

“HIDING IN THE WEB”

THE GROWING THREAT OF LOCATION FRAUD

David Briggs - Chairman



1. Ge(o)nesis...

UIGEA= States' Rights



UIGEA



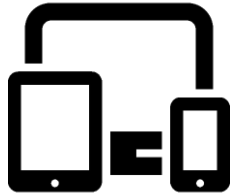
UIGEA defines "unlawful Internet gambling" as "to place, receive, or otherwise knowingly transmit a bet or wager by any means which involves the use, at least in part, of the Internet where such bet or wager **is unlawful under any applicable Federal or State law** in the State or Tribal lands in which the bet or wager is **initiated, received, or otherwise made.**"



US iGaming Licensed
Geolocation Compliance
Service Provider



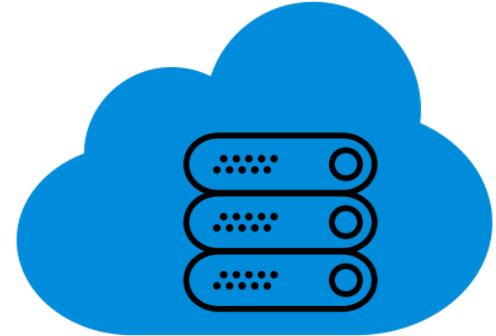
Tested and Verified by



250 million devices

GEOGUARD
LOCATION CONFIDENCE

European Division of GeoComply



10 million transactions/day

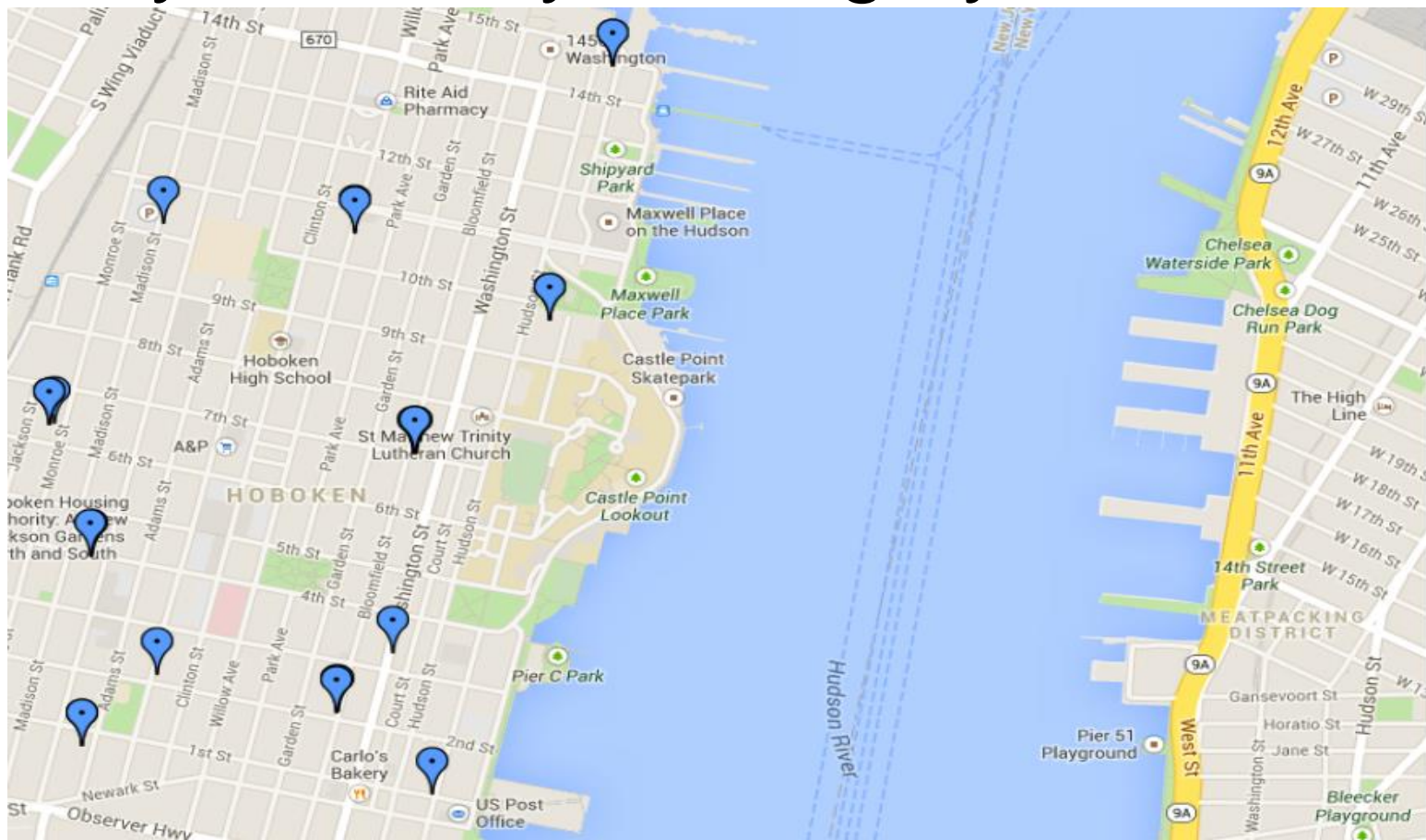
POKER  **STARS** NJ

888 
HOLDINGS


gamesys

bwin.party

Verify Accuracy & Integrity: 350 Checks



2. So what..?



What's The Big Deal About Geolocation?



VPN Penetration By Market



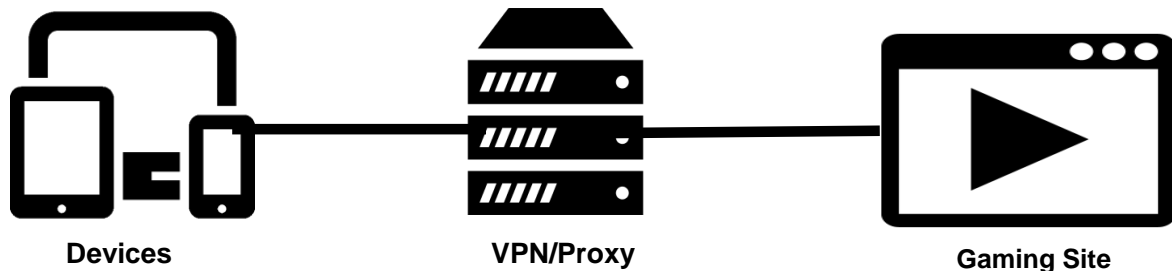
Do you use IP addresses to identify users, profile risk and/or determine location for compliance?



1.2.3.4

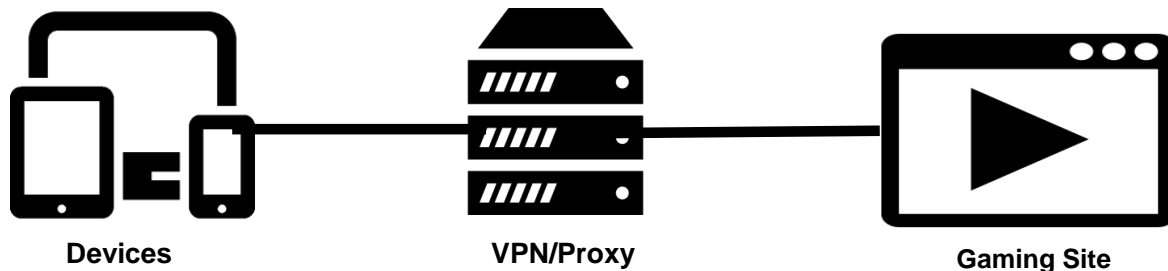
Do you use IP addresses to identify users, profile risk and/or determine location for compliance?

- **884** datacenters offering anonymized web hosting
- **11,202** sets of distinct IP ranges
- **296,293,554 individual** IP's held by DataCenters



Do you use IP addresses to identify users, profile risk and/or determine location for compliance?

- **160,604,000 (and counting!)** IP v4 address held by data centers/VPN's
- 4,294,967,296 (4.29 billion) IPV4 addresses
- 340,282,366,920,938,463,463,374,607,431,768,211,456 ($2^{128} \approx 3 \times 10^{38}$) IPV6 addresses

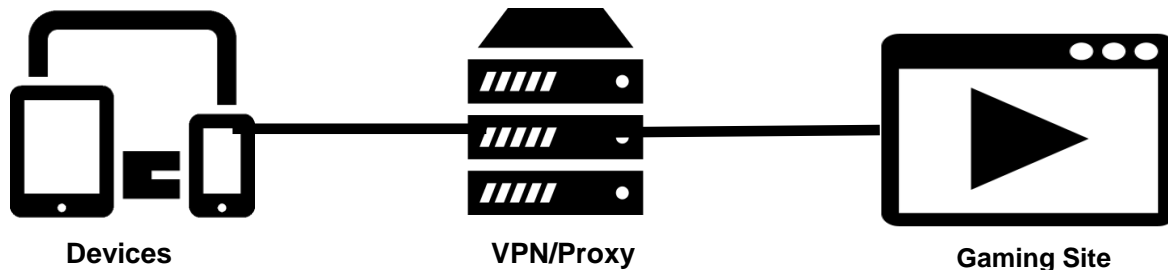


Do you use IP addresses to identify users, profile risk and/or determine location for compliance?

Credential-Stuffing Attacks Take Enterprise Systems By Storm

Automated credential-stuffing attempts makes up 90% of enterprise login traffic.

Billions of online credentials freshly stolen in 2016 are fueling a practice of automated login hacks that are overwhelming legitimate human-login traffic on enterprise Web properties.



3. Case Studies





Google Searches @ Launch of Pokemon GO

● location faking
Search term

+ Compare

Worldwide ▼

2/17/14 - 3/17/17 ▼

All categories ▼

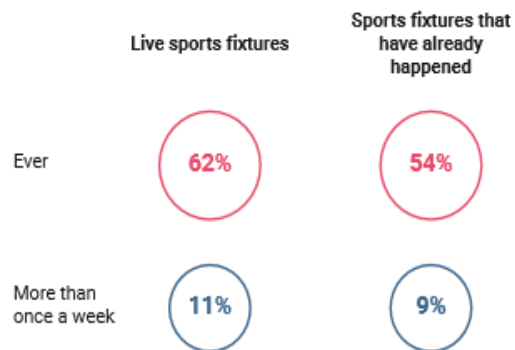
Web Search ▼







Fig 8: The availability of live (and otherwise unavailable/paid) sports is a major draw for sections of the public



Sports infringement is most prevalent among younger men

Source: ICM

Premier League can now block illegal Kodi football live streams

Sky, BT, Virgin Media and TalkTalk will have to block customers' access to games accessed through third-party add-ons

Aatif Sulleyman | Friday 10 March 2017 12:17 GMT | [1 comment](#)



168
shares

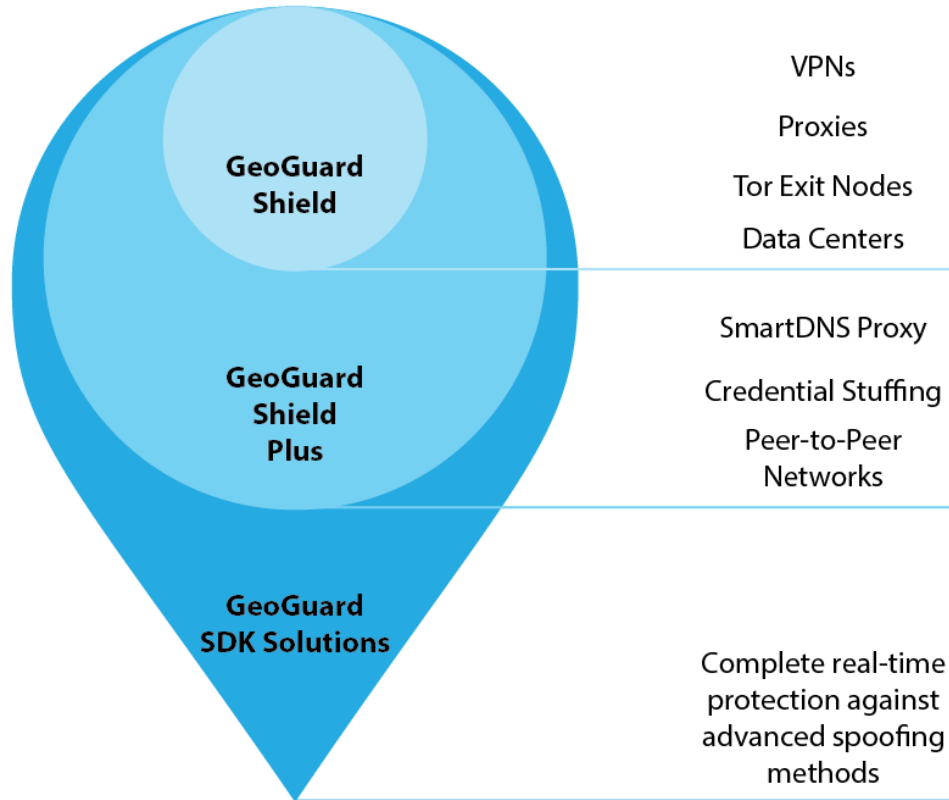


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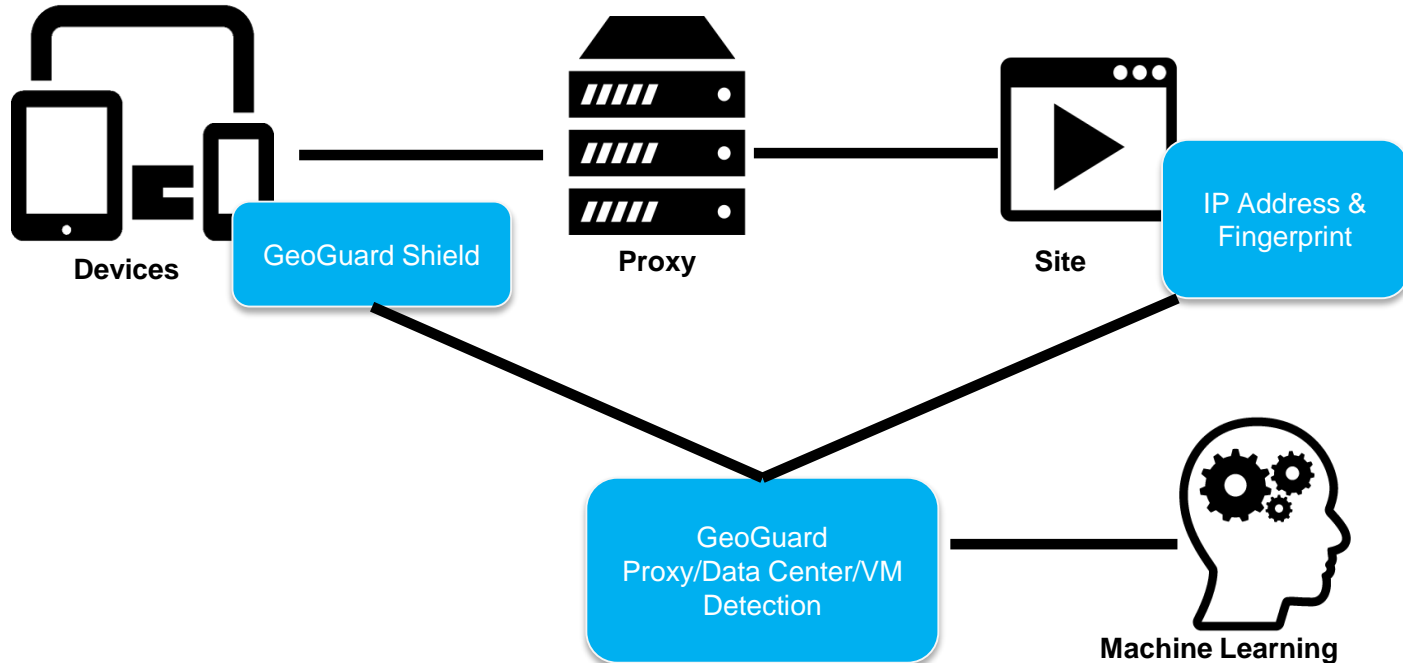


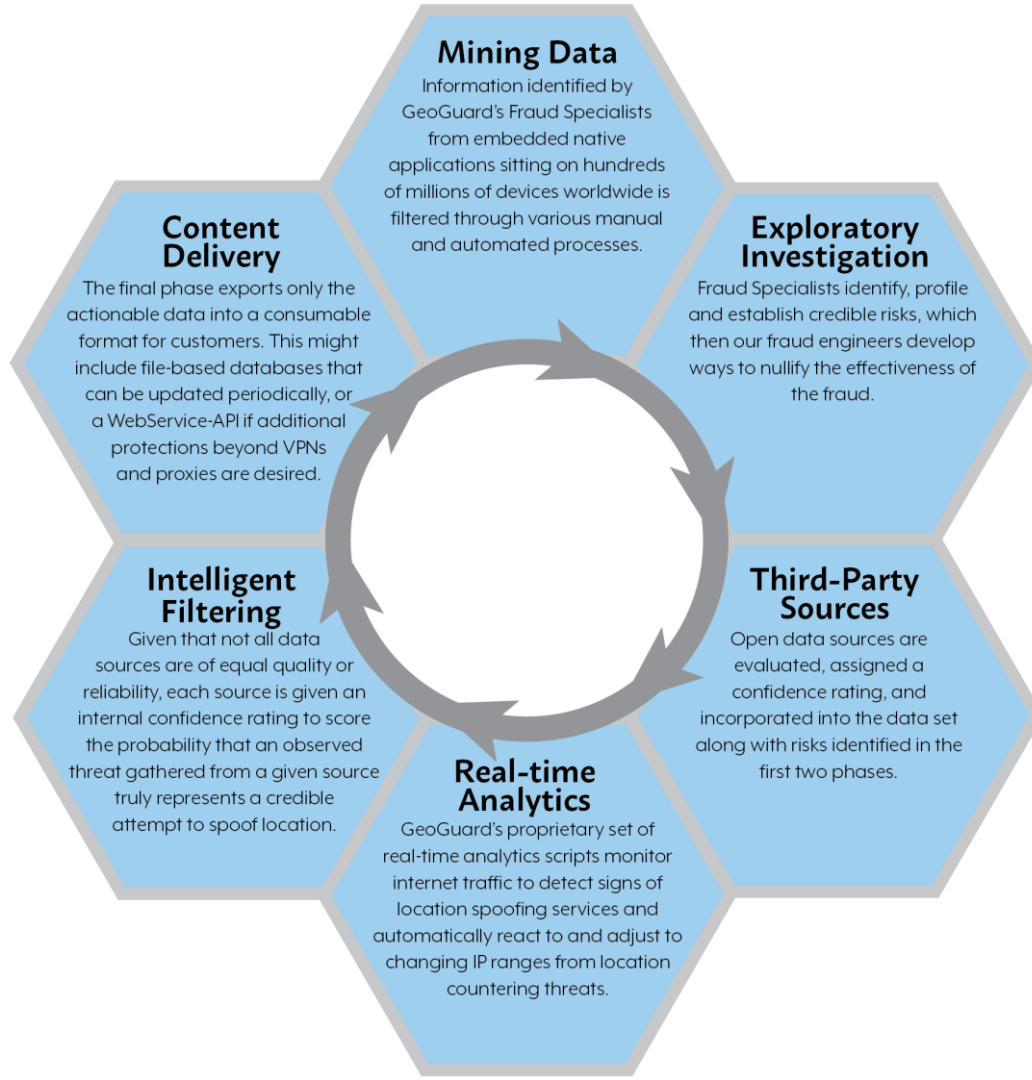
4. Can you close the door
to VPN's/VM's?

Multi-faceted threats require a multi-faceted response



Closing the open door to malicious Data Center connections is just an API away...





GEOGUARD

LOCATION CONFIDENCE

