

The BBC's use of IP Geolocation

9th September 2010

Richard Cooper, Controller Digital Distribution & Operations, BBC

Three editions: UK, North America, ROW



NEWS

7 September 2010 Last updated at 08:26

- Home
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- Sci/Environment
- Technology
- Entertainment & Arts
- Video & Audio
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- Editors' Blog
- In Pictures
- Also in the News
- Have Your Say
- Special Reports

LATEST: Exposure to chemicals in non-stick frying pans could raise cholesterol levels in children, US study says



Diamond to be new Barclays chief



Bob Diamond is to become chief executive of Barclays, while HSBC chairman Stephen Green steps down to become a government trade minister.
Peston: all change at the top

Gillard chosen as Australian PM

Julia Gillard is to remain as Australia's prime minister after winning the backing of two key independent MPs.

Australia's 'kingmakers'

Australian election: Key issues



Strike severely disrupts Tube

Services on the London Underground are severely disrupted on the first morning of a series of 24-hour strikes.

Live: Latest on the Tube strike

Your guide to the strikes

Housing group 'near administration'

Connaught, the property services group that specialises in social housing, is on the brink of going into administration, the BBC learns.

ME 'virus link' found in children

ME, or Chronic Fatigue Syndrome, in children could be caused by a virus, scientists say.

France strikes over pension plans

AV referendum bill passes MP vote

Scam fear over electricity credit

Christchurch hit by aftershocks

Service to commemorate the Blitz

Fry slams BBC 'culture of fear'

Also in the News



Inbred bumblebees 'facing extinction'



Saatchi art gallery deal hits setback

Sport



Capello insists Rooney will play

England manager Fabio Capello insists striker Wayne Rooney will play in the

Watch/Listen



Andrea Bocelli concerts to mark 9/11



What to do if you get a tax letter

LIVE EU presidency state of the union address

LIVE BBC Breakfast

LIVE BBC Radio 4 - Today programme

Features & Analysis



Tales from the Blitz

Why memories of the bombardment never fade



Q&A: Tax letters

If a letter says you have paid the wrong amount of tax - what next?



How to fix Pakistan

Should Islamabad surrender some sovereignty to save the country?

Cutting it

Why drugs are being mixed with ingredients in sun burn cream

Newspaper review

Speculation over Andy Coulson's future

Family on film

Director Sofia Coppola returns with her new movie Somewhere

Most Popular

Gillard chosen as Australian PM



Julia Gillard is to remain as Australia's prime minister after winning the backing of two key independent MPs.
Australia's 'kingmakers'
Australian election: Key issues
Profile: Julia Gillard
Send us your reaction



EU gets Barroso 'state of union' **NEW**
The European Commission President, Jose Manuel Barroso, highlights unemployment as a major challenge, in his first "state of the union" speech.
LIVE State of the union address

France strikes over pension plans
France is braced for disruption as a strike over pension reform gets under way, with parliament also debating a ban on full face veils and a security bill.

Burma leader begins China visit **NEW**
Burma's military leader, General Than Shwe, is starting a five-day visit to China to seek support for planned national elections later this year.

- Christchurch hit by aftershocks
- Poor children dying 'of neglect'
- Greek PM reshuffles his cabinet
- Obama unveils \$50bn building plan
- 'No climate link' to African wars
- Iran 'hampers IAEA investigation'
- Guatemala mudslide search halted

Also in the News



Inbred buzzers - rare UK bees under genetic threat



Jail for Malaysian snake smuggler

Sport



Federer cruises into last eight
Roger Federer continues his smooth progress through the US Open draw with a

Watch/Listen

Andrea Bocelli concerts to mark 9/11	Rare colour film of London blitz

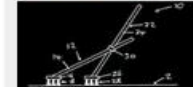
Latest summary: [Watch](#) [Listen](#)

LIVE BBC World Service

Features & Analysis



Zero tolerance?
US Muslims are free but that's not enough, argues Michael Goldfarb



Brilliant ideas
The secrets behind some of the UK's newest inventions



Unswung 60s
What does Mad Men tell us about this most mythologised decade?



Day in pictures
A selection of striking images from around the world

Century man

How likely is it that you'll live to be 100 years old?

Reluctant return

Roma angry and disillusioned after being thrown out of France

Merger mania

Banks benefit, but what about the real economy?

Ads are enabled outside the UK





Tales from the Blitz: 70 years on

The Blitz: London stories | Sorting myth from reality | Service to commemorate Blitz



Anniversary of the Blitz: 70 years on



Try the new-look BBC iPlayer



Goldfrapp on their musical marriage

News Edit x



Diamond to be new Barclays chief

13 minutes ago

MORE TOP STORIES + -

- Gillard to stay as Australian PM
- Strike severely disrupts Tube
- House group 'near administration'
- ME 'virus link' found in children
- France strikes over pension plans

LOCAL NEWS

Please **set a UK location** to receive local news, weather and TV/radio schedules.

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Sport Edit x



Capello insists Rooney will play

MORE TOP STORIES + -

- Federer cruises into last eight
- Houllier poised to take Villa job
- Hartson interested in Wales job

FOOTBALL + -

- Houllier poised to take Villa job
- Hartson interested in Wales job
- Striker Kuyt suffers injury blow

Weather Edit x

London

Detailed forecast

Tuesday



Light Rain Shower

Max: 22°C
Min: 14°C

Wednesday



Heavy Rain

Max: 21°C
Min: 12°C

Thursday



Sunny Intervals

Max: 22°C
Min: 12°C

Radio Edit x

Radio 1

1Xtra

Radio 2

Radio 3

Radio 4

5 live

5 live sports extra

6 Music

Radio 7

Asian Network

World Service

National & Local

ON BBC RADIO 1 NOW

06:30 The Chris Moyles Show
The award-winning Chris Moyles Show with the award-winning Chris Moyles.

Listen Live

MOST POPULAR

The Chris Moyles Show: Monday - Chris is back!

BBC Radio 1's Essential Mix: ... House Mafia at Creamfields 2010

Annie Mac: Cee-Lo, Wiley & 2 Bears Mini Mix

Tuesday 08:49 x



7th September 2010
GMT +01:00

BBC iPlayer Edit x

TV HIGHLIGHTS



EastEnders

JUST IN + -

- Numberjacks: Series 1: Tricky Sixes
- World Business Report: 07/09/2010

NEW! Changes to the BBC homepage x
Learn more about what's new

TV Edit x

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ON BBC ONE NOW

BBC Two

BBC Three

BBC Four



ON TONIGHT



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TOP NEWS STORY

Gillard chosen as Australian PM

Julia Gillard is to remain as Australia's prime minister after winning the backing of two key independent MPs.

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News

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EU gets Barroso 'state of union'

14 minutes ago

- France strikes over pension plans
- Burma leader begins China visit
- Christchurch hit by aftershocks
- Poor children dying 'of neglect'
- Greek PM reshuffles his cabinet
- Obama unveils \$50bn building plan
- 'No climate link' to African wars

UK

+ -

- Diamond to be new Barclays chief
- Strike severely disrupts Tube
- Service to commemorate the Blitz

» More from BBC News

Sci & Environment

Edit x



'No climate link' to African wars

about 9 hours ago

- Inbred bees 'facing extinction'
- Red Planet 'may not be lifeless'

Entertainment

Edit x

Sport

Edit x



Federer cruises into last eight

about 5 hours ago

- Capello insists Rooney will play
- Woods set to learn Ryder Cup fate
- Kobayashi to remain with Sauber
- Houllier poised to take Villa job
- Wozniacki too good for Sharapova
- Hartson interested in Wales job
- Pietersen fined for Twitter rant

Business

Edit x

MARKET DATA TUE, 7 SEP 2010 08:43 BST

Dow Jones	10447.93	▲	127.83
Nasdaq	2233.75	▲	33.74
FTSE 100	5407.67	▼	-31.52
Dax	6116.01	▼	-39.03
Cac 40	3654.29	▼	-30.44

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STERLING EXCHANGE RATES

Dollar	1.5407	▲	0.0014
Euro	1.2044	▲	0.0090

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TOP STORIES

+ -

- Greek PM reshuffles his cabinet

Spotlight

x

START-UP STORIES



Silicon Valley's 'rich ecology'

Why has this tiny area of California produced so many blockbuster companies?

- Silicon Valley's 'lucky building'
- 'I was Google's first employee'
- The incubator for new businesses

World Service

Edit x

NEWS IN 32 LANGUAGES

العربية	فارسی	اردو
中文	हिन्दी	Somali
Русский	Brasil	Mundo

More languages

TV Channels

x

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TV

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Featured



People's Palaces: The Golden Age O...

1. Neo-Classical

Jonathan Foyle explores northern Georgian and Victorian neo-classical civic buildings.

For You



The Armstrong and Miller Show Episode 6



Edinburgh Comedy Fest Live Episode 1

Most Popular



EastEnders 06/09/2010



Dragons' Den Episode 9



Him & Her 1. The Toast



Live at the Apollo Episode 6



Edinburgh Comedy Fest ... Episode 1

Friends



TV Channels



WATCH LIVE



Breakfast 07/09/2010

SAT SUN YESTERDAY TODAY

- 6:00am Breakfast (Not available)
- 9:15am Helicopter Heroes
- 10:00am Homes Under the Hammer
- 11:00am To Buy or Not to Buy
- 11:45am Cash in the Attic

Categories

My Categories

All Categories

Latest

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- Entertainment
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- Lifestyle & Leisure
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- Religion & Ethics
- Sport

Films



Their Eyes Were...

Entertainment



University Chal... Episode 10

News & Current Affairs

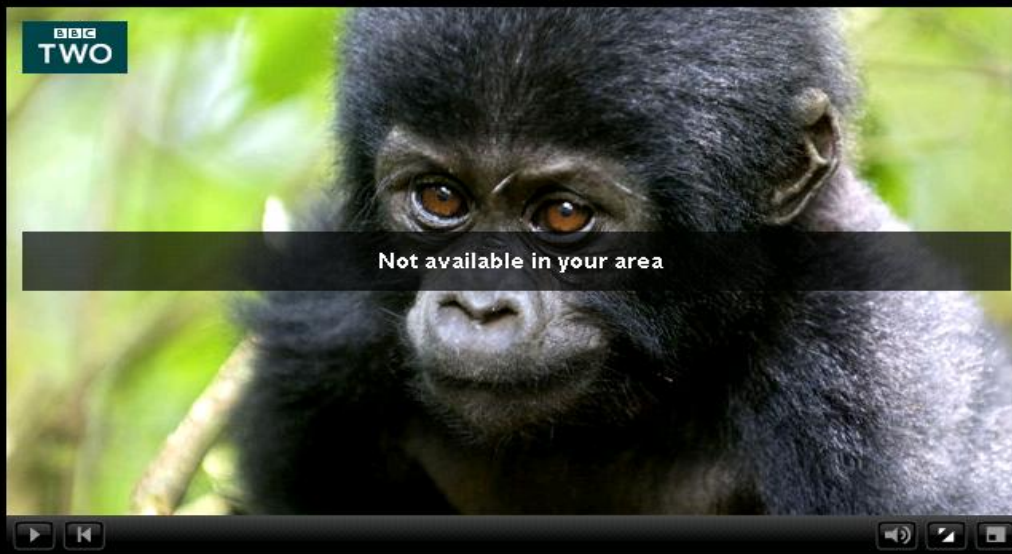


HARDtalk Yves Laterme, Belgian Prime Minister

Drama & Soaps



The Invisible



Mountain Gorilla

2. Last Stand of the Silverback King

[Recommend \(7\)](#)
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[Favourite](#)
[Download](#)
[Watch in BBC HD](#)

Nature documentary about the last mountain gorillas. Titus the gorilla king's time as a leader may be coming to an end.

[More programme information](#)

More Mountain Gorilla



3. Safe in Our Hands



1. Kingdom in the Clou...

For You



Natural World



Nature's Great Events



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Featured



Just a Minute

Episode 6

Nicholas Parsons chairs. With Paul Merton, Sue Perkins, Liza Tarbuck and John Sergeant.

For You



Adam and Joe's Famous Guy

'I'm the best at pretending' - a reclus...



Dev

07/09/2010

Most Popular



Just a Minute

Episode 6



The Archers

06/09/2010



The Chris Moyles Show

Monday - Chris is...



That Mitchell and Webb...

Episode 1



Dad's Army

A Jumbo Sized Pro...

Friends



Radio Stations



LISTEN LIVE



The Chris Moyles Show
07/09/2010

SAT SUN YESTERDAY TODAY

6:30am The Chris Moyles Show

10:00am Fearne Cotton

12:45pm Newsbeat

1:00pm Greg James

4:00pm Scott Mills

Categories

▶ My Categories

▼ All Categories

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Children's

Comedy

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Factual

Learning

Lifestyle & Leisure

Music

News & Current Affairs

Religion & Ethics

Sport

▶ Regional

News & Current Affairs



The World Today

07/09/2010

Drama & Soaps



Alexandre Dumas...

6. Poison

Entertainment



Dev

07/09/2010

Music



Sarah Kennedy

07/09/2010

BBC Proms

2010: Prom 69 - Berlioz, Beethoven, MacMillan, Respighi - Part 1

Recommend (0) Link to this Favourite

Stephane Deneve conducts the RSO in Berlioz's Roman Carnival Overture. They are joined by pianist Paul Lewis as he performs Beethoven's Concerto No 5, concluding a complete cycle.

More programme information

More BBC Proms



Prom 70: Ensemble Math...



06/09/2010



Prom 69 - Berlioz, Bee...

For You



Breakfast



Classical Collection

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About Adobe Flash Player 10...

BBC Proms

2010: Prom 69 - Berlioz, Beethoven, MacMillan, Respighi - Part 1

Recommend (0) Link to this Favourite

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Prom 69 - Berlioz, Bee...

For You



Breakfast

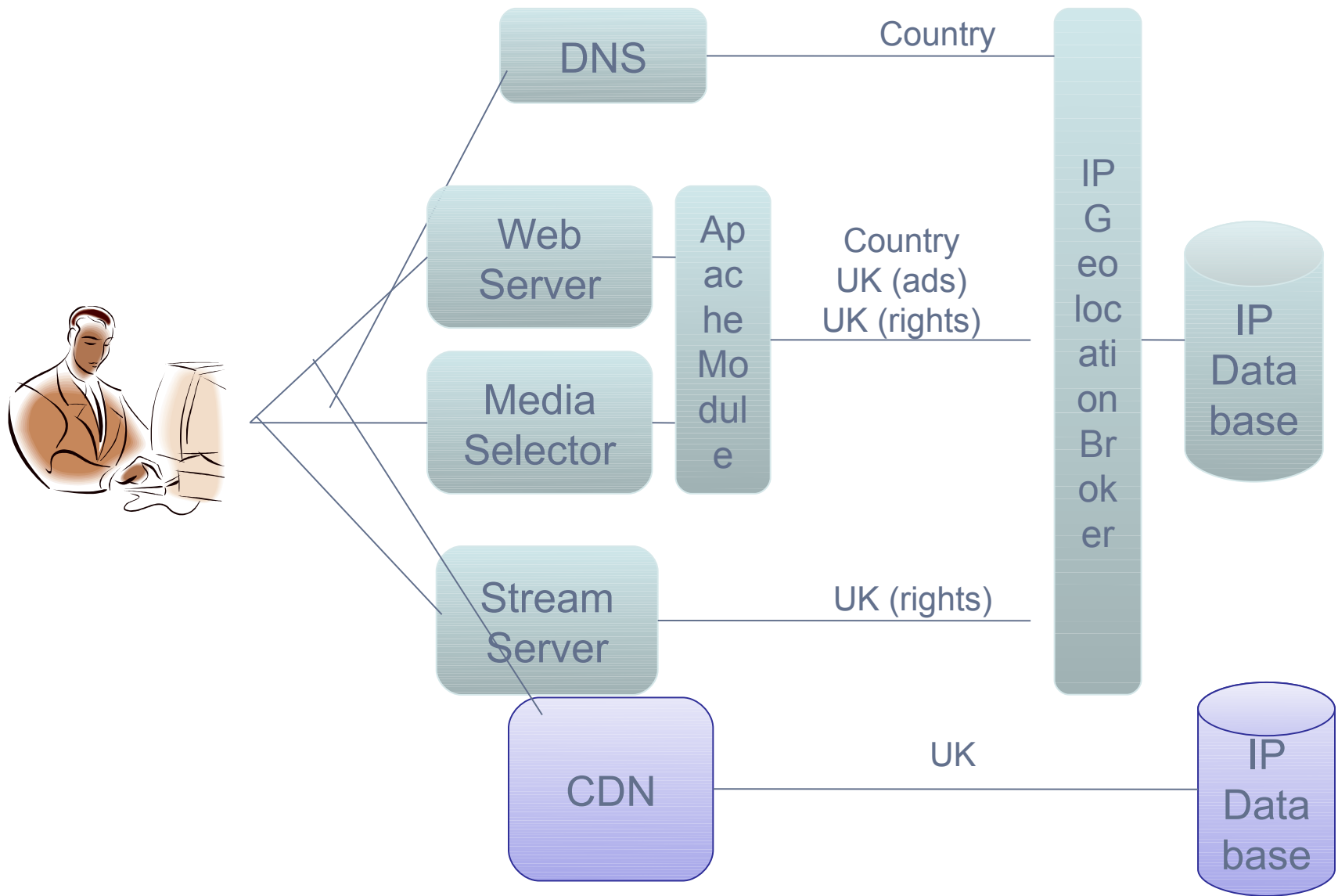


Classical Collection

Global distribution performance optimisation



Under the hood...



Challenges – making legitimate use work

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- Consistency of decision
 - Different organisations use different IP geolocation data sets
 - Corporate proxy design
- Legitimate users outside the UK
 - British forces overseas

Challenges – the international proxy



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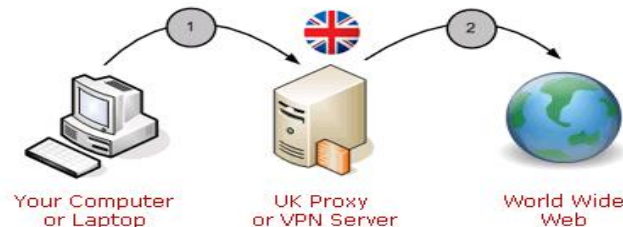


GET YOUR OWN UK IP ADDRESS WITH UK PROXY OR VPN SERVER

The Scothosts Group are delighted to present our range of UK Proxy and UK VPN solutions from only **£10.99 per month** or **£87.99 per year**.

The servers we use to offer this low cost service are all physically located within the United Kingdom and will therefore allow international users to access the internet with a UK based IP address instead of the IP address provided by your existing ISP (Internet Service Provider). Please note you must have an active internet connection to use a proxy server, please visit our FAQ to learn more.

"Use the internet from anywhere in the world with a UK based IP address"



The main benefits include:

- Security and Privacy High Speed Data Transfer Rates.
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- Reliable Worldwide Website Connectivity and Firewall Bypass.
- Speeds up access to web resources.
- Scans transmitted content for malware before delivery to your browser.
- As featured on TV by BBC Click and using VPN technology recommended by BBC Watchdog.

For UK web users only:

- Technically compatible with Online UK TV (BBC iPlayer, ITV, 4OD, Demand FIVE etc.)*
- Watch TV sport including BBC Live Formula One Grand Prix, Live NFL Gamepass HD and Match of the Day.*
- Video Streaming from popular sites such as SeeSaw, YouTube UK, Zattoo, ViewTV etc.*
- Watch Live UK TV including X Factor, Strictly Come Dancing, Eastenders and Coronation Street etc.*
- Listen to free music streaming with Spotify, we7, Last.fm, Sky Songs, Deezer and iTunes.*
- Works with National Lottery, Beho, Facebook plus Betfair, Bet365, Ladbrokes etc.*

Thank you

richard.cooper@bbc.co.uk