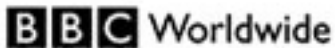


Quova IP Geolocation Drives Ad Revenues for BBC.com

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

Jean-Louis Acafrao
 Head of Technology
 BBC.com
 BBC Worldwide



The Challenge

BBC Worldwide is the UK’s leading international TV channel operator and exporter of TV programmes. Managing a total of seven operating businesses focused on publishing and selling content, the organisation’s aim is to deliver profits back to the BBC, supplementing the Corporation’s licence fee from UK citizens. During 2008 BBC Worldwide achieved sales of £916 million.

In 2007, BBC Worldwide gained BBC Trust approval to introduce advertising to the international traffic to bbc.co.uk. The service, known as bbc.com, was launched in November 2007 and is visible only from outside the UK. The revenues allow BBC Worldwide to invest in the Web site and make bbc.com the showcase of the BBC’s key brands and genres.

Developed by BBC Worldwide in conjunction with BBC Global News, the proposition taps into the vast audience that bbc.co.uk already attracts from outside of the UK, reported by comScore stats at 29 million unique users. This equates to a total of 1.4 billion page impressions from outside the UK per month.

BBC.com faced two key challenges: fulfill contractual obligations to advertisers by ensuring that adverts are served to all non-UK visitors to the Web site and ensure license paying, UK-based users are shielded from all advertising. BBC Worldwide chose to implement IP (Internet Protocol) geolocation data from Quova to properly identify the location of its users.

“BBC.com is a popular site for news and related content, so as part of BBC Worldwide’s drive to monetise non-UK traffic, we realised that we needed a solution to identify where visitors were coming from before we could reach out to advertisers,” commented Jean-Louis Acafrao, Head of Technology, BBC.com, BBC Worldwide. “Quova technology has provided that solution.”

The Solution

Quova delivers a detailed analysis including geographic and network characteristics for each IP address. BBC.com wanted to use this data to identify which country a user was accessing the Web site from and then act on this information accordingly.

Today when a user visits BBC.com, BBC’s system instantly assesses their geographic location using the IP look-up data from Quova. If that user is deemed to be based outside of the UK, access is granted and the agreed advertising is served. If that user is deemed to be within the UK, they will be automatically redirected to bbc.co.uk without being served any advertising. In this way, BBC.com delivers content only to customers within the predefined, contractually-restricted geographic territories, monetising all non-UK traffic, and ultimately helping to drive advertising revenues through a CPM (cost per million) impressions model.

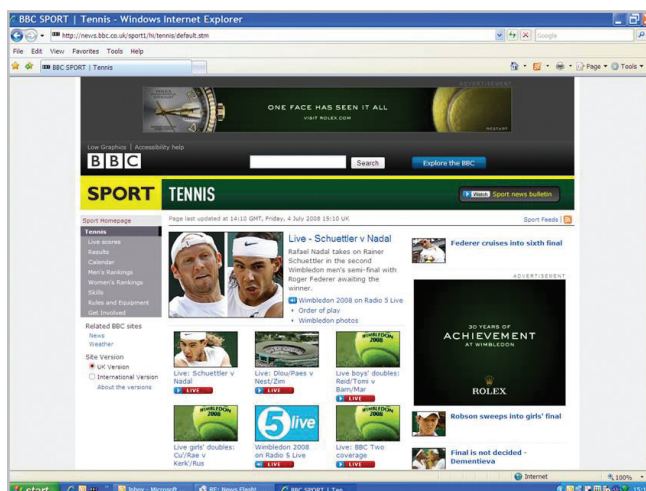
Importantly, licence-paying UK citizens already contributing to BBC revenues via the licence fee are shielded from advertising, benefiting from the familiar service previously enjoyed at bbc.co.uk.

CASE STUDY

The Results

Receiving over 1.4 billion page impressions per month, BBC.com reported a 99.96 per cent country accuracy rate for visitors to the site. In addition, the organisation initially logged a number of email queries in relation to the advertising, with a high percentage of emails actually being received from British citizens abroad, unaware of the technology underlying the process of directing traffic and enquiring as to why they were being served adverts. In just over a month these enquiries have already dropped to less than 10 per week, equivalent to under 0.001 percent of traffic.

Three advertisers launched with the BBC.com site. Luxury watch maker Hublot advertised on the news home page, British Airways within the news and sports pages targeting European users, while aircraft manufacturer Airbus chose the BBC.com landing page to target its international audience.



About Quova, Inc.

Quova, Inc. enables online businesses to instantly identify where a visitor to their Web site is geographically located. Online companies including broadcasters, e-retailers, ad networks, banks, and government agencies integrate Quova's IP geolocation data into their Web applications to geotarget their advertising and content, detect card-not-present fraud, manage distribution of digital content, comply with local laws, and more. Quova delivers detailed demographic and network characteristic data about an IP address and the data is 99.9% accurate at the country level and up to 98.2% accurate at the US state level (attested to by Pricewaterhouse Coopers). Quova, founded in 2000, is based in Mountain View, California, and is privately owned. www.quova.com

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