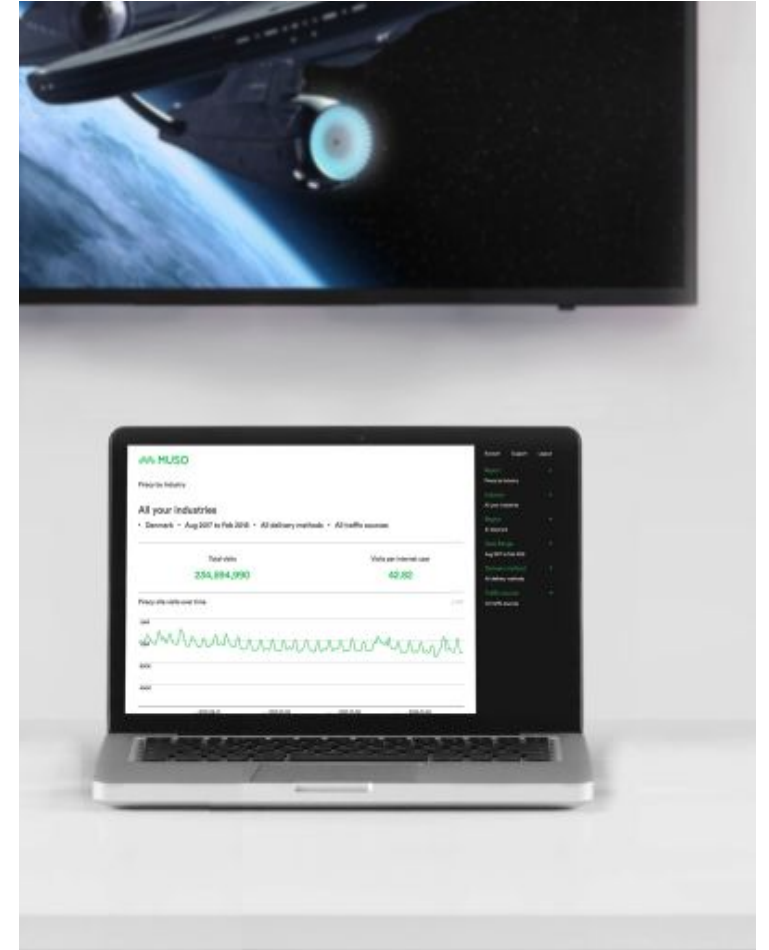




How MUSO uses data to fight online piracy

MUSO The authority on digital piracy

- Founded in 2009, MUSO are a market leader in content protection.
- Building a unique data offering to uncover the truth of digital piracy.
- Exploring innovative ways to re-engage audiences and unlock new opportunities from piracy.
- Headquartered in London, 50+ people.



Our products

MUSO | **Protect**

Defend your valuable digital content online.

Benefits:

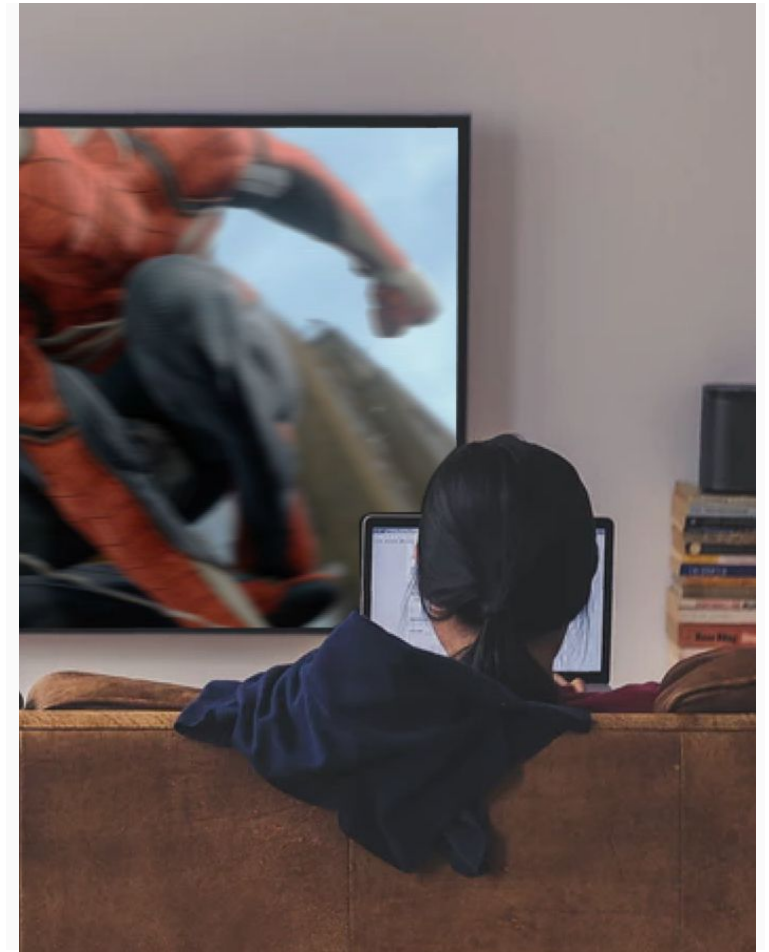
- Data driven high speed automated removals.
- Dashboard reporting and tools for collaboration.
- Expert anti-piracy support team.

MUSO | **Discover**

Unlock new insights with unrivalled piracy data.

Benefits:

- Piracy activity for TV, film, publishing, software & music titles.
- Popular piracy sites ranked by visits.
- Accurate torrent, download and streaming data.



MUSO Discover



- Our data informs how we protect content.
- We're at the cutting edge, exploring real piracy demand and profiling the piracy audience.
- We use this insight to continually improve Protect, disrupting the piracy user-journey for your content.

Methodology



150,000
PIRACY SITES



1 GLOBAL
DATABASE

-
- DOMAINS UPDATED DAILY
 - CLASSIFIED BY TYPE & DELIVERY

A complete picture of audiences without walls

In July 2019, we recorded over 500 million downloads across 20,000 film & tv titles.



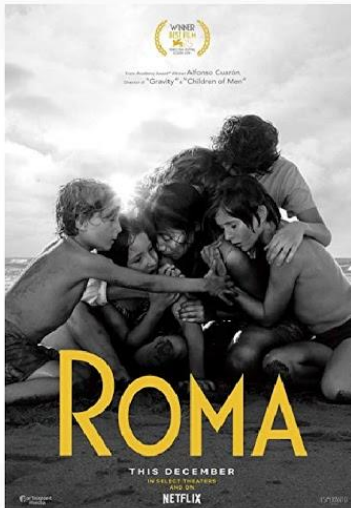
Roma Piracy Report

22 Nov 2018 to 21 Mar 2019

PIRACY REPORT

Roma

22 Nov 18 to 21 Mar 19



BOX OFFICE

Gross: **\$850,836** (Worldwide)

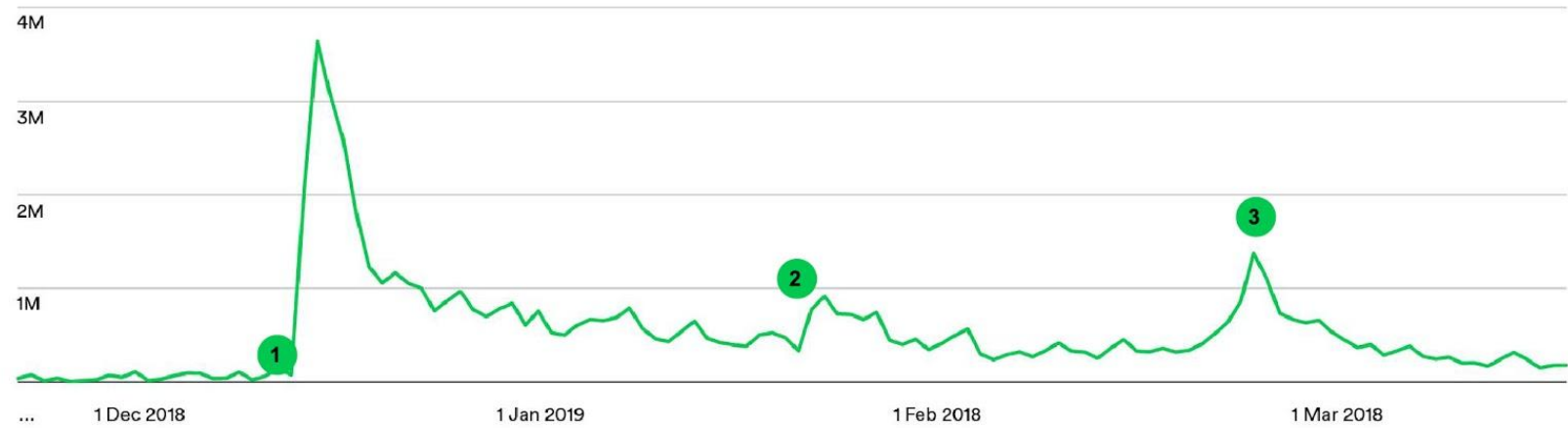
First theatrical release: **22 Nov 2018**

Genre: **Drama**

Source: IMDB Pro

PIRACY SITE VISITS OVER TIME

PIRACY SITE VISITS OVER TIME



- Key dates:
- 1

Web HD leak | 14 DEC 2018
- 2

Oscar nominations Ten nominations | 22 JAN 2019
- 3

Oscar winner Three wins | 25 FEB 2019

PIRACY SITE VISITS TOTALS

Month	Visits
22 Nov 18 to 21 Dec 18	16,045,486
22 Dec 18 to 21 Jan 19	17,633,621
22 Jan 19 to 21 Feb 19	12,518,800

Key dates:

1 **Web HD leak** | 14 DEC 2018

2 **Oscar nominations** Ten nominations | 22 JAN 2019

3 **Oscar winner** Three wins | 25 FEB 2019

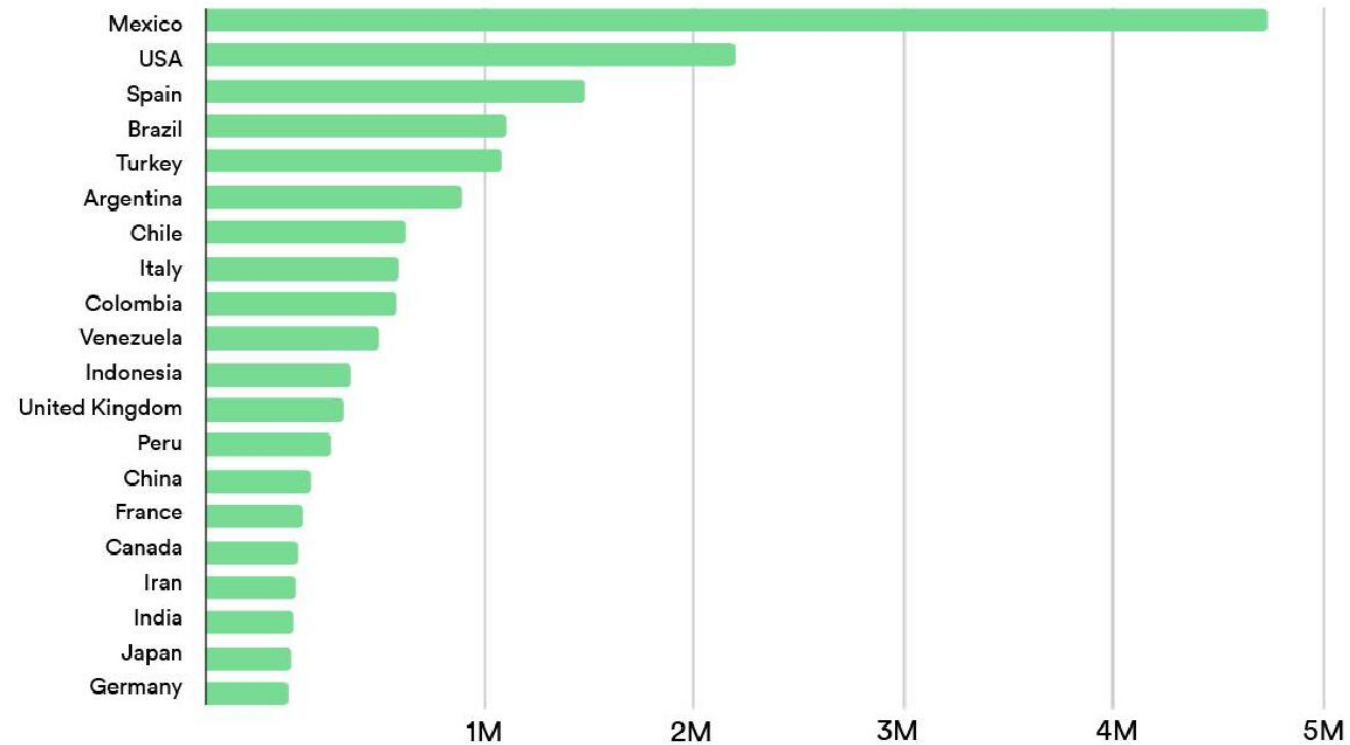
PIRACY SITE VISITS TOTALS

Month	Visits
22 Nov 18 to 21 Dec 18	16,045,486
22 Dec 18 to 21 Jan 19	17,633,621
22 Jan 19 to 21 Feb 19	12,518,800
22 Feb 19 to 21 Mar 19	11,552,694
TOTAL	57,750,602











Roma

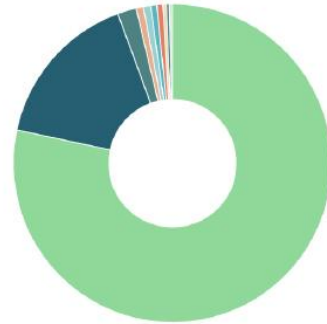
22 Nov 18 to 21 Mar 19

PIRACY SITE VISITS BY COUNTRY







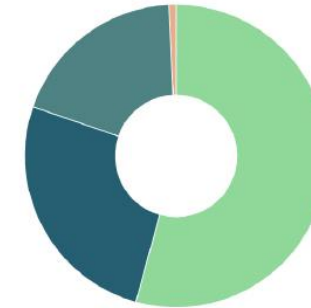
REFERRALS

76.77%	Direct	
15.75%	Google	
1.87%	torrentz2.eu	
0.72%	Yandex	
0.72%	Yahoo	
0.6%	rarbg.to	
0.6%	myway.com	
0.36%	1337x.to	
0.3%	Facebook	
0.3%	1fardadl.com	



PIRACY SITE VISITS BY CATEGORY

54.3%	Streaming	
26.0%	Download	
19.0%	Torrent	
0.8%	Private tracker	



TOTAL PIRACY SITE VISITS: **57,750,602**

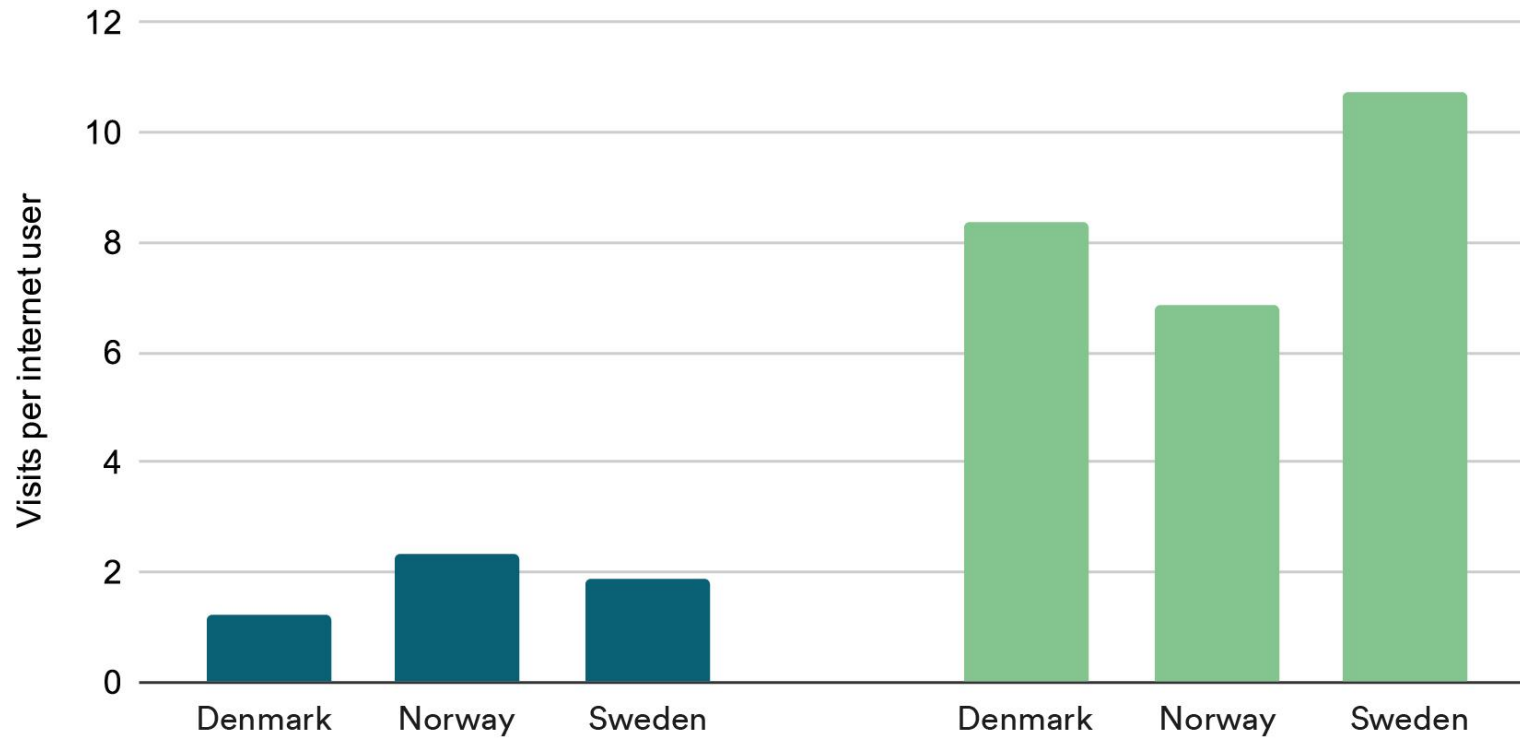
DATE RANGE: **22 Nov 18 to 21 Mar 19**

Published on: 20 May 2019

Piracy in the Nordic region

Compare visits per internet user

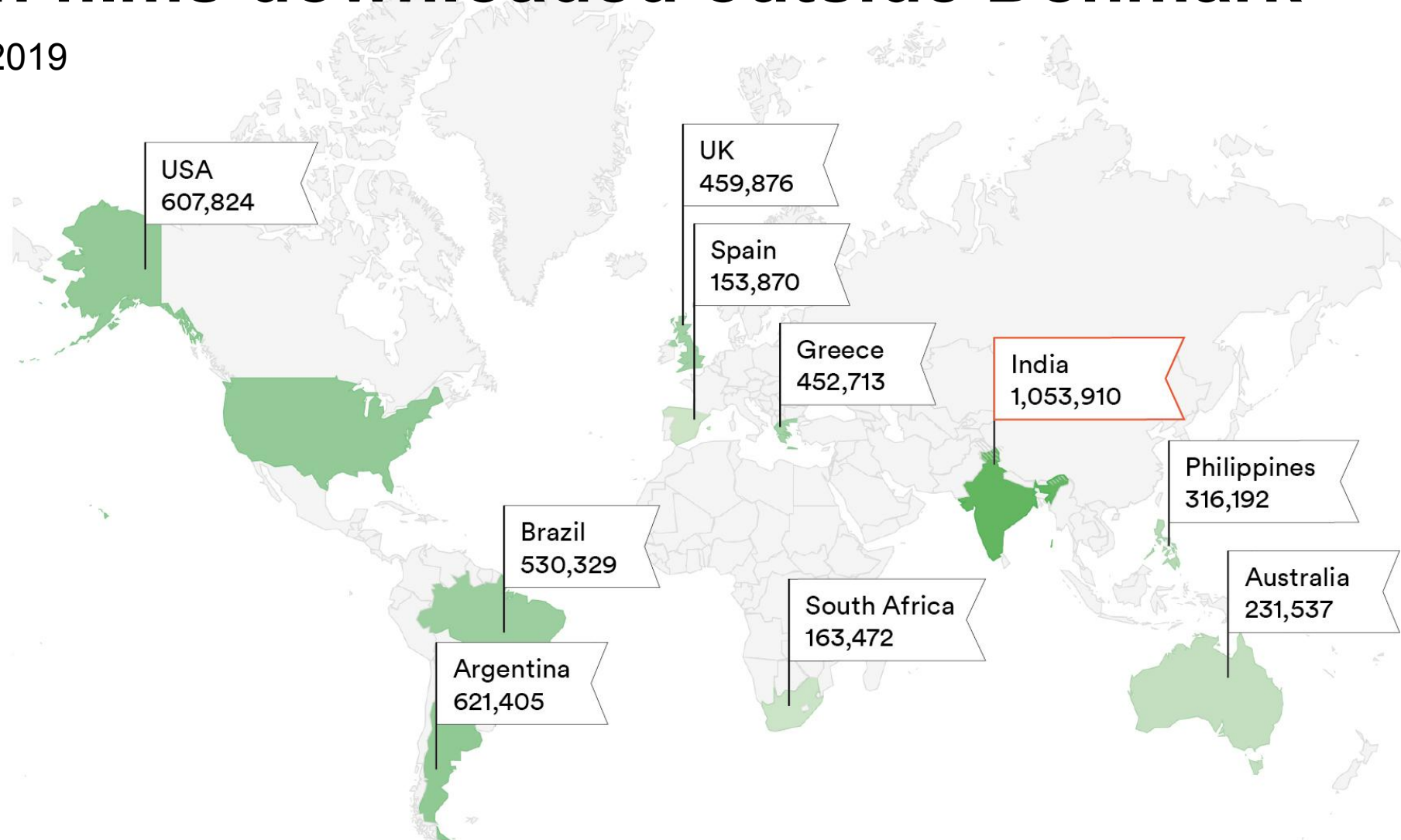
Film TV



Danish film piracy

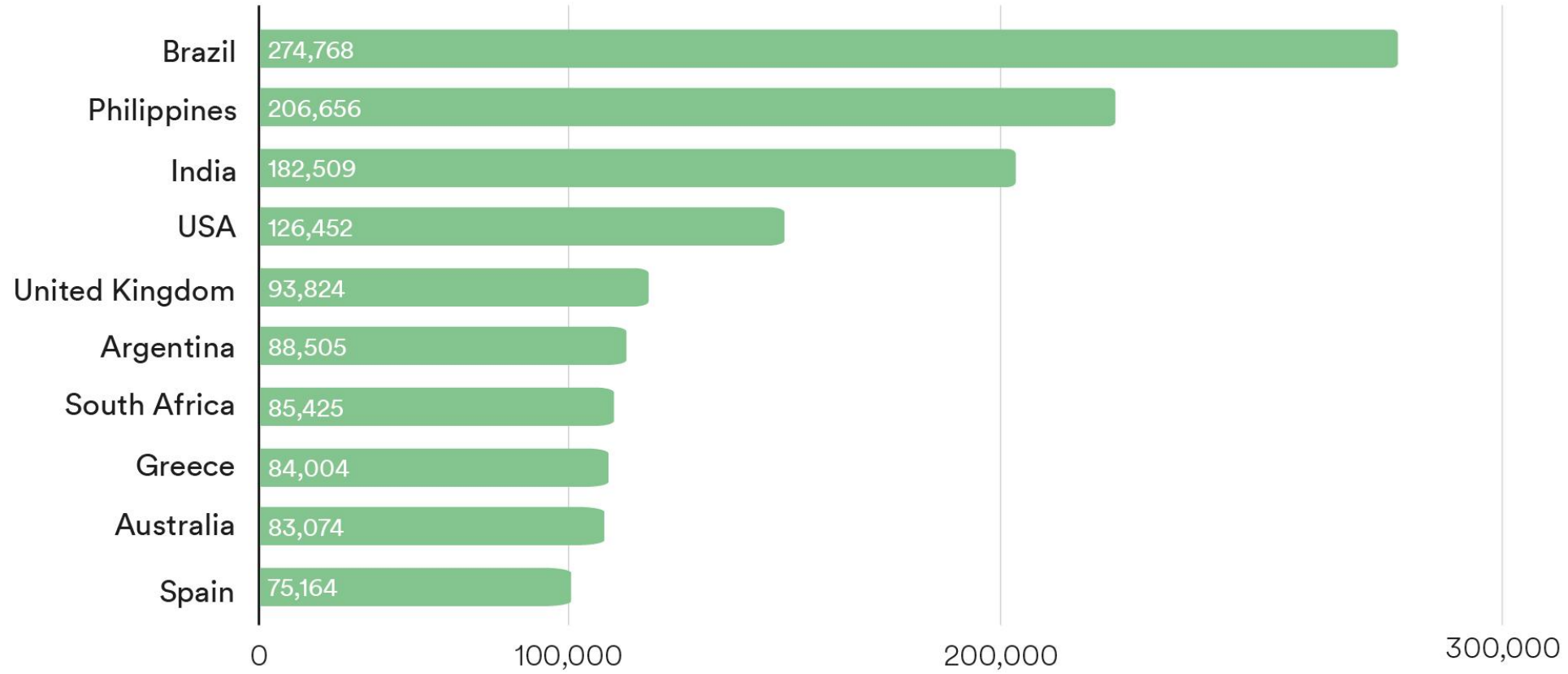
Danish films downloaded outside Denmark

June & July 2019



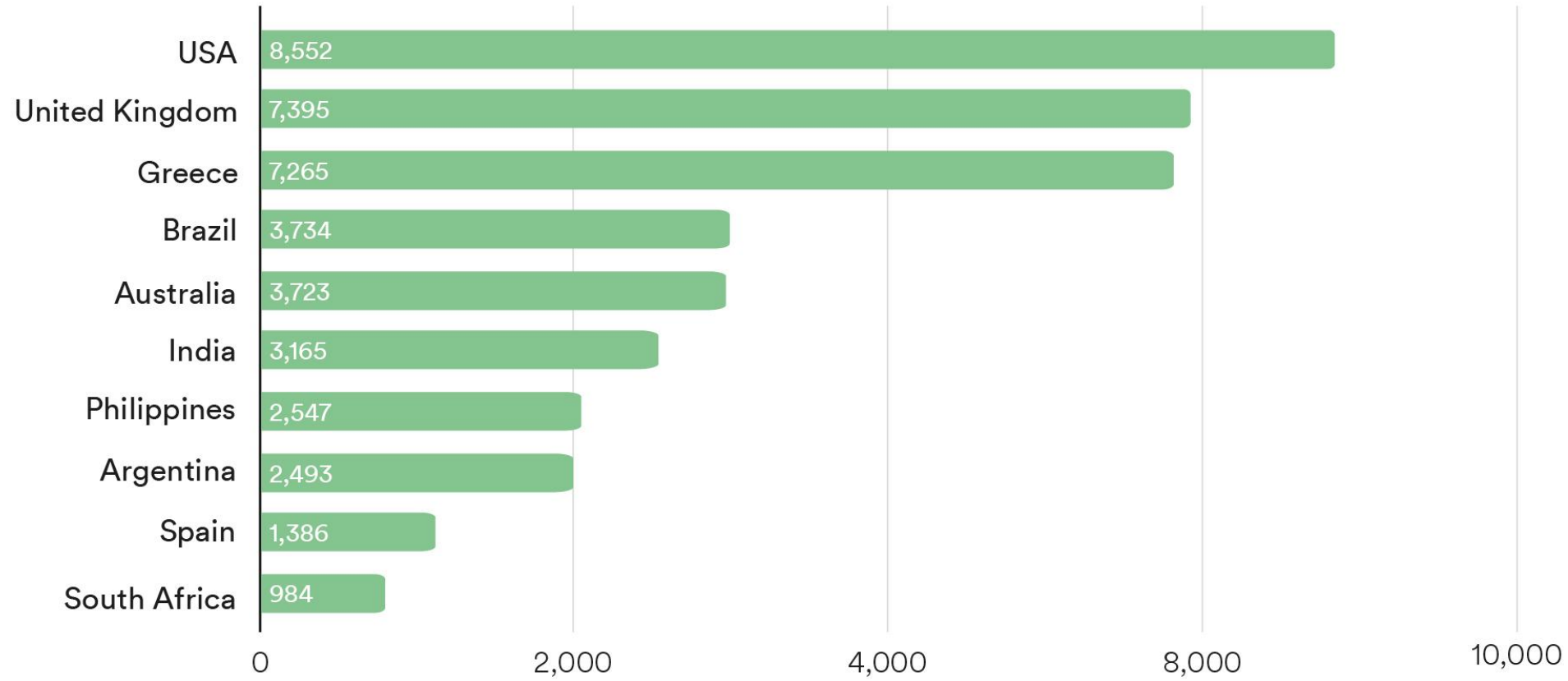
Public torrents

Danish films downloaded outside Denmark - June & July 2019



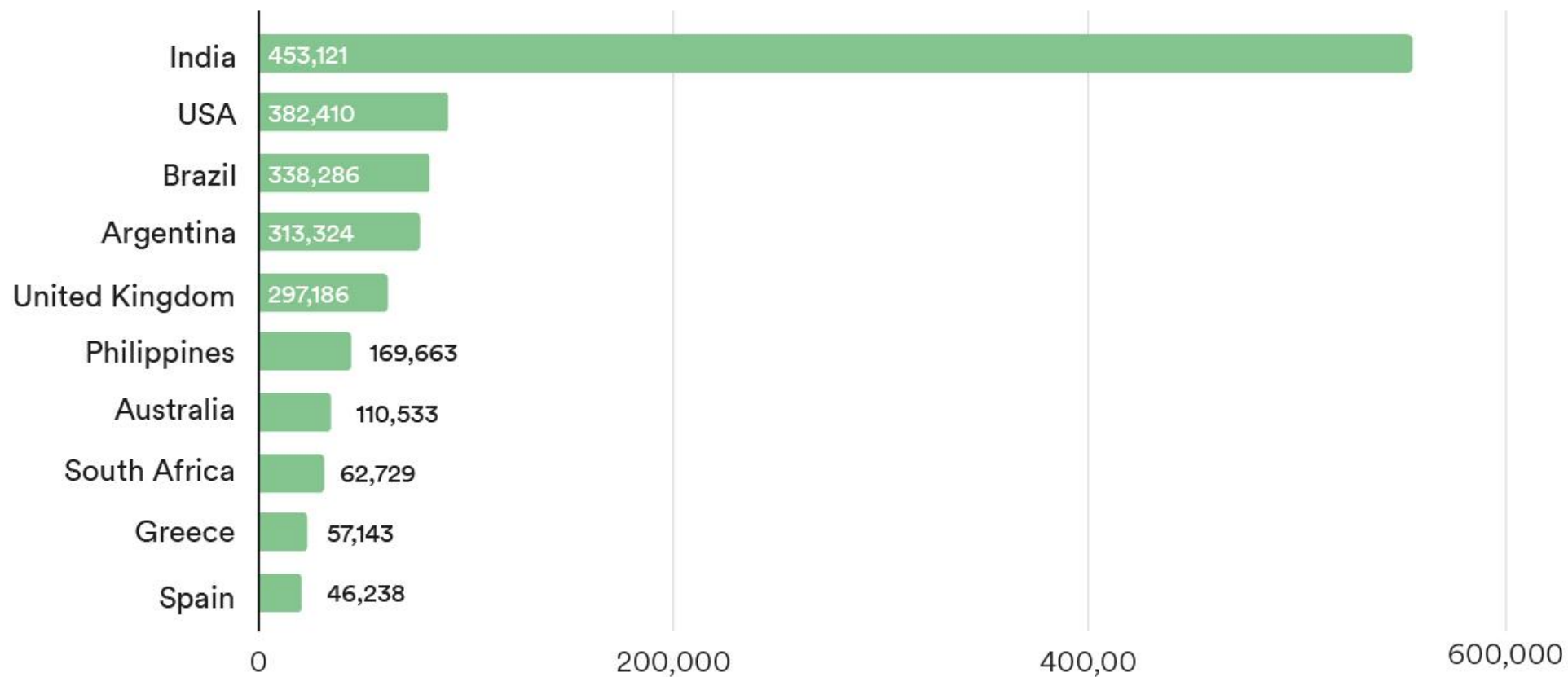
Private torrents

Danish films downloaded outside Denmark - June & July 2019



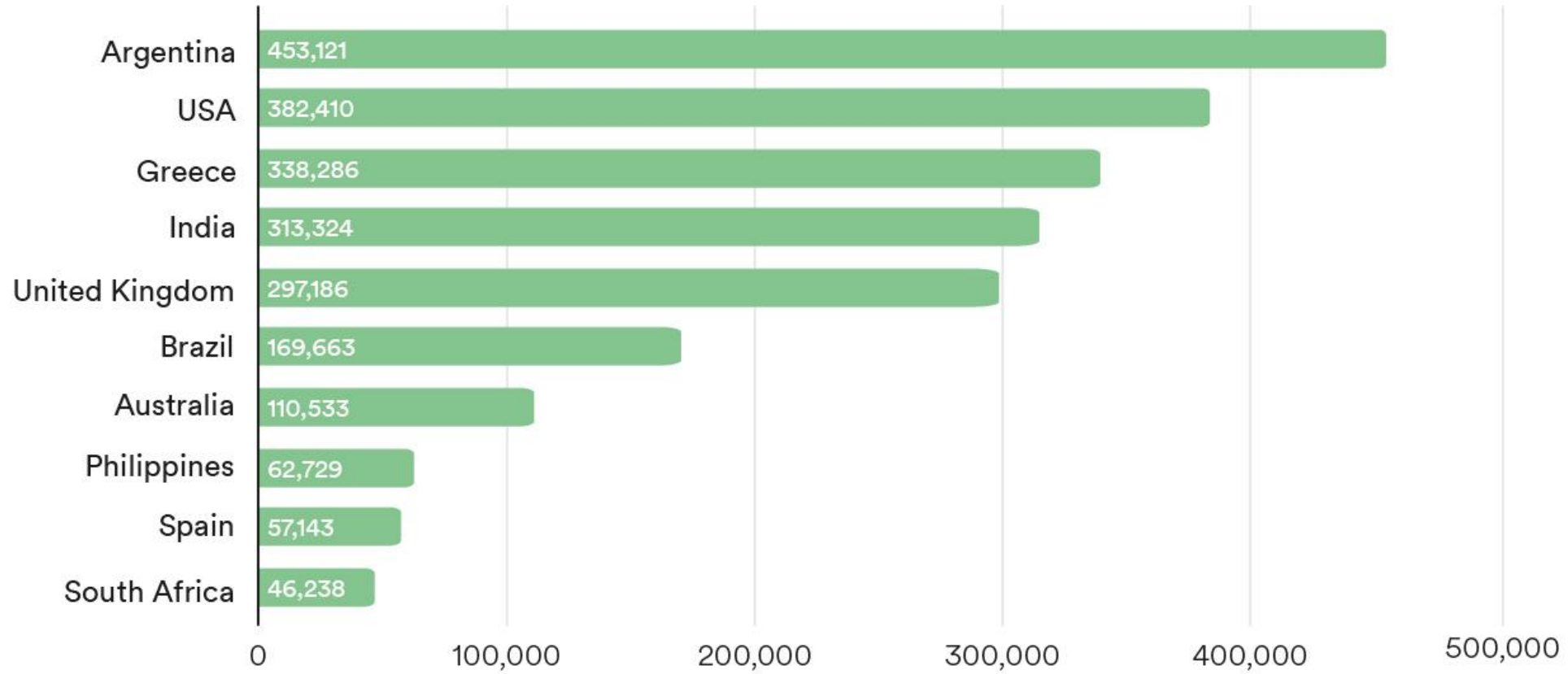
Web downloads

Danish films downloaded outside Denmark - June & July 2019



Streaming

Danish films downloaded outside Denmark - June & July 2019



Top Danish produced titles

Top 5 Danish-produced title downloads by piracy.

June & July 2019



1. The House That Jack Built



2. Domino



3. The Guilty

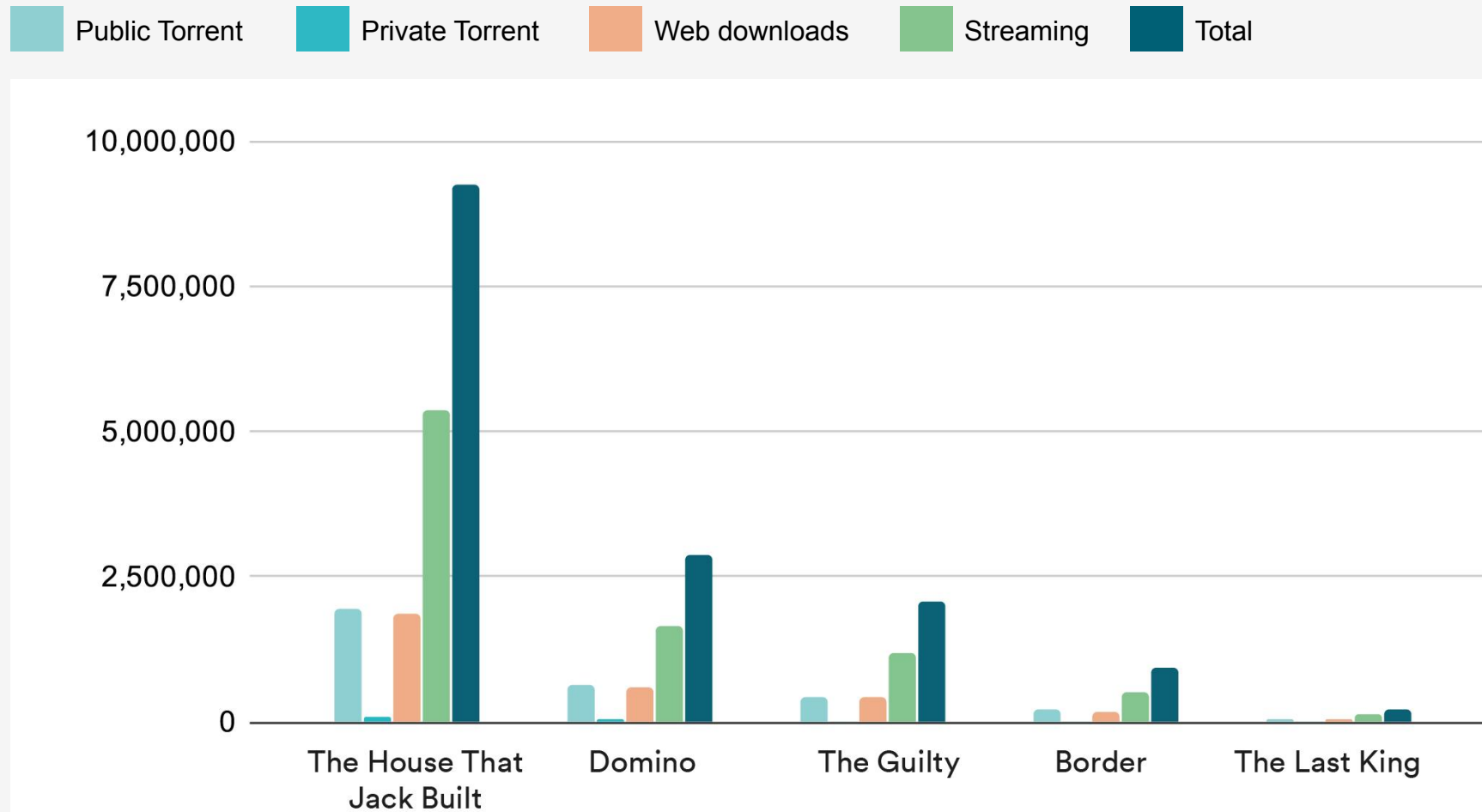


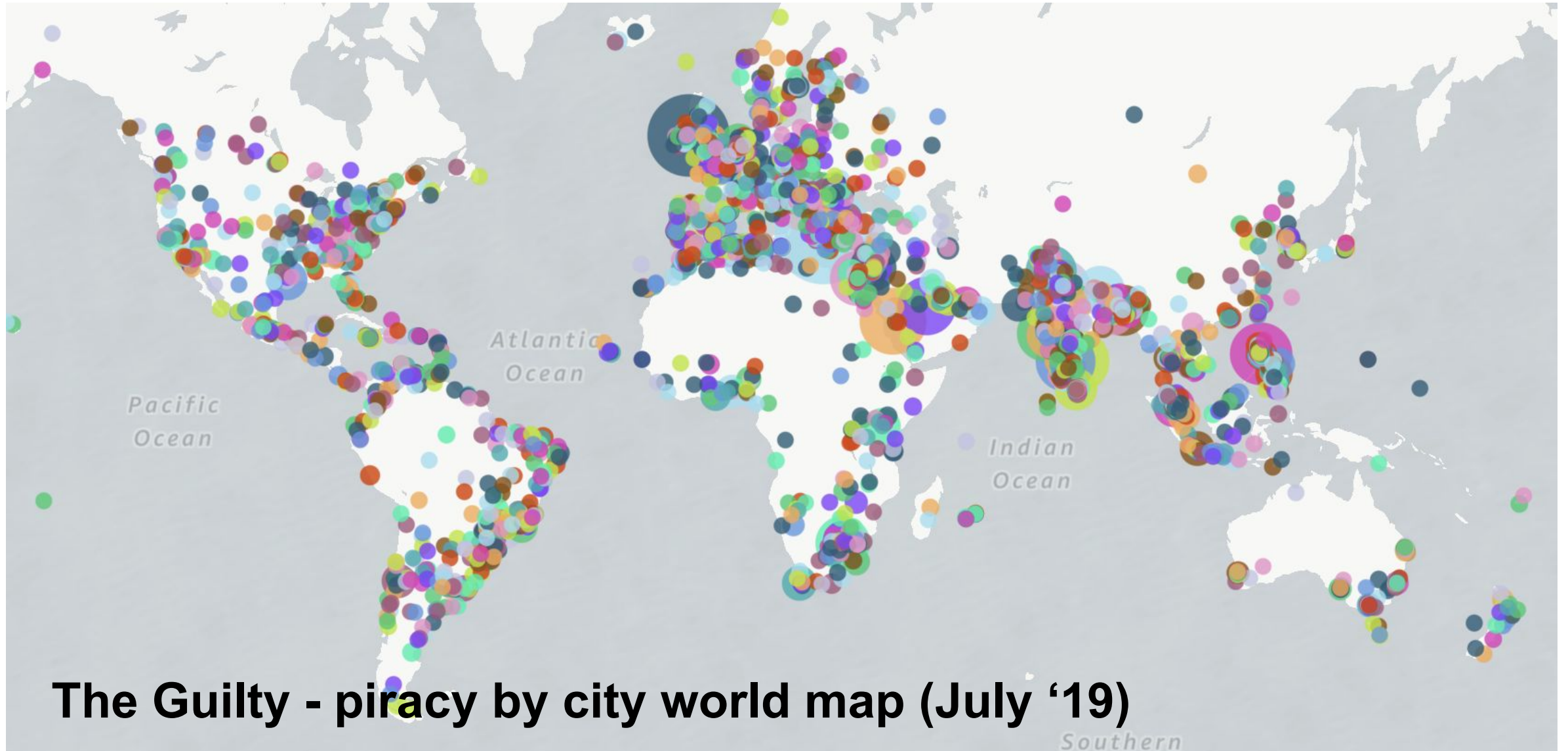
4. Border



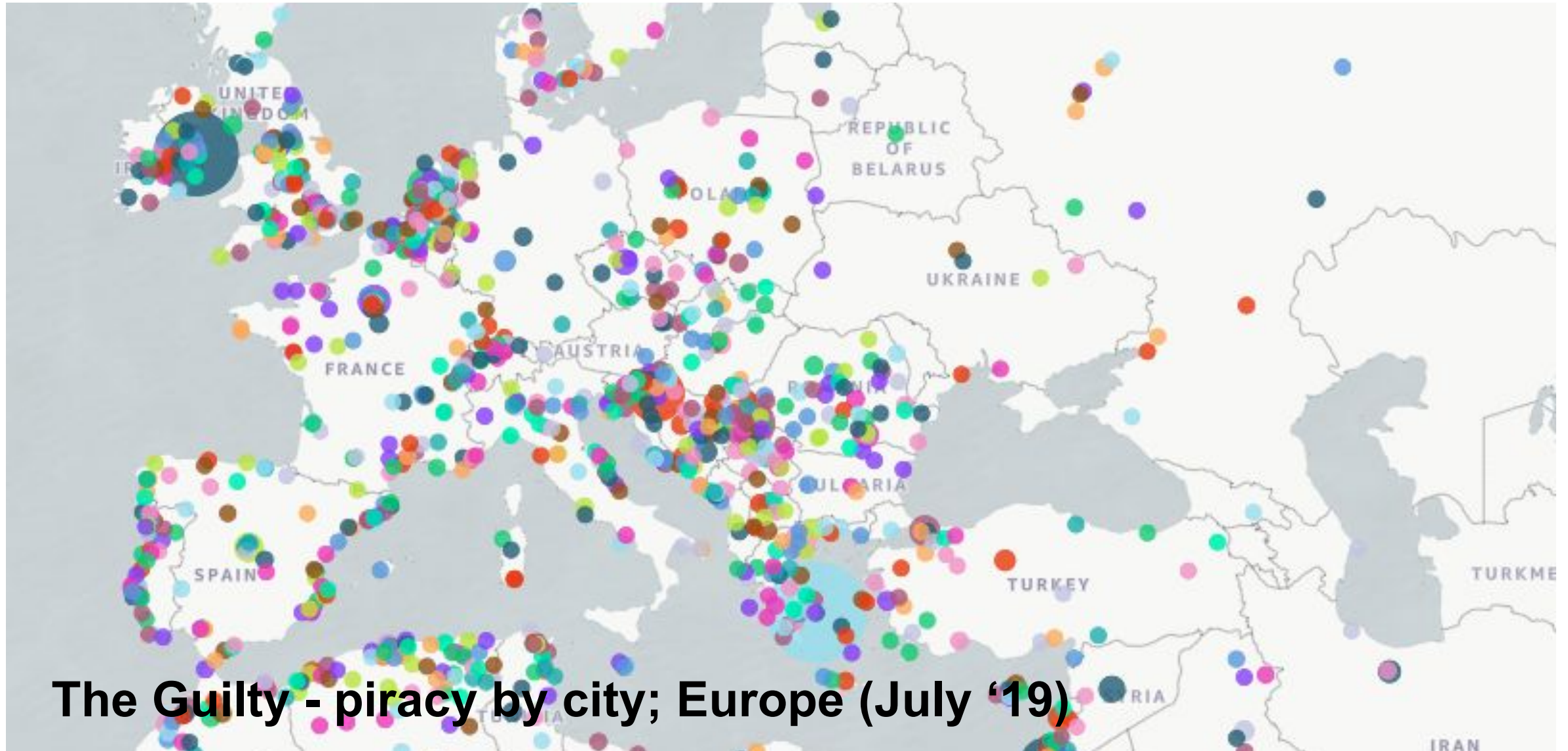
5. The Last King

Top 5 Danish-produced title downloads

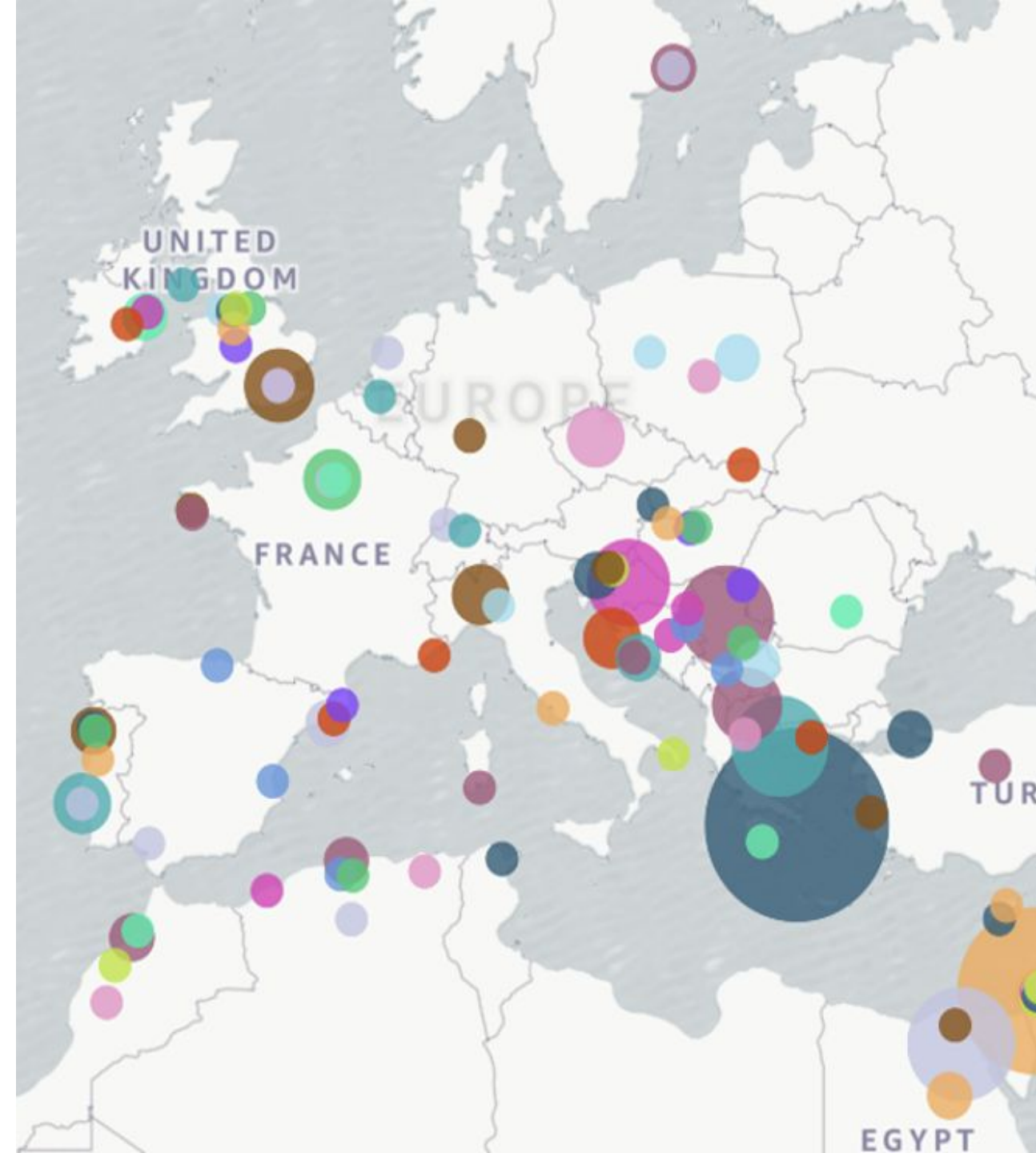




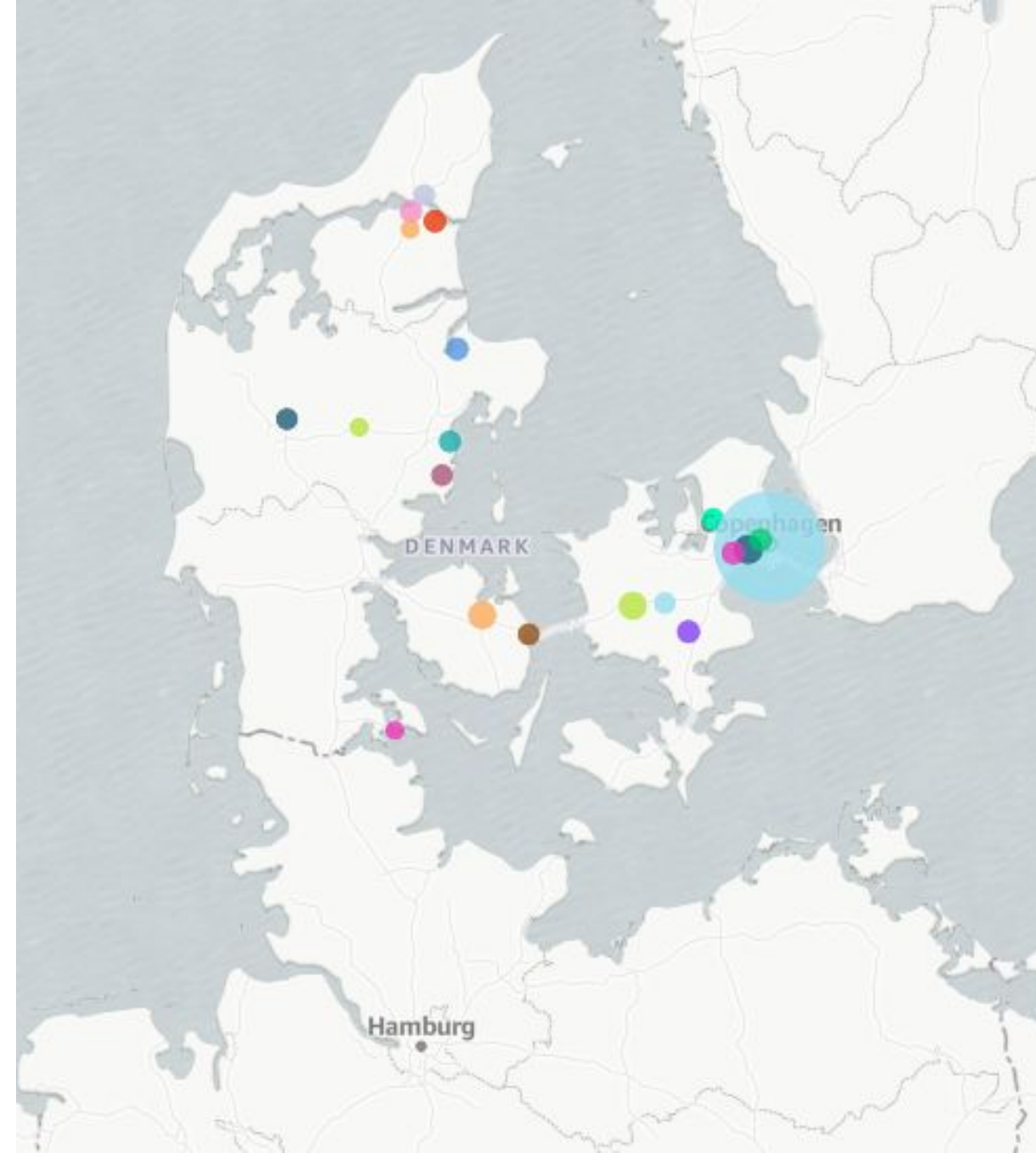
The Guilty - piracy by city world map (July '19)



The Guilty - piracy by city; Europe (yesterday)



The Guilty - piracy by city; DENMARK (July '19)



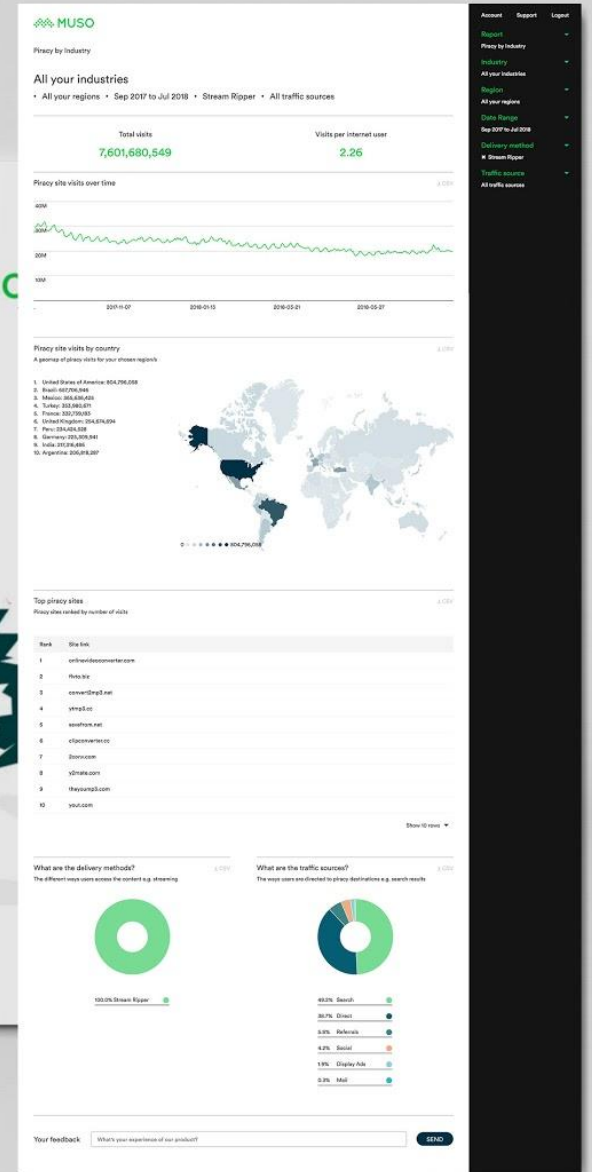
MUSO Protect



A data-driven approach

We optimise our technology to target the illegal sources having the biggest impact on your content.

It's all grounded in our data product, MUSO
Discover where we see piracy audiences by site, title, region and more.

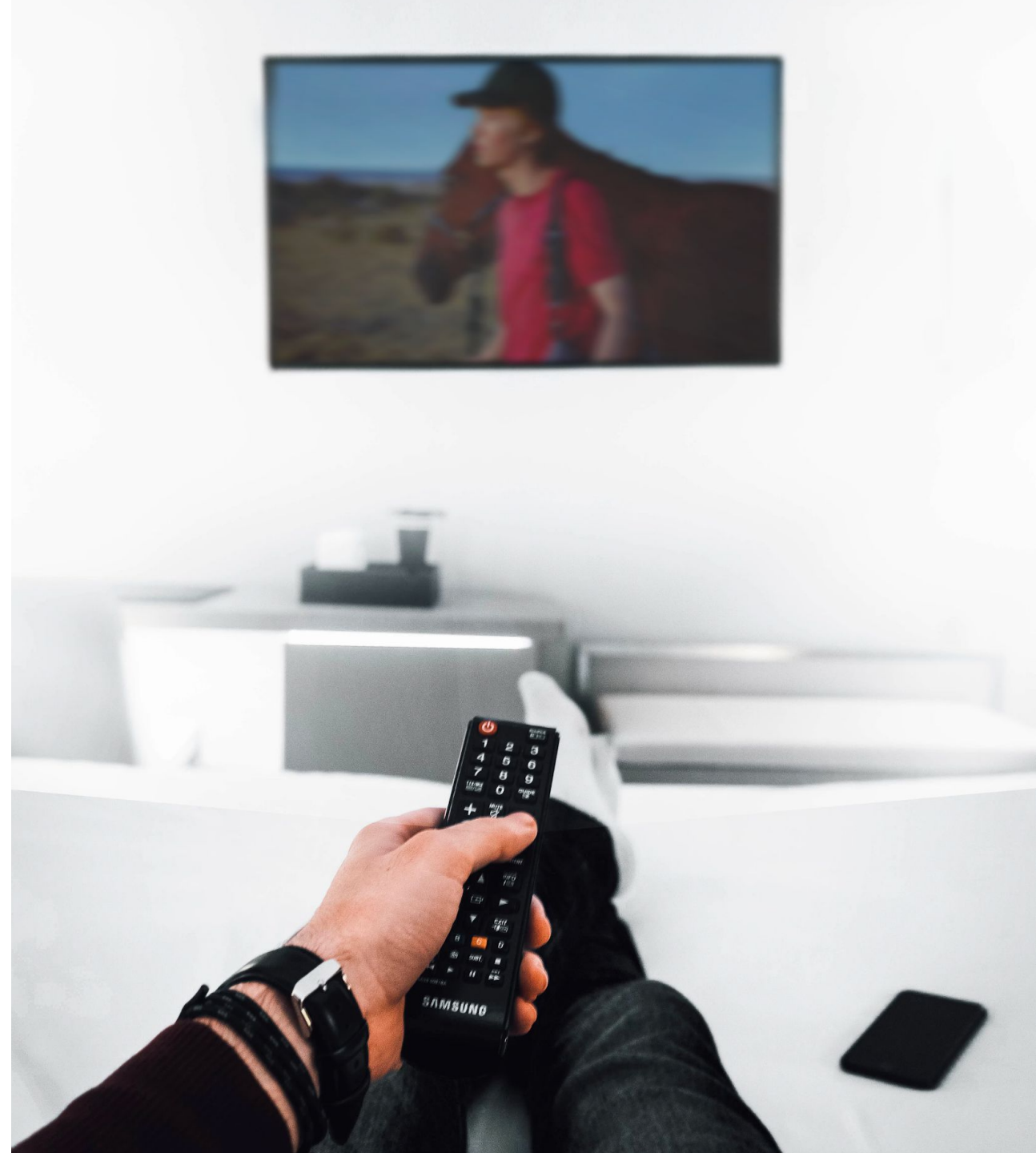


Piracy erodes the value of your content

Piracy presents content owners with a unique challenge.

It causes revenue losses, ratings are affected and deals get cancelled.

Institute for Information Law, Global Online Piracy Study:
<https://www.ivir.nl/publicaties/download/Global-Online-Piracy-Study.pdf>



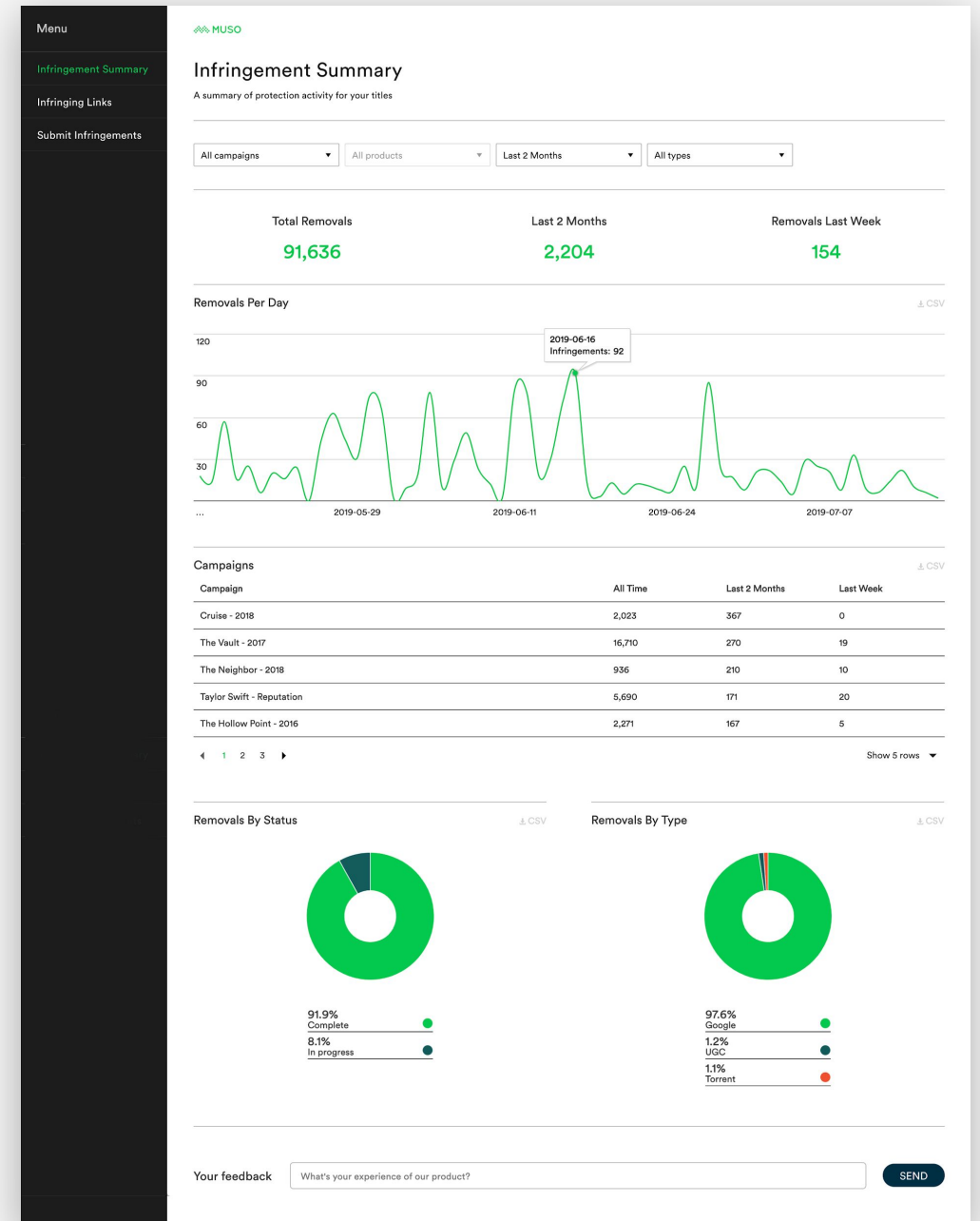
Tools you and your team can rely on

Stop firefighting emails from stakeholders, and instead empower your team to take action.

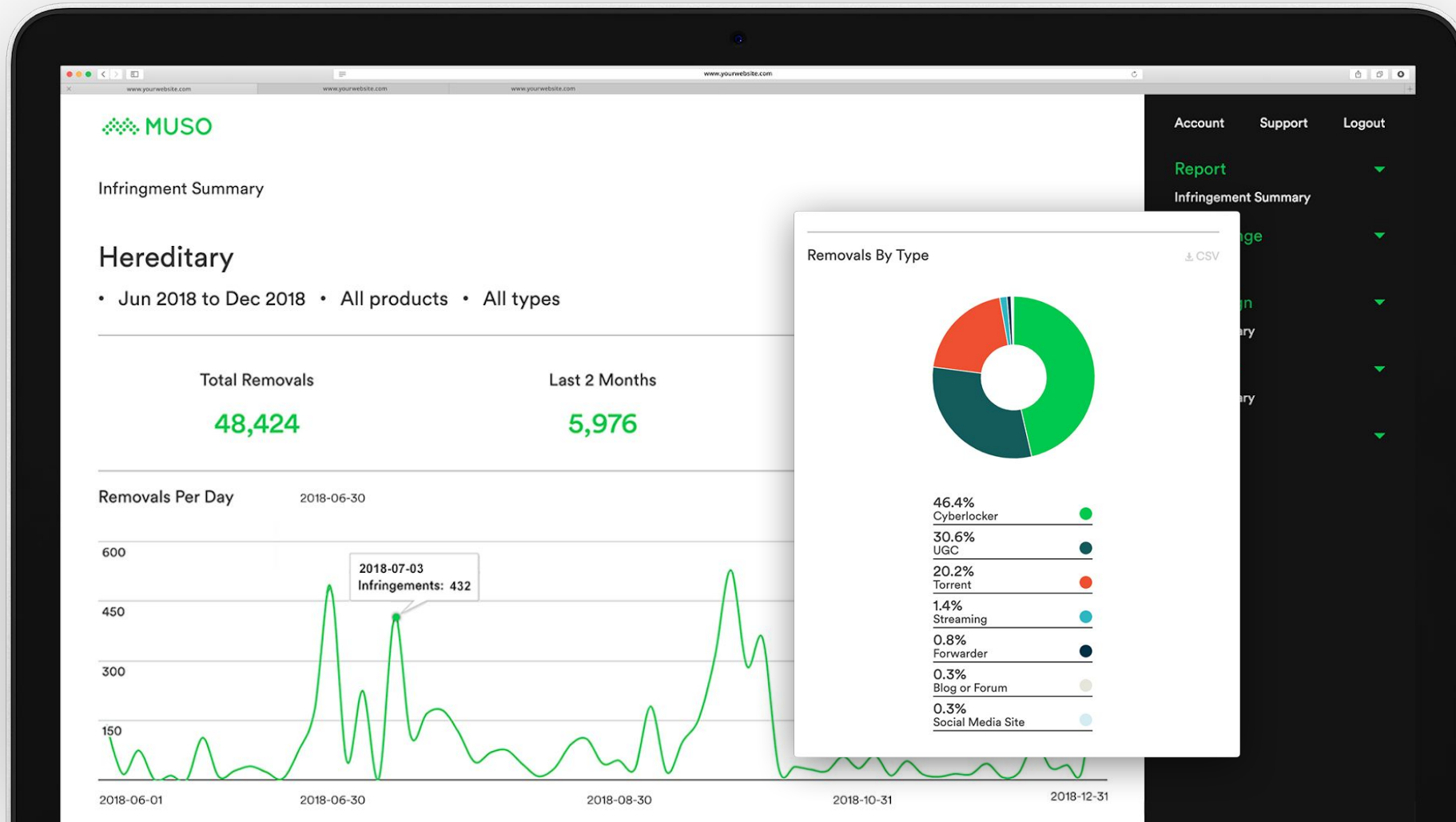
Give access to your team and to external filmmakers, producers, and others.

Features

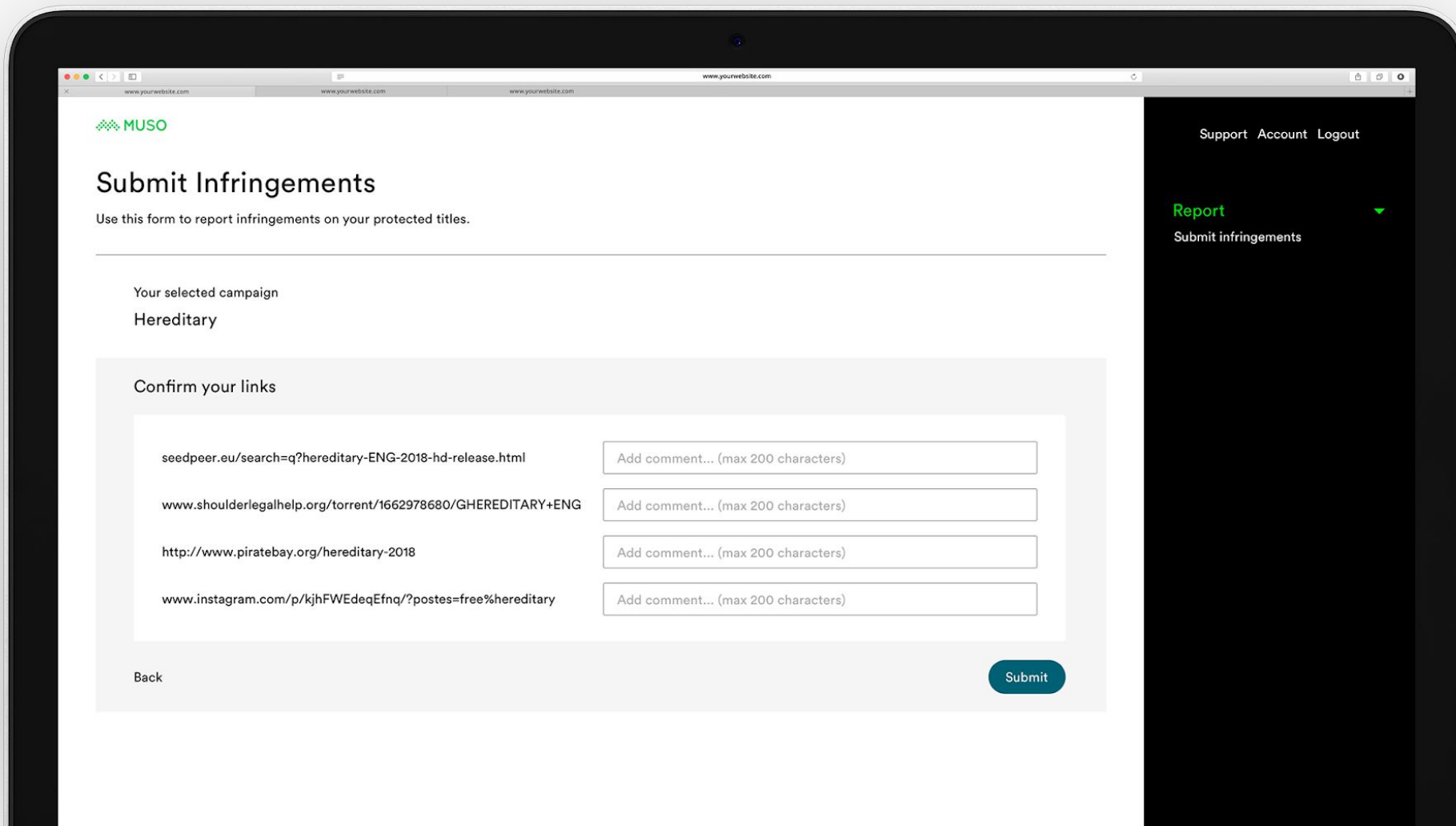
- Multiple users makes collaborating easy
- Add piracy links via the dashboard in seconds
- Transparent takedown activity timeline
- Allow anyone to track progress



Infringement Summary view



Submit infringements tooling



The screenshot shows a tablet displaying the MUSO 'Submit Infringements' web form. The browser's address bar shows 'www.yourwebsite.com'. The page has a white background with a green MUSO logo in the top left. On the right side, there is a dark sidebar with links for 'Support', 'Account', and 'Logout'. Below these, a green 'Report' link is visible, followed by 'Submit infringements'. The main content area is titled 'Submit Infringements' and includes the instruction: 'Use this form to report infringements on your protected titles.' Below this, it says 'Your selected campaign' followed by 'Hereditary'. A section titled 'Confirm your links' contains four rows, each with a URL and a text input field for a comment. The URLs are: 'seedpeer.eu/search=q?hereditary-ENG-2018-hd-release.html', 'www.shoulderlegalhelp.org/torrent/1662978680/GHEREDITARY+ENG', 'http://www.piratebay.org/hereditary-2018', and 'www.instagram.com/p/kjhFWEdeqEfnq/?postes=free%hereditary'. Each comment field has a placeholder 'Add comment... (max 200 characters)'. At the bottom left is a 'Back' link, and at the bottom right is a blue 'Submit' button.

MUSO

Submit Infringements

Use this form to report infringements on your protected titles.

Your selected campaign
Hereditary

Confirm your links

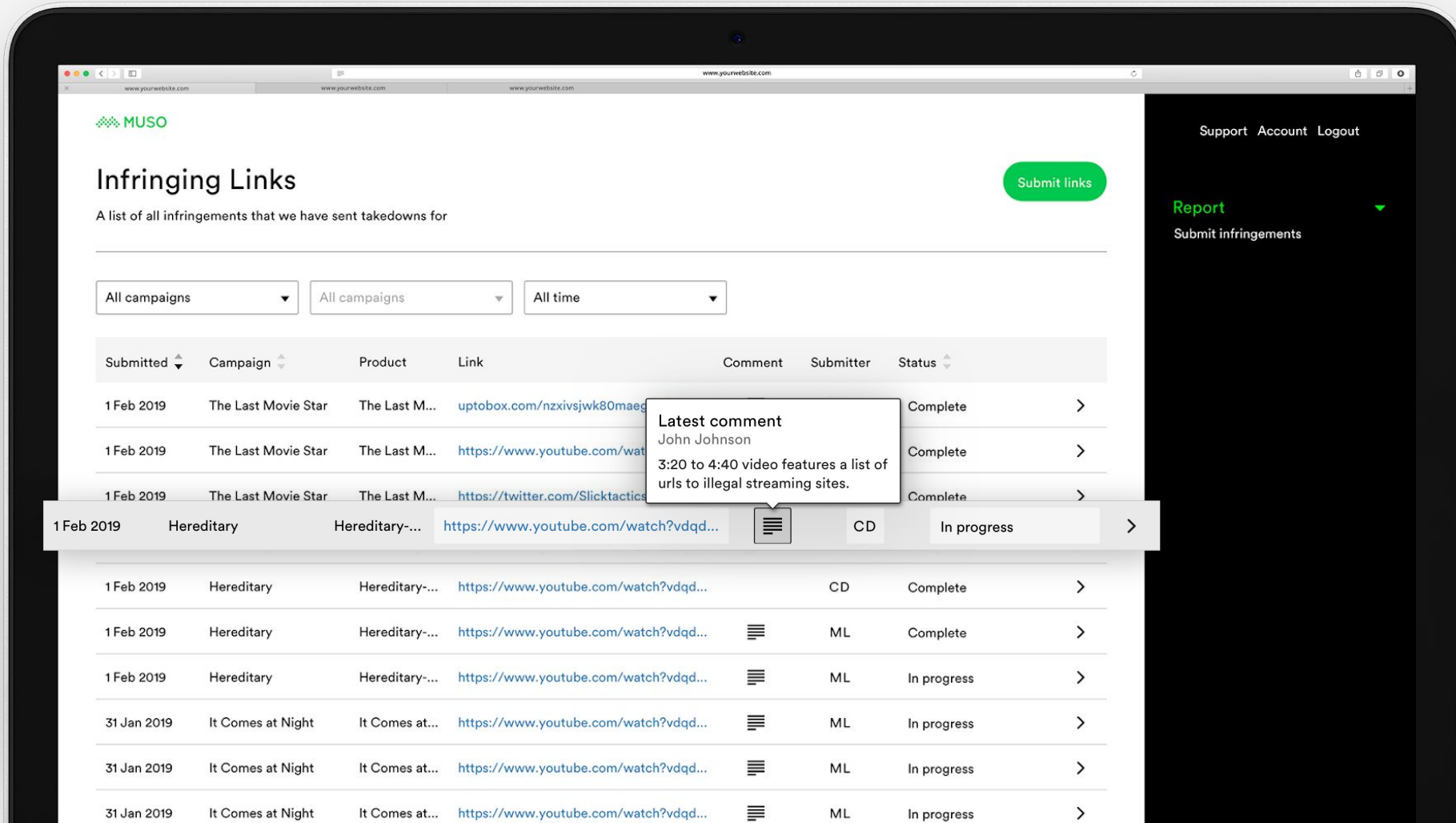
seedpeer.eu/search=q?hereditary-ENG-2018-hd-release.html	<input type="text" value="Add comment... (max 200 characters)"/>
www.shoulderlegalhelp.org/torrent/1662978680/GHEREDITARY+ENG	<input type="text" value="Add comment... (max 200 characters)"/>
http://www.piratebay.org/hereditary-2018	<input type="text" value="Add comment... (max 200 characters)"/>
www.instagram.com/p/kjhFWEdeqEfnq/?postes=free%hereditary	<input type="text" value="Add comment... (max 200 characters)"/>

[Back](#) [Submit](#)

Support Account Logout

Report
Submit infringements

Ability to review infringements submitted



MUSO

Infringing Links

A list of all infringements that we have sent takedowns for

[Submit links](#)

Submitted	Campaign	Product	Link	Comment	Submitter	Status
1 Feb 2019	The Last Movie Star	The Last M...	uptobox.com/nzxivsjwk80maeg			Complete
1 Feb 2019	The Last Movie Star	The Last M...	https://www.youtube.com/wat			Complete
1 Feb 2019	The Last Movie Star	The Last M...	https://twitter.com/Slicktactic			Complete
1 Feb 2019	Hereditary	Hereditary-...	https://www.youtube.com/watch?vdq...		CD	In progress
1 Feb 2019	Hereditary	Hereditary-...	https://www.youtube.com/watch?vdq...		CD	Complete
1 Feb 2019	Hereditary	Hereditary-...	https://www.youtube.com/watch?vdq...		ML	Complete
1 Feb 2019	Hereditary	Hereditary-...	https://www.youtube.com/watch?vdq...		ML	In progress
31 Jan 2019	It Comes at Night	It Comes at...	https://www.youtube.com/watch?vdq...		ML	In progress
31 Jan 2019	It Comes at Night	It Comes at...	https://www.youtube.com/watch?vdq...		ML	In progress
31 Jan 2019	It Comes at Night	It Comes at...	https://www.youtube.com/watch?vdq...		ML	In progress

Latest comment
John Johnson
3:20 to 4:40 video features a list of urls to illegal streaming sites.

Support Account Logout

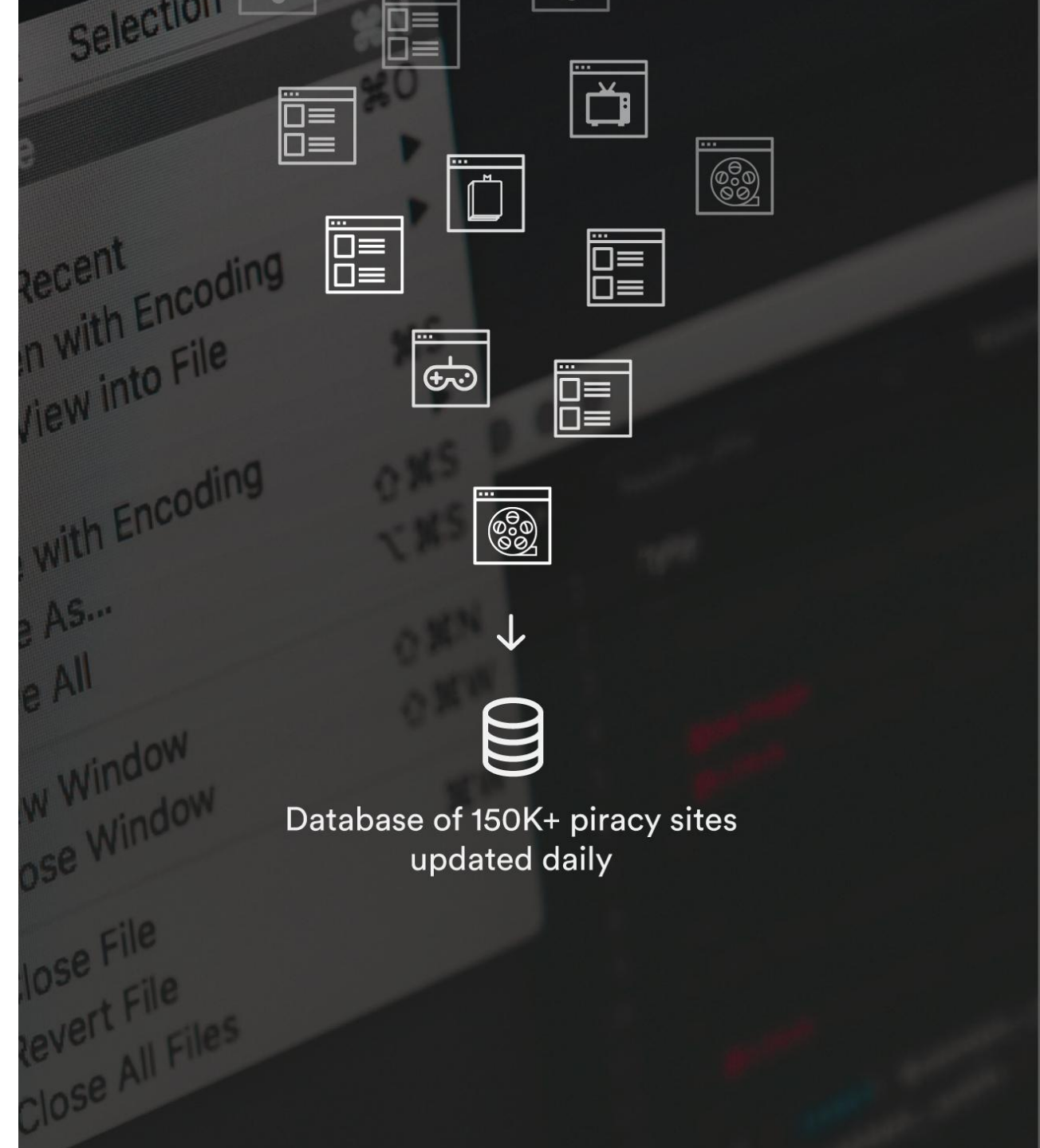
Report
Submit infringements

See the bigger picture

Our data shows that the quality is more important than quantity.

In the last quarter, over 80% of visits for film piracy went to just the top 10% of sites.

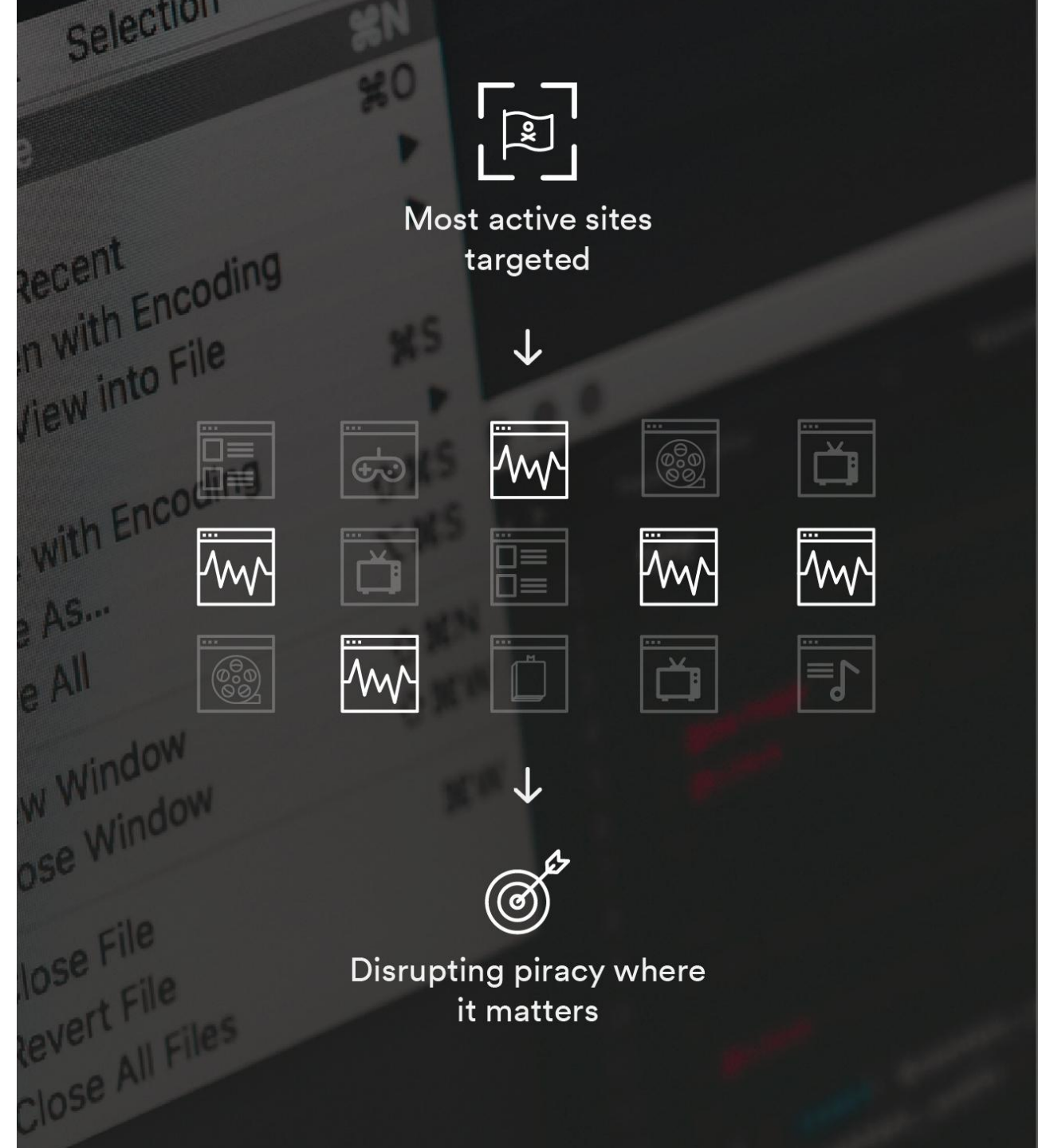
We carefully curate our database of over 150,000 piracy sites ensuring a comprehensive understanding of the piracy landscape.



See the bigger picture

Our platform is optimised to remove infringements from the top domains, for your content.

By focussing on piracy hotspots, we disrupt more journeys, and keep the value in your content.



Piracy represents opportunity

“I pirate because it's convenient, and allows me access to content I wouldn't otherwise have.

If those two points are covered, **then I'll pay.**”

- Piracy user 'RainsDownOnLeith', [November 2018](#)

MUSO Connect

An overview....

Thank you.

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