

Digital Element and BuyDRM Form Data Security Partnership

*Leading Multi-DRM and Content Security Provider to Integrate VPN and Proxy Data
Into KeyOS Solution*

ATLANTA – (Jun. 11, 2020) – Digital Element, the global geolocation and audience insights provider, and BuyDRM™ today announced a strategic data partnership which will allow the leading global provider of multi-DRM and content security services to offer VPN and proxy data to enhance the geofencing capabilities provided through its KeyOS™ platform.

KeyOS is an award-winning, studio-approved multi-DRM platform for premium content distribution. Digital Element's [VPN and Proxy identification data](#) will now be available through both the [KeyOS MultiKey](#) service and the [KeyOS MultiKey Server](#) solution as part of the new Geofence Plus upgrade.

BuyDRM's solutions are used across the entertainment, enterprise and hospitality industries with customers that include some of the most recognized media brands, such as Australian Broadcasting Corporation (ABC), The Academy of Motion Picture Sciences and Arts (AMPAS), BBC iPlayer, BBC Studios, BBC Sounds, Blizzard, EPIX, FuboTV, Sony Crackle, TubiTV, Showtime and Zee5.

“How consumers access and engage with digital media is constantly changing and, at BuyDRM, we are constantly looking for ways to improve content delivery and security services for our clients,” said Christopher Levy, founder and CEO at BuyDRM. “We welcomed the opportunity to partner with Digital Element to integrate its industry-leading VPN and proxy data into existing KeyOS solutions to help clients address the problem of malicious IP masking by inserting yet another level of security that ensures that the proper delivery of digital media is taking place.”

According to the Global Web Index, on average 25 percent of internet users employ a VPN/proxy on a monthly basis. Reasons for online users hiding behind proxies vary. Some seek anonymity, but 50 percent are using proxies to access restricted entertainment content.

“The interest in consumer-oriented VPNs has been trending upward for quite some time, and we've seen a significant jump in the use of VPN apps to bypass geo-restricted content,” said Rob Friedman, executive vice president, Digital Element. “Our partnership with BuyDRM couldn't have come at a more opportune time. The need to strengthen digital rights management is now more important than ever, and we look forward to playing an essential role in helping BuyDRM's clients secure and control the delivery of their digital media assets.”

Digital Element is an official BuyDRM KeyOS ESP partner.

About Digital Element

Since 1999, Digital Element has been providing global geolocation and audience insights that bring anytime, anywhere relevance and context to online initiatives—from desktops to mobile devices. The company's patented technology has been certified and accredited to deliver real-time access to accurate and reliable location intelligence without invading Internet users' privacy. For nearly two decades, many of the world's largest websites, brands, security companies, ad networks, social media platforms and mobile publishers have trusted Digital Element's technology to target advertising, localize content, enhance analytics, and manage content rights as well as detect and prevent fraud.

Visit www.digitalelement.com for more information on how to bring the power of location to the online world. Follow us on [LinkedIn](#) and Twitter [@DigitalElement](#) then like us on [Facebook](#). Headquartered in Atlanta and London, Digital Element is a division of Digital Envoy Inc.

About BuyDRM

BuyDRM™ is a leading provider of Digital Rights Management and Content Security Services for the entertainment, enterprise and transportation industries. Since the turn of the century, BuyDRM has amassed substantial success stories for many of today's largest brands. OTT operators, television networks, movie studios, gaming sites and premium content distributors use the BuyDRM award-winning KeyOS Multi-DRM Platform to provide robust content security for their streaming and downloadable video. Customers include Academy of Motion Picture Sciences and Arts (AMPAS), ABC (Australian Broadcasting Corporation), BBC iPlayer, BBC Sounds, Blizzard, EPIX, FuboTV, Rakuten Viki, Sony New Media Solutions, Sony Pictures, Showtime and Zee5.

For more information please visit <https://www.buydrm.com>