



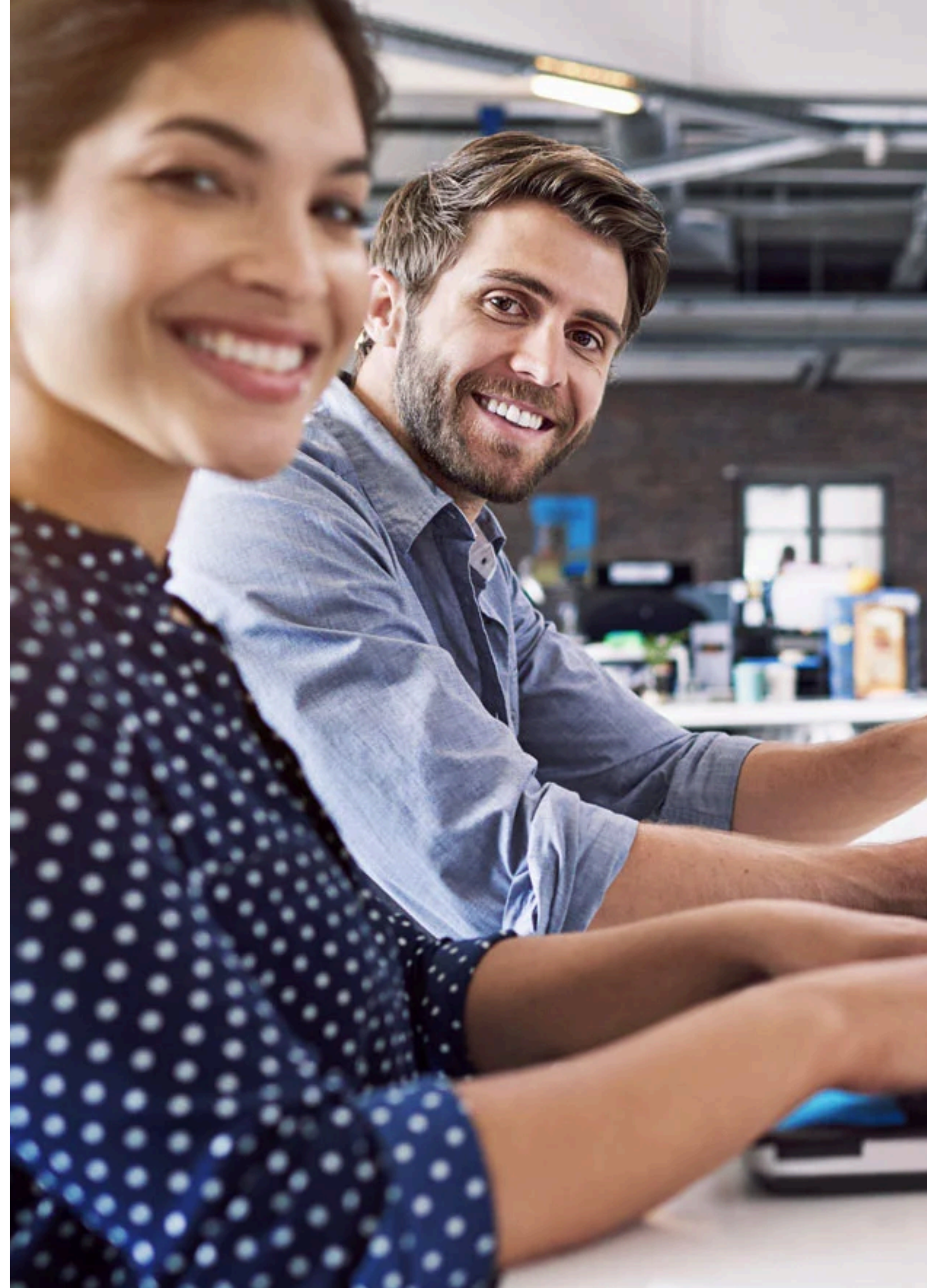
GLOBAL IPV4 LEASING DEMAND: WHY IS IPV4 SO VALUABLE?

What Happened in the First Four Months of 2026 - Global IPv4 Leasing Demand Evolution



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EXECUTIVE SUMMARY

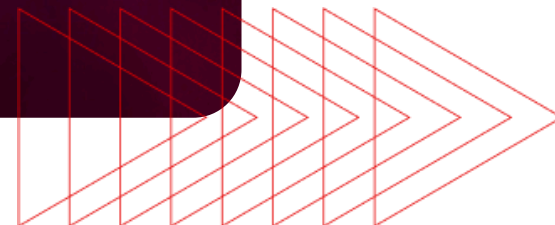
IPv4 remains valuable in 2026 because it is scarce, widely compatible, and still essential for global internet operations.

Even as IPv6 adoption grows, many businesses continue to rely on IPv4 for cloud infrastructure, web scraping, proxy networks, VPNs, hosting, telecom, cybersecurity, and AI data systems.

PubConcierge reported a **20% increase in inquiries for dedicated IPv4 leasing during the first four months of 2026** compared with the same period in 2025, reflecting continued demand for clean, reliable, and location-relevant IP resources, without the high upfront cost of buying IPv4 space.

IPv4 leasing gives businesses flexibility, faster deployment, and scalable access to trusted IP space. However, quality matters: reputation, routing stability, documentation, geolocation, and provider reliability all affect the real value of an IPv4 block.

This white paper explains why IPv4 remains valuable, what is driving leasing demand in 2026, and how companies can make smarter IPv4 leasing decisions.



WHAT HAPPENED IN THE FIRST FOUR MONTHS OF 2026?

The first four months of 2026 showed an important market pattern: **IPv4 prices softened in some areas, but demand remained strong.**

- Lower prices do not necessarily mean weak demand. In the IPv4 market, price movement can reflect supply entering the market, changes in buyer mix, block-size differences, or a shift from large hyperscaler acquisition to more distributed demand from ISPs, hosting providers, infrastructure operators, and regional technology companies.
- January opened with continued market momentum, **new highs in transaction volume, and new buyers entering the space.** February showed demand getting stronger, with pricing holding or increasing slightly for some block sizes. March showed a possible rebound after February stabilization, with strong and diverse demand across industries, regions, and block sizes.
- In a maturing market, **demand becomes more segmented.** Some buyers purchase for long-term control. Others lease for flexibility. Some need large blocks for network growth. Others need smaller, clean, geographically relevant blocks for specific use cases.

*The IPv4 market is **maturing**. The first four months of 2026 confirmed that IPv4 leasing demand is being driven by practical infrastructure needs, not speculation alone.*



THE NEW DEMAND DRIVERS BEHIND IPV4 LEASING

AI and Data Infrastructure

AI infrastructure does not exist in isolation. It depends on networks, data movement, APIs, crawlers, enrichment systems, model-serving endpoints, observability, security layers, and distributed compute environments. Many of those systems still need IPv4 connectivity.

Web Scraping and Data-for-AI

AI models and data platforms need fresh, diverse, and reliable data. That demand supports the growth of web scraping, market intelligence, price monitoring, SEO monitoring, ad verification, fraud detection, and competitive intelligence. IPv4 leasing gives these companies access to address space without forcing them to purchase large blocks outright.

Cloud Cost Optimization

Cloud providers have started pricing public IPv4 as a scarce resource. This changed buyer behavior. Infrastructure teams now evaluate whether it is more cost-effective to lease, bring their own IPs, optimize public IP usage, or redesign network architecture. For many companies, IPv4 leasing becomes part of a broader cost-control strategy.



Regional Expansion

Companies expanding into new markets often need IP resources aligned with specific geographies, routing needs, and compliance requirements. This is especially relevant for regional ISPs, streaming and media platforms, local SaaS deployments, e-commerce platforms, ad verification providers, cybersecurity vendors, VPN and privacy services, data platforms requiring region-specific access. IPv4 leasing allows these companies to scale by region without committing to permanent acquisition.

Reputation-Sensitive Operations

Not all IPv4 addresses are equal. A clean, well-managed IPv4 block is more valuable than an address range with poor history, blocklist issues, abuse complaints, or unstable routing. For businesses that depend on deliverability, accessibility, uptime, or platform trust, IP reputation is a core asset. This is why IPv4 leasing is not only about getting addresses. It is about getting the right addresses.



WHY COMPANIES LEASE INSTEAD OF BUY

Buying IPv4 can make sense for organizations with long-term, predictable infrastructure needs and the capital to acquire address space. But leasing is often more practical in 2026.

Leasing is attractive because it offers:

- Lower upfront cost
- Faster deployment
- Flexible contract terms
- Access to different regions
- Easier scaling up or down
- Reduced ownership complexity
- Lower exposure to market price swings
- The ability to test use cases before committing long term

In 2026, companies are becoming more selective. They do not always want to buy a large block and hold it for years. Many want IPv4 capacity for a specific project, market, campaign, customer segment, AI data pipeline, proxy pool, VPN region, hosting cluster, or infrastructure expansion.

IP leasing has become a strategic option. It transforms IPv4 from a capital-heavy asset into an operational resource.

WHAT MAKES AN IPV4 BLOCK VALUABLE?

- **Clean Reputation:** A clean IPv4 block has no serious abuse history, spam association, malware reputation, or persistent blacklist issues. Reputation matters for deliverability, platform access, web scraping reliability, VPN performance, hosting trust, and security operations.
- **Routing Stability:** A valuable IPv4 block should be routable, stable, and supported by proper network documentation. Buyers and lessees need confidence that the block can be announced and used reliably.
- **Regional Relevance:** Geography matters. Some use cases require IPs from specific regions or RIR areas. Demand and pricing can vary across ARIN, RIPE, APNIC, LACNIC, and AFRINIC regions.
- **Block Size:** Different buyers need different block sizes. A hosting provider may need larger contiguous space. A scraping or proxy provider may need distributed ranges. A SaaS company may need smaller, clean, dedicated blocks.

An IPv4 address is not valuable simply because it exists. Its value depends on quality, usability, trust, and context.

- **Documentation and Control:** LOA support, RPKI readiness, reverse DNS delegation, abuse desk handling, geolocation management, and transparent contractual rights all affect value.
- **Provider Reliability:** The leasing provider matters. A professional provider reduces risk by verifying ownership, managing documentation, supporting routing, handling reputation checks, and offering clear commercial terms.





RISKS IN THE IPV4 LEASING MARKET

A good IPv4 leasing strategy starts with due diligence.

Companies should ask:

- Who owns the IP block?
- Is the provider authorized to lease it?
- Is the block clean?
- Has it been checked against major blocklists?
- Can reverse DNS be configured?
- Is geolocation accurate or adjustable?
- What routing support is included?
- What happens if the block receives abuse complaints?
- Can the lease scale by region or use case?
- Are terms clear and predictable?

The main risks include:

- Unclear ownership or authorization
- Poor IP reputation
- Hidden blocklist issues
- Unstable routing history
- Weak abuse management
- Inaccurate geolocation
- Unclear contract terms
- Sudden price changes
- Lack of technical support
- Providers that cannot scale with demand

A low-cost block with poor reputation can create operational problems, lost revenue, failed campaigns, blocked access, customer complaints, or compliance issues.

IP leasing is not only a procurement decision. It is an infrastructure risk decision. A good IPv4 leasing strategy starts with due diligence.



WHAT THE FIRST FOUR MONTHS OF 2026 TELL US ABOUT THE REST OF THE YEAR

The first four months of 2026 suggest that the **IPv4 market is entering a more mature phase.**

The market is not defined by one simple trend. Prices can decline in some block sizes while demand remains strong. Large buyers may slow permanent acquisitions while smaller and mid-sized buyers increase leasing activity. IPv6 may continue growing while IPv4 remains necessary for compatibility.

For infrastructure teams, the winning strategy is no longer “buy everything” or “wait for IPv6.” The winning strategy is hybrid:

- deploy IPv6 where possible;
- use IPv4 where necessary;
- lease IPv4 where flexibility matters;
- buy IPv4 only when long-term control is justified;
- monitor reputation, routing, utilization, and cost continuously.


IPv4 is valuable because it sits at the intersection of scarcity and necessity. That will remain true throughout 2026.

NEED CLEAN IPV4 SPACE WITHOUT THE COST OF BUYING?

PubConcierge helps businesses access **reliable IPv4 leasing solutions** for infrastructure, web scraping, proxy networks, VPN services, hosting, AI data platforms, telecom, and regional expansion.


- Clean, compliant IP capacity, delivered fast
- Risk-free IP trial
- Scale data pipelines with trusted IPs
- Bare metal & cloud servers
- 100M+ IPv4 & IPv6
- 1700+ locations

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