

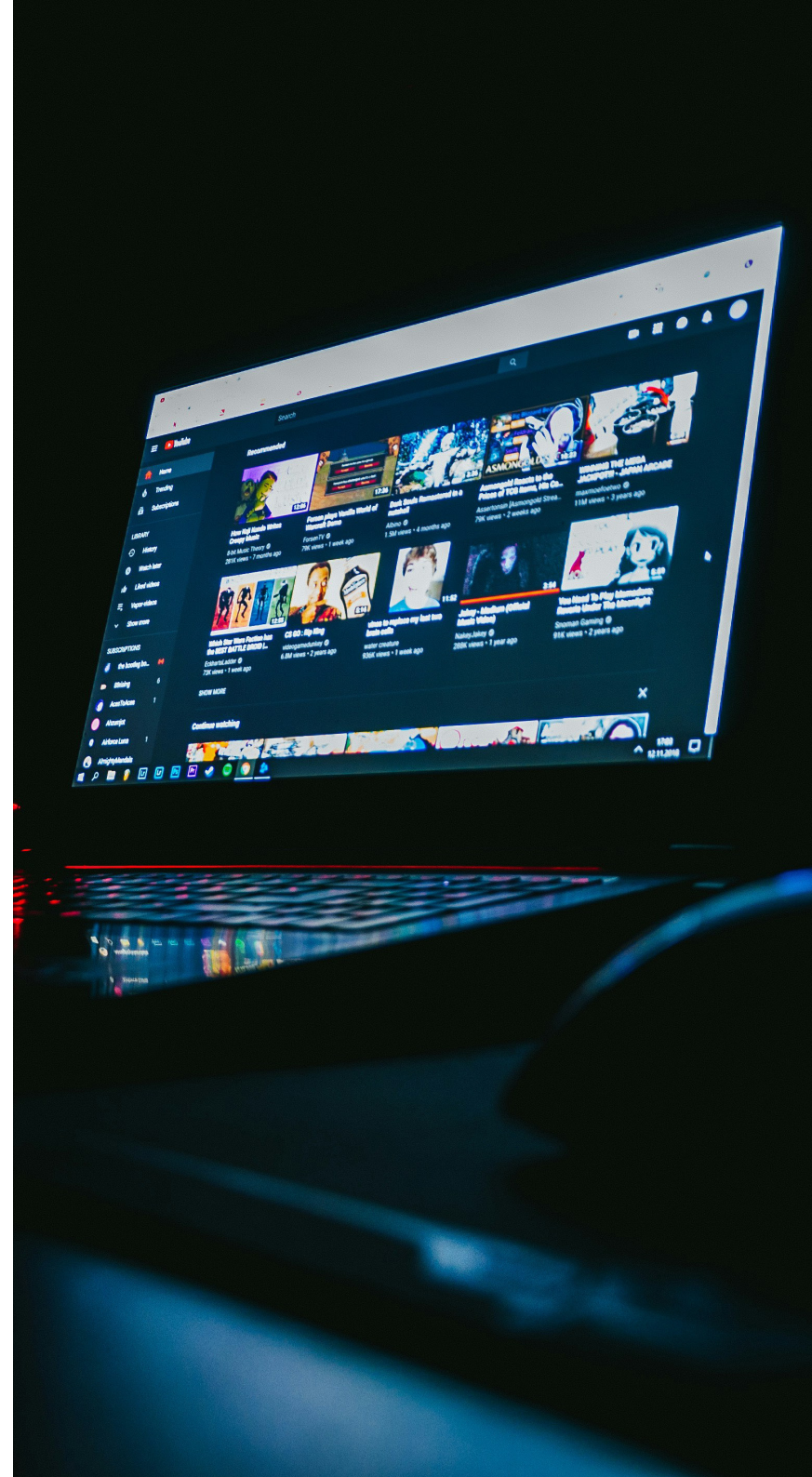


# 2023 Piracy by Industry Data Review

The annual report on digital piracy by industry sector for year ending 2023

JANUARY 2024

Authored by Andy Chatterley, CEO & Co-founder, MUSO



## Introduction

MUSO has been measuring visits to the piracy eco-systems since 2017 and tracking audience consumption and demand on over 730,000 TV episodes and film titles across both the torrent network and unlicensed streaming websites.

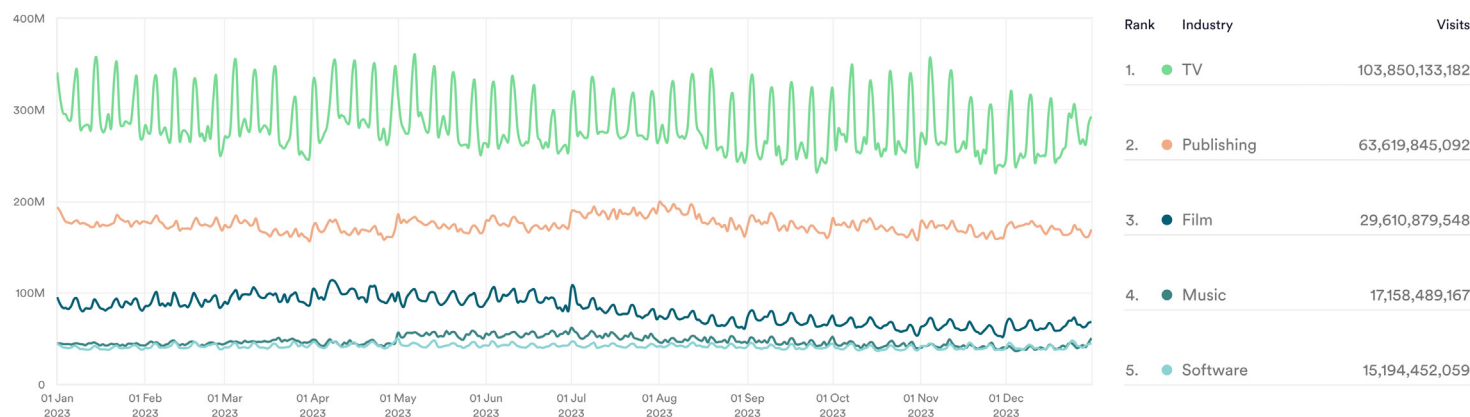
MUSO's data is widely used by most of the world's major rights-holders as well as Intellectual Property offices like WIPO and the EUIPO and various governments, to inform both commercial and legislative strategies on digital piracy.

This article provides a snapshot of the overall trends observed in 2023 with MUSO's Piracy-By-Industry data, which measures industry-wide piracy demand for film, TV, music, software and publishing content across a wide range of piracy sites (streaming, torrent, web download and stream-ripping sites).

# 229.4 Billion Piracy Visits in 2023

In 2023 MUSO measured 229.4 billion visits to piracy websites. This is a 6.7% increase when compared to 2022 when MUSO measured 215 billion visits.

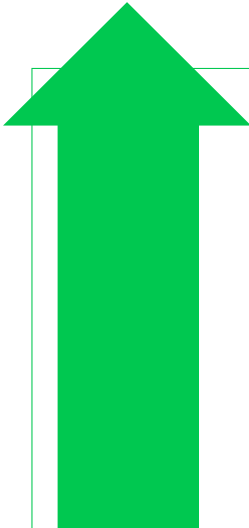
Significantly piracy has increased in every single media sector measured, indicating that the protection of digital rights continues to be a formidable challenge for the media industries and legislative channels.



VISITS TO PIRACY WEBSITES IN 2023 BY MEDIA SECTOR.

## THE BREAKDOWN BY MEDIA SECTOR FOR 2023:

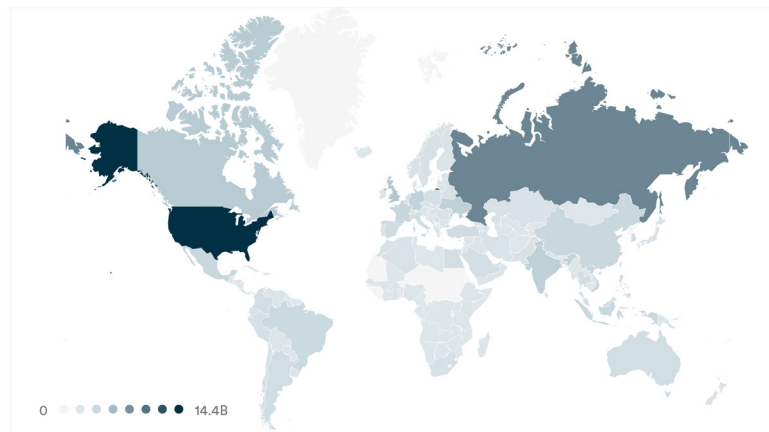
- TV: 103.9 billion visits - 4.2% increase year-on-year
- Publishing: 63.6 billion visits - 7.4% increase year-on-year
- Film: 29.6 billion visits - 6.5% increase year-on-year
- Music: 17.1 billion visits - 13.4% increase year-on-year
- Software: 15.2 billion visits - 14.1% increase year-on-year



Across-the-board increases and double digit percentage increases in visits to both music and software piracy highlight an urgent need for the industries to understand the changes continuing to drive consumers toward unlicensed channels.

# TV Piracy

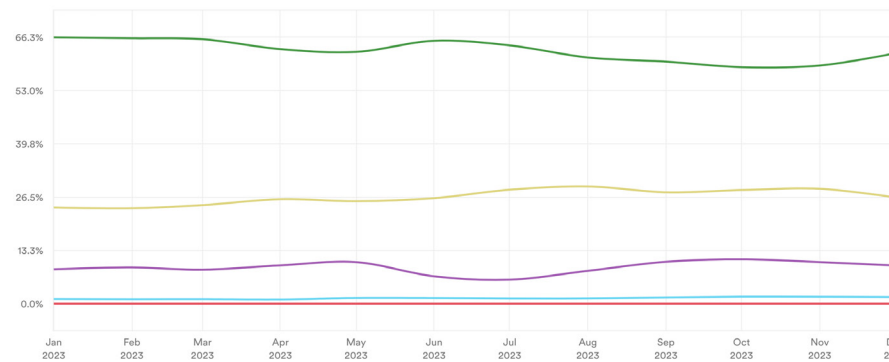
The United States drove the most traffic to unlicensed websites for TV content, with over 13.8% of all visits to TV piracy sites coming from the US.



Rank	Country	Visits	Percentage
1.	The United States of America	14,366,664,530	13.83%
2.	The Russian Federation	8,103,844,004	7.80%
3.	The United Kingdom	3,949,859,540	3.80%
4.	Canada	3,567,206,206	3.43%
5.	India	3,144,139,517	3.03%
6.	Ukraine	3,106,027,711	2.99%
7.	Germany	2,897,808,156	2.79%
8.	Viet Nam	2,647,391,648	2.55%
9.	France	2,555,706,068	2.46%
10.	China	2,492,006,526	2.40%
11.	Mexico	2,471,959,623	2.38%
12.	Indonesia	2,468,762,913	2.38%
13.	Brazil	2,216,761,366	2.13%
14.	Turkey	1,930,919,525	1.86%
15.	South Korea	1,708,701,547	1.65%

VISITS TO PIRACY WEBSITES IN 2023 BY COUNTRY DISTRIBUTION FOR THE TV SECTOR.

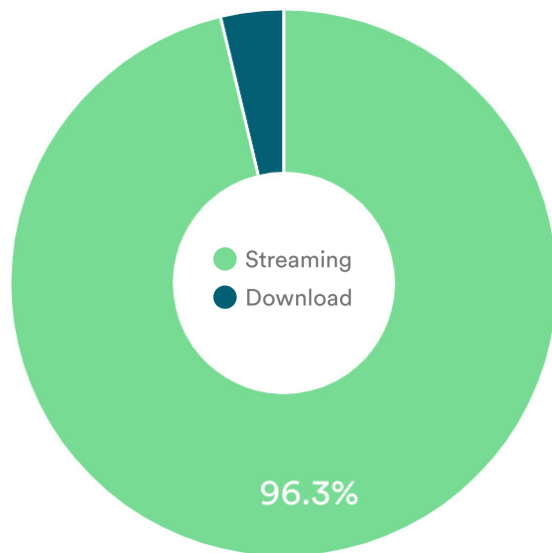
63% of these visits are to sites covering TV movies and TV shows, 26.5% are to Anime sites and 9% are to live sport sites.



Rank	Category	Share of total
1.	Films & TV Shows	63.05%
2.	Anime	26.54%
3.	Live Sports	9.02%
4.	Live Broadcast	1.39%
5.	N/A	0.00%

VISITS TO PIRACY WEBSITES IN 2023 BY COUNTRY DISTRIBUTION FOR THE TV SECTOR.

Unlicensed streaming sites continued to be the dominant player for TV content, with 96.3% of all traffic choosing streaming sites over torrents or download sites. (Live Sports / Anime)



VISITS TO PIRACY WEBSITES IN 2023 BY COUNTRY DISTRIBUTION FOR THE TV SECTOR.

Over the entire year of 2023, 8 out of 10 of the top titles with piracy audiences globally were Anime titles. The Last Of Us S1 had over 25.3% of share of the top ten titles, making it the second most popular TV title since MUSO data-set began in July 2019.

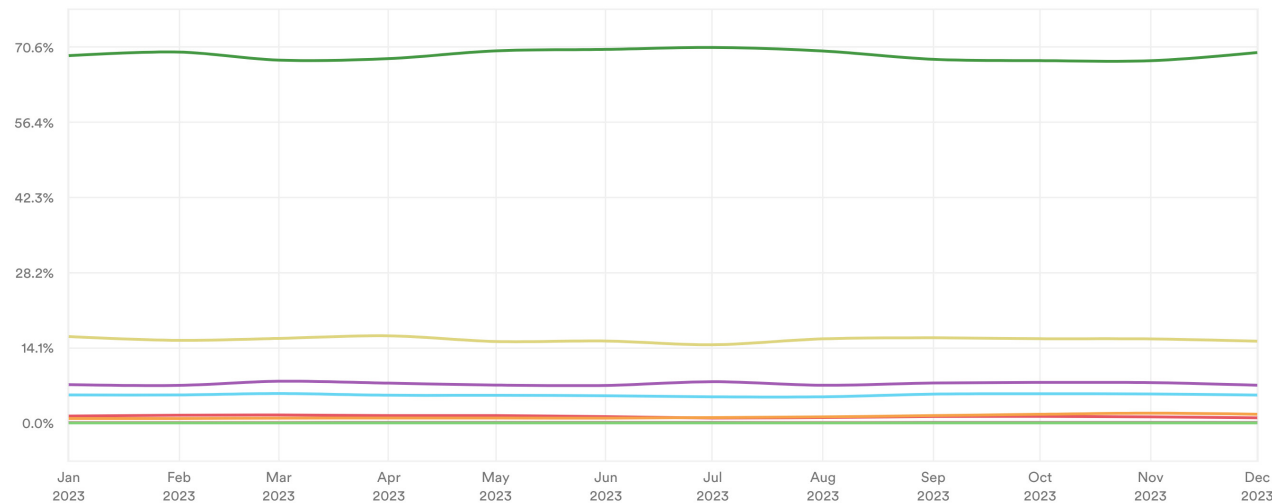
Title	% Top Ten	Release Date
The Last of Us S1 2023	25.33%	15/01/2023
Jujutsu Kaisen S2 2023	11.83%	06/07/2023
Vinland Saga S2 2023	10.76%	10/01/2023
The Eminence in Shadow S1 2022	10.15%	05/10/2022
My Hero Academia S6 2022	8.81%	01/10/2022
Mushoku Tensei: Jobless Reincarnation S2 2023	7.89%	03/07/2023
MASHLE: MAGIC AND MUSCLES S1 2023	6.61%	08/04/2023
The Eminence in Shadow S2 2023	6.51%	04/10/2023
Frieren: Beyond Journey's End S1 2023	6.11%	29/09/2023
Silo S1 2023	6.00%	05/05/2023

TOP TEN TV TITLES WITH PIRACY AUDIENCES IN 2023, SHARE OF TOP TEN AND RELEASE DATE. DATA TAKEN BY MUSO DISCOVER - PIRACY-BY-TITLE DATA SET.

# Publishing Content

The global phenomenon of Manga, Japanese comic books and graphic novels, has driven publishing piracy to new heights in recent years, overtaking film piracy and the second most pirated medium in 2020. Manga accounts for 69.2% of content on unlicensed publishing websites

“The United States is leading in global demand for Manga content is the primary source of demand with over 13% of the traffic.”



Rank	Category	Share of total
1.	Manga	69.18%
2.	Publishing	15.66%
3.	Web Fiction	7.35%
4.	Books	5.23%
5.	Educational	1.21%
6.	Audiobooks	1.15%
7.	Sheet Music	0.11%
8.	Magazines & Newspapers	0.10%
9.	N/A	0.00%

VISITS TO PIRACY WEBSITES IN 2023 BY COUNTRY DISTRIBUTION FOR THE TV SECTOR.

# Film Piracy

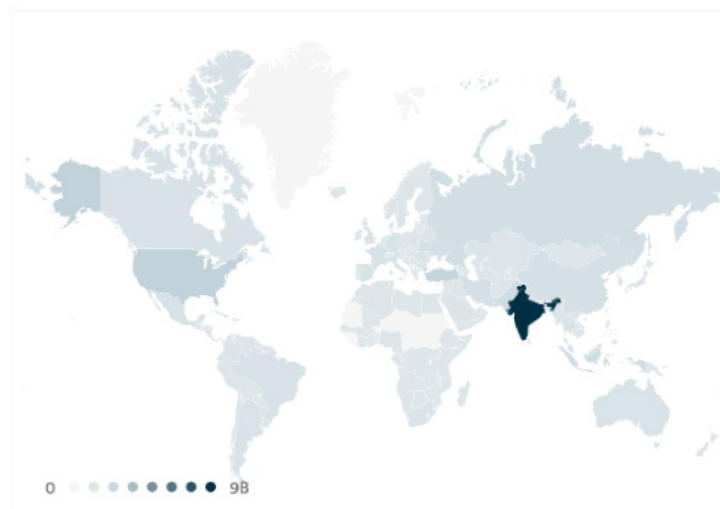
While film piracy increased by 6.5% year-on-year, it declined by 24.6% when comparing the second half to the first half of 2023. While there could be several factors driving this, like the number of new big-budget releases, this will be welcome news if the trend continues into 2024.

When analysing MUSO's Piracy-by-Title data and looking at the demand for the top ten films via unlicensed streaming websites and torrents across the whole of 2023, none of the titles were released after July 2023 possibly indicating that the year was front loaded with popular titles, usually the biggest contributor to film piracy demand.

India dominates the demand for film content with over 31 percent of visits, indicating that film piracy has become normalised as a method of film consumption in this country. This is driven by demand for local region content as much as blockbuster Hollywood releases and expedited by increased digital connectivity in the country.

Title	% Top Ten	Release Date
Oppenheimer 2023	15.38%	21/07/2023
Avatar: The Way of Water 2022	14.63%	16/12/2022
John Wick: Chapter 4 2023	11.18%	24/03/2023
Transformers: Rise of the Beasts 2023	9.19%	09/06/2023
Puss in Boots: The Last Wish 2022	8.79%	21/12/2022
Mission: Impossible - Dead Reckoning Part 1 2023	8.50%	14/07/2023
Guardians of the Galaxy Vol. 3 2023	8.43%	05/05/2023
Barbie 2023	8.40%	21/07/2023
The Super Mario Bros. Movie 2023	8.03%	05/04/2023
Spider-Man: Across the Spider-Verse 2023	7.48%	02/06/2023

TOP TEN TV TITLES WITH PIRACY AUDIENCES IN 2023, SHARE OF TOP TEN AND RELEASE DATE. DATA TAKEN BY MUSO DISCOVER - PIRACY-BY-TITLE DATA SET.



Rank	Country	Visits
1.	India	9,048,808,006 30.56%
2.	The United States of America	1,858,362,404 6.28%
3.	Turkey	1,703,875,937 5.75%
4.	Pakistan	1,038,461,287 3.51%
5.	Indonesia	1,036,142,155 3.50%
6.	The Russian Federation	929,955,685 3.14%
7.	Ukraine	735,827,038 2.48%
8.	China	714,659,755 2.41%
9.	Iran	694,270,771 2.34%
10.	Thailand	565,645,554 1.91%
11.	The United Kingdom	554,753,754 1.87%
12.	Mexico	519,695,637 1.76%
13.	Brazil	486,531,510 1.64%
14.	Canada	468,208,140 1.58%
15.	France	420,447,344 1.42%

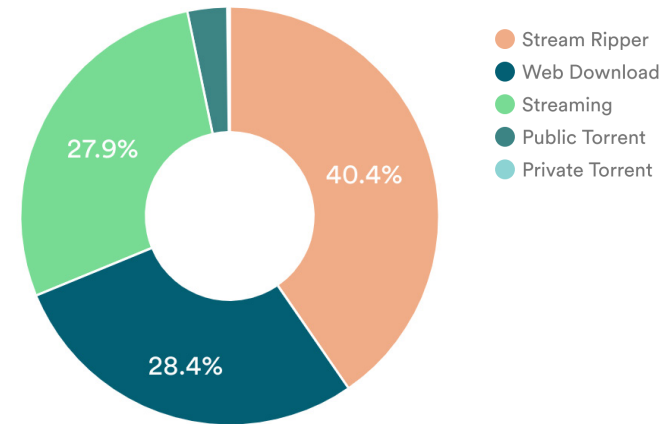
VISITS TO FILM PIRACY WEBSITES IN 2023 BY COUNTRY DISTRIBUTION.

# Music Piracy

Music piracy has seen a steady decline with the rise of non-exclusive streaming platforms like Spotify and Apple Music, so a double-digit percentage rise in 2024 is somewhat concerning for the music industry.

Stream Ripping websites, which allow users to download audio from YouTube URLs account for over 40% of traffic for music websites.

Iran accounts for 11.8% of music piracy visits with India at 11.5%, but surprisingly the United States is third with 9.9% of the traffic.



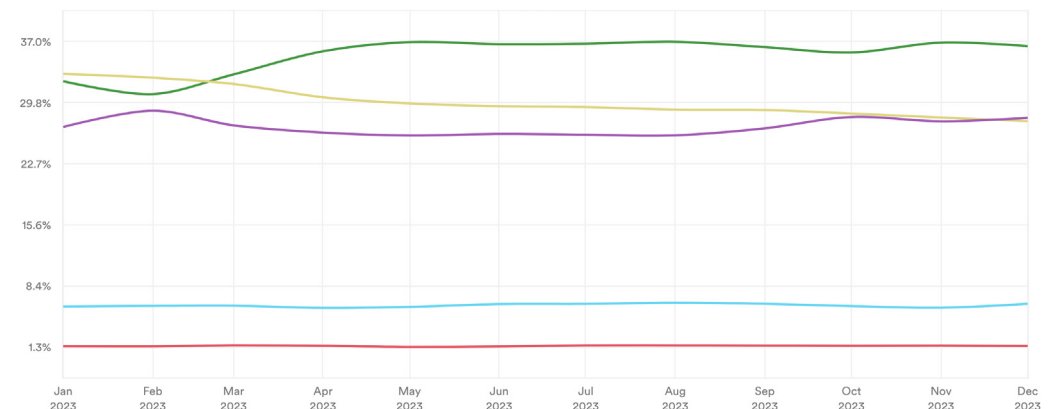
MUSIC PIRACY VISITS BY SITE TYPE.

Rank	Category	Share of total
1.	Mobile Software	35.46%
2.	Software	29.96%
3.	Games	27.03%
4.	Application Software	6.14%
5.	Application Add-on	1.41%

# Software Piracy

Russia accounts for 8.55% of software piracy with the United States and China following closely behind. Over 35% of the traffic is going to unlicensed mobile software sites, which provide 1000s of unlocked copies of paid-for applications like Spotify and YouTube Premium.

100% of the traffic is to download sites with 42% of referrals coming from search engines for software piracy.



SOFTWARE PIRACY BY SOFTWARE TYPE.



# The Long View: 7 Years of Piracy Data

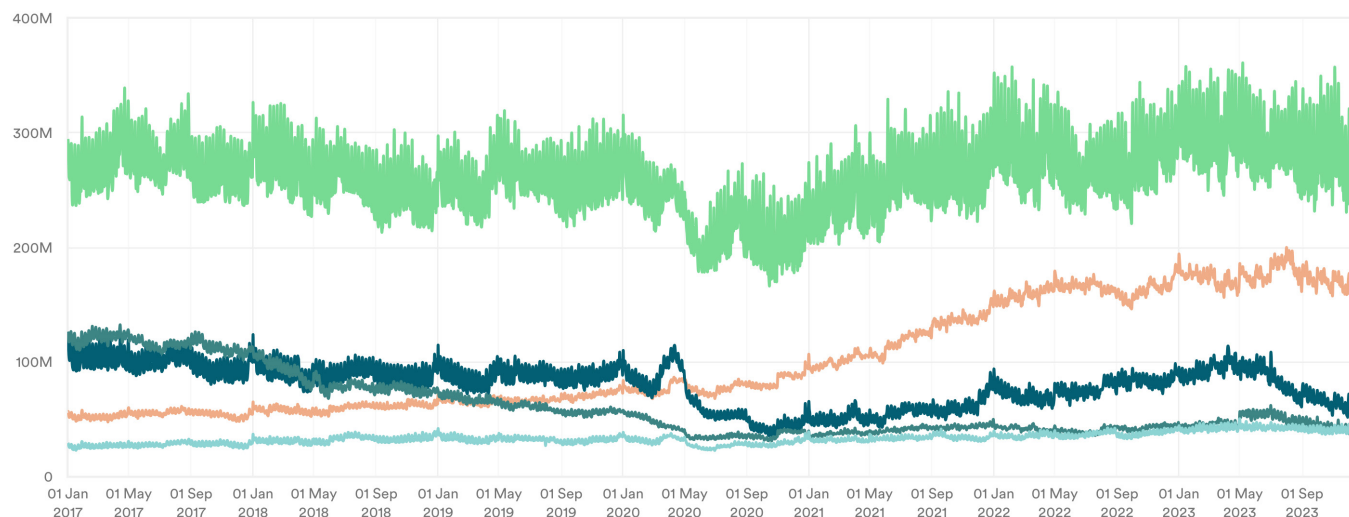
MUSO has tracked over 1.4 trillion visits to piracy websites over the past 7 years since it launched its Piracy By Industry data set. During this time there have been many technological advances, fast-moving market conditions and unprecedented global events that have resulted in massive cultural, social and economic change. Whether it's the proliferation of streaming platforms with exclusive content or the move from downloading to on-demand streaming, piracy audiences, like legal audiences, have continued to adapt and for most media sectors grow.

Piracy has become normalised for a large number of people, and is no longer viewed as risky or having any consequences, MUSO would anticipate this accelerating over the coming years. This valuable insight into unlicensed audience behaviours will enable companies to better understand the global demand for their content, and make better decisions about the sale and distribution of it.

A recent white paper by Kearney, the leading global consultancy in the Media and Entertainment sector, detailed why unlicensed audience demand data is now vital to gaining a competitive advantage in the film and TV content markets. The report, *Video content piracy: using the power*

*of data and analytics to capture a multi-billion dollar opportunity*, outlines that while the consumption of unlicensed content presents a persistent and growing problem for the M&E sector, commercialising unlicensed consumers presents a real multi-billion dollar opportunity for media companies.

7-YEAR VISITS TO PIRACY WEBSITES VIA THE MEDIA SECTOR.



Rank	Industry	Visits
1.	TV	661,562,143,800
2.	Publishing	261,143,750,344
3.	Film	201,286,608,464
4.	Music	156,688,384,362
5.	Software	84,762,856,767

## In Conclusion

The comprehensive data gathered by MUSO in 2023 underscores a persistent and evolving challenge of digital piracy across various media sectors. Despite industry efforts, piracy has not only persisted but has also shown marked growth, with a total of 229.4 billion visits to piracy sites, a 6.7% increase from the previous year. This trend highlights a continued shift in consumer behaviour and preferences; Content is king, but the platform is optional.

In the TV sector, the United States dominated piracy traffic, predominantly through unlicensed streaming sites. Publishing piracy, driven largely by the popularity of Manga, has seen a dramatic rise, reflecting changing trends in global content consumption and cultural demand. Film piracy, while increasing overall, showed a notable decrease in the second half of the year, suggesting potential shifts in market dynamics. The music industry, previously on a decline in piracy rates due to streaming platforms, has experienced a surprising upswing, particularly in countries with restricted access to licensed content.

The significant rise in software piracy, especially in regions like Russia, the United States, and China, points towards a growing demand for unlicensed mobile software and applications.

Over the past seven years, MUSO's tracking of 1.4 trillion visits to piracy sites indicates that piracy is becoming increasingly normalized, with little perceived risk or consequence by consumers.

These insights are invaluable for understanding the global demand for content and should inform the strategies of media companies and rights-holders. As highlighted in Kearney's white paper, tapping into the data on unlicensed consumer behaviour presents a significant opportunity for the media and entertainment industry. It suggests that rather than viewing piracy solely as a threat, there is potential to convert this challenge into a multi-billion dollar opportunity by understanding and adapting to the evolving needs and habits of the global audience.



## ABOUT MUSO

MUSO is a data company that provides the most complete and trusted view of unlicensed media consumption and global piracy demand. MUSO's unrivalled dataset measures a vast high intent audience that is not influenced by licensing restriction or platform bias. Whether protecting IP or building winning content strategies, MUSO helps companies make better decisions that drive performance, ROI and value. MUSO technology helps rights-owners measure and protect their content from piracy.

### MUSO LONDON

71-75 Shelton Street  
London WC2H 9JQ

[www.muso.com](http://www.muso.com) • [info@muso.com](mailto:info@muso.com) • +44 (0)20 7403 4543