

Optimise your anti-piracy strategy



Piracy consumption and the sources of piracy are constantly shifting. This limits the efficiency with which content protection teams can adapt their anti-piracy strategy, push for policy changes, and take timely legal action.

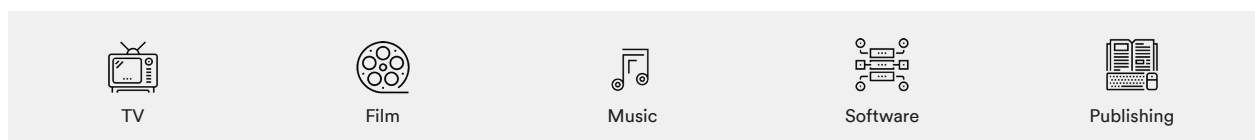
MUSO's new interactive dashboard delivers monthly industry insights so you can instantly get an accurate view of piracy in your industry and reliably measure and enhance your strategy throughout the year.

React quickly to unfolding trends





- Regularly assess your strategy with monthly analysis
- Compare trends with other countries
- Review top piracy sites to inform geoblocking
- Swiftly interpret data with simple visualisations
- Share findings with your team



Available industries



Features

- 
Monthly dashboard updates
 Detect each month's latest trends with easy to understand charts
- 
Top piracy sites
 Keep a close eye on the top piracy sites for your industry
- 
Custom views
 Use a variety of filters such as country and date to understand how audiences access illegal content
- 
Export data
 Analyse specific sections of your report by exporting to CSV

Methodology

We scan for, and catalogue, new piracy sites on a daily basis. We classify each site by industry (e.g. film) and by delivery method (e.g. streaming). We then map visit data to these sites to provide an indication of demand.

Our rigorous quality assurance process validates our data by looking for consistent trends across industries and regions. Where we see change in the data for a given industry or region, we conduct extensive investigation into the underlying causes.

As we develop our methodology and find new sources of piracy, we may republish historic data to ensure we're always giving you the most accurate view of piracy possible.

Metrics



Visit

A visitor accessing one or more pages within a piracy site. Subsequent page views are included in the same visit until the user is inactive for more than 30 minutes. If a visitor becomes active again after 30 minutes, this is counted as a new visit.



Visits per internet user

The total visits divided by a region's internet population, or the number of internet connected people within a region. This metric gives an indication of demand in relation to population size, and can be used as a fairer point of comparison between different regions.



Total visits

The sum of all visits to piracy sites, for the given date range and filters selected.

Dimensions

Dimension	Description	Classification
Industry	The different sectors by which we classify piracy sites	Film, TV, Music, Software, Publishing
Region	A country, or group of countries, for which we calculate piracy site visits	150+ regions
Delivery method	The technology through which piracy content is accessed by visitors	Public torrent, Private torrent, Web download (cyberlocker), Web streaming, Ripper
Traffic source	The origin of traffic to piracy sites, indicating how audiences are finding content	Direct, Social, Search, Referral, Paid Referral, Mail, Display Ads