of VPN and Proxy Detection to Ensure Territorial Exclusivity

Alastair Campbell Diane Hamer





VPN IMPACT ON EXCLUSIVITY



VPNs CONTINUE TO MARKET AGGRESSIVELY



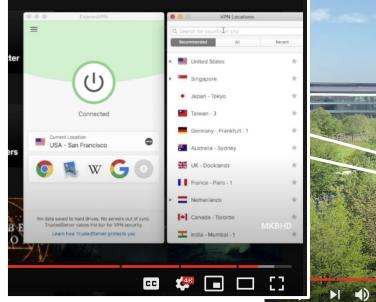














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Full WVFRM enjeade: http://bit.lv/WaveformMKRHD

Thanks for ExpressVPN for sponsoring: http://expressvpn.com/MKBHD

HOW TO STOP THEM

Application Layer

superflix.com





Presentation

Session

Transport

Network Layer

Data Link

Physical





Broadcaster's goal is to painlessly comply to the highest protection standards, while minimising the impact on genuine users



Uphold Regional Pricing
/ Business Models



Protect Ad Revenues from invalid traffic (IVT)



Reduce Content Piracy / other bad actors

Thank You!

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