

New-Market Geo-Restriction Launch Checklist

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

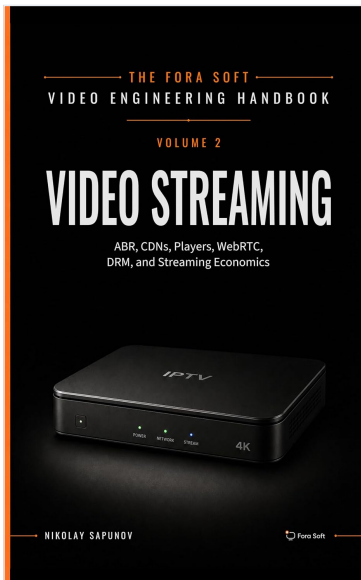
1	Rights document	Per-title × country (ISO 3166-1) × window. The single source of truth.
2	CDN geo-rules	Allow/blocklist per distribution. HTTP 403 on denial. Edge cost ≈ 0.
3	License policy	Mirror of CDN at the DRM license server. Per-title policy overlays.
4	App-layer wiring	Catalogue filter, locale, EU Portability flow, blackout windows.
5	IP-intel feed	MaxMind GeoIP2 + Anonymous IP, or Digital Element, or Cloudflare.
6	Verification	Synthetic clients in each licensed & unlicensed country. Weekly.
7	Observability	403 rate, license denials, anonymiser hits, Portability overrides.

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



GO DEEPER · VOLUME 3 OF 7

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This checklist walks through seven launch steps and the CDN, license-server and app layers that enforce territory rules. Volume 3 covers those layers in depth: CDN configuration and caching, DRM license policy, player behavior, and the delivery economics of serving each new market.

WHAT YOU WILL FIND INSIDE

- CDN configuration and edge rules
- Player-side checks and errors
- DRM license server policy
- Delivery economics per market

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