

“WE NEED TO KNOW WHERE VISITORS ARE COMING FROM. NEUSTAR IP INTELLIGENCE PROVIDES THE SOLUTION.”

BBC Worldwide

CHALLENGE

BBC.com can serve ads only to visitors outside the UK.

SOLUTION

Neustar IP Intelligence geo-location data.

RESULTS

- 99.96%: Neustar’s accuracy rate in identifying visitors by country
- 1.4 billion: BBC.com’s monthly page impressions from outside the UK

BBC Worldwide, the international arm of BBC, generates advertising revenues on its BBC.com website—but can only display ads for visitors outside the UK. Since BBC is government-run, visitors from inside the country see an ad-free site.

“As part of BBC Worldwide’s drive to monetize non-UK traffic, we realized that we needed a solution to identify where visitors were coming from before we could reach out to advertisers,” says Jean-Louis Acafrao, Head of Technology, BBC.com. “Neustar IP Intelligence provided the solution.”

“BBC.com is a popular site for news and related content,” adds Jean-Louis. It taps into the vast audience of BBC.co.uk, reported by comScore at 29 million unique users and equating to 1.4 billion impressions monthly.

WITH NEUSTAR IP INTELLIGENCE, BBC.COM INSTANTLY ASSESSES EACH VISITOR’S LOCATION.

Now BBC.com receives a detailed analysis including geographic and network characteristics for each IP address. When someone visits the website, BBC.com instantly assesses their geographic location using Neustar’s IP look-up data.

If a non-UK location is confirmed, the visitor receives access to the site with the latest ads. If the location is UK-based, the visitor is automatically redirected to BBC’s main site, BBC.co.uk, and finds what he or she expects—commercial-free news.

“FOLLOWING THE SUCCESS OF THE INITIAL ROLLOUT, BBC WORLDWIDE IS NOW CONSIDERING USING IP GEOLOCATION FOR A NUMBER OF OTHER INITIATIVES.”

Bottom line: working with Neustar, BBC.com is monetizing all non-UK traffic and driving advertising revenues through a CPM (cost per million) impressions model.

“Following the success of the initial rollout, BBC Worldwide is now considering using IP geolocation for a number of other initiatives,” says Jean-Louis, “including localized in-country content, helping to drive new localized social networking content and to protect licensing rights for DRM protected downloadable content on an international basis.”