

Luna, GeoIP Product Owner, MaxMind

- Worked in the industry for six years.
- Historian and philosopher of science specializing in computer science by training.
- MaxMind is a data provider, selling IP geolocation data.
- MaxMind ingests geofeeds as one signal in the geolocation we provide.
- In my role at MaxMind, I have worked closely with our Build Analysts and GeoIP Engineers to improve how we process geofeeds and solve problems for network operators related to how our data is used.

IP Geolocation as a Data Provider

- there is rarely “ground truth” so multiple data sources inform production IP geolocation data
 - public data (RIRs/BGP)
 - tracerouting
 - geofeeds and corrections
 - proprietary signals about where networks are in use
- there are multiple “true” locations for any IP address
- what a data consumer means by location is often different than what a network operator means by location
- improve communication/automation and feed standards

MaxMind in Asia Pacific Region

- IPv4 scarcity leads to different allocation practices
- fewer signals from network operators directly (geofeeds)
- regional complications
 - MaxMind is a global company, but we do more business in Europe and North America so our Asia-Pacific relationships are newer
 - European and North American customers of MaxMind have an outsized influence on other regions

What can you do as a network operator?

- Establish relationships with data providers
- MaxMind provides free tools and guides for network operators under GeoIP Exchange
 - free reporting on how MaxMind locates your networks
 - guide to setting up a geofeed
 - verified account to ensure that you are the submitter of requests for your networks

<https://www.maxmind.com/en/geoip-exchange>