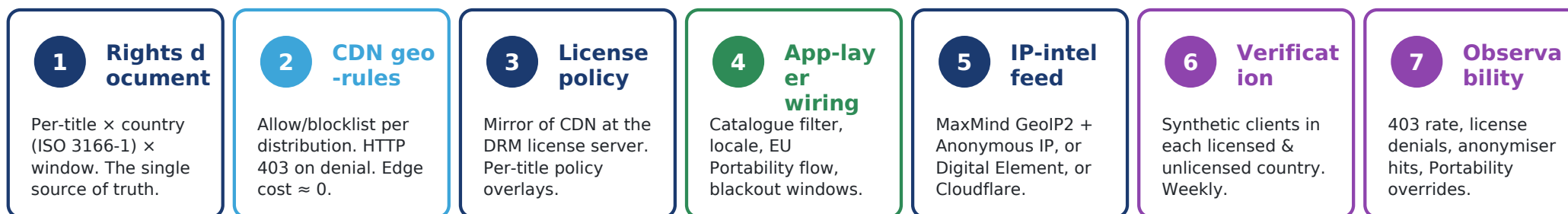


New-Market Geo-Restriction Launch Checklist

Seven steps from rights sign-off to observability go-live. Three enforcement layers. Four geolocation signals.



Three-layer enforcement at a glance

Layer	What it checks	Latency · cost	Bypass risk alone
CDN edge	ISO 3166-1 country lookup at the edge. HTTP 403 on denial.	< 1 ms · ≈ 0	HIGH — bypassed by VPN unless paired with anonymiser feed
DRM license server	Country + subscriber identity + anonymiser flag before key issuance.	10-30 ms	MEDIUM — anonymiser feed required; protects encrypted content only
Application layer	Catalogue filter, EU Portability flow, blackout windows.	100-300 ms	MEDIUM — subscriber context strong; slow path
Native-app GPS	Metre-level coordinate. Stadium / DMA / venue fences.	~100 ms (one-time)	LOW — hardest to spoof; user must grant permission

Four geolocation signals to feed the decision

Signal	Vendor / source	What it tells you
IP geolocation	MaxMind GeoIP2 · Digital Element NetAcuity · IPinfo · ipdata	Country > 99% · State 55-80% · City 20-75%
Anonymiser flag	MaxMind Anonymous IP · Akamai Enhanced Proxy Detection · Cloudflare threat score	Categorises VPN / hosting / Tor / residential proxy
Device GPS	iOS / Android native location API	Metre-level; requires user permission
Billing & account	Platform's own subscriber record	Authoritative for "home market" · Portability override