

# MUSO Discover



Maximise the value of your content

MUSO Discover enables rights holders to see the true picture of audience demand.

Accurately measuring your content's value on a global scale is crucial, but the lack of comprehensive data poses a daunting task. Limited universal data sources lead to missed revenue opportunities. MUSO's unique measurement solution uncovers previously untapped audiences and helps you unlock hidden revenue streams.

## SEE TRUE DEMAND. MAXIMISE YOUR REVENUES.

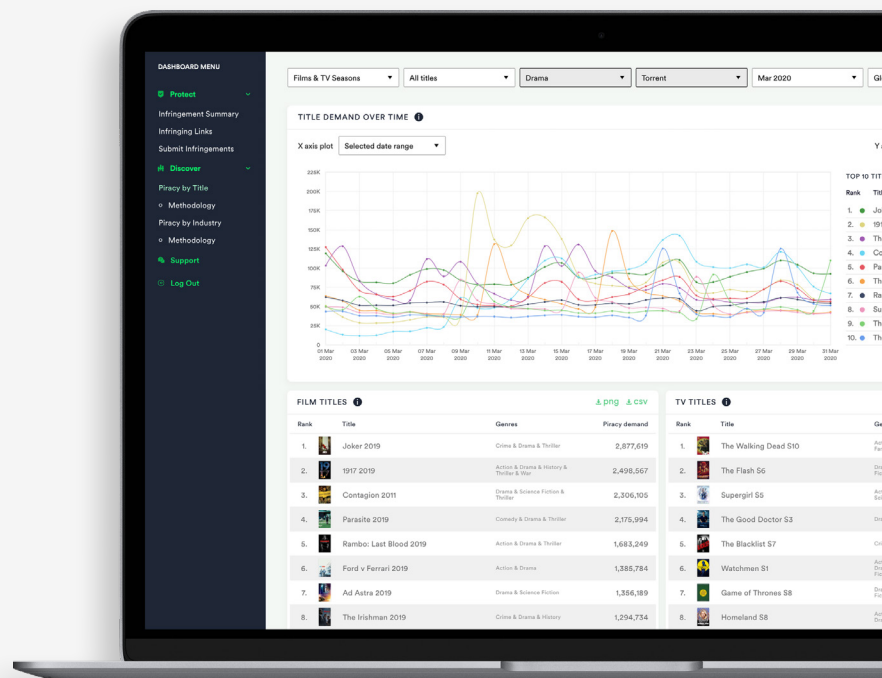
MUSO Discover measures unlicensed audience demand, enabling you to see the true demand for your content that is unbiased and unrestricted by region, country or platform.

Armed with true demand data, you can optimise your content strategies to increase ROI, whether uncovering the next big global hit, increasing the value of content for distribution or adjusting your windowing strategy to maximise revenue.

## ACCESS A COMPREHENSIVE AND UNBIASED DATASET.

Unlike traditional audience measurement tools, MUSO Discover taps into the global piracy landscape, providing unrestricted insights into the untapped potential of your content. Discover its popularity, relevance and geographic reach without limitations.

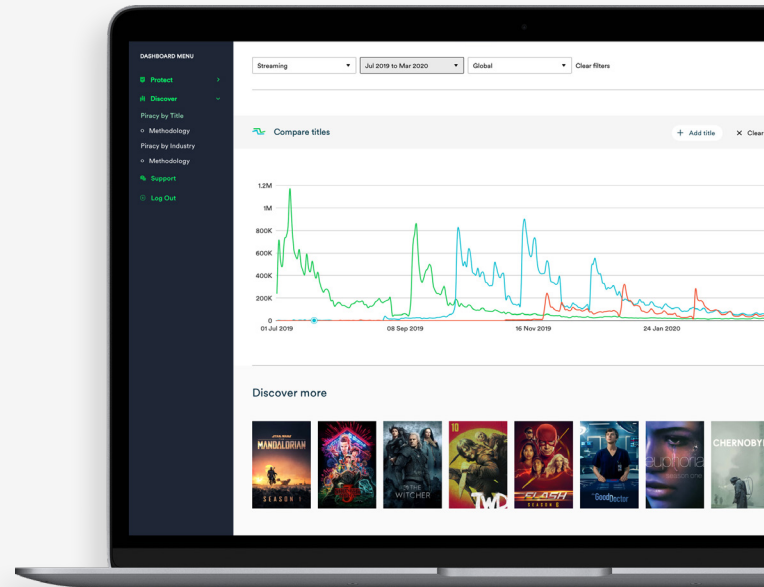
Our data, technology and expertise empower you to make strategic content decisions, capitalise on new markets, and unlock your content's full potential.



# Measure unlicensed demand for your content at scale

## MUSO DISCOVER:

- Measures over 730,000 film and TV titles' unlicensed downloading and streaming worldwide.
- Processes daily data from 5.6 billion downloads and +58.6 million streaming pages.
- Provides a comprehensive view of the global unlicensed content ecosystem.
- Data is accessible via a dashboard or API integration into your BI tool.
- Empowers data-driven decisions with valuable insights.



## MUSO Discover enables you to:

### GAIN EMPOWERING INSIGHTS:

Access a suite of analytical tools and an interactive dashboard to understand audience demand trends, track genre popularity and grasp viewer interests over time. Uncover growth opportunities and unlock your content portfolio's hidden potential.

### DRIVE CONTENT ROI:

MUSO Discover is used by film studios, TV networks, VOD platforms and distributors to measure audience demand and drive ROI. MUSO has the largest daily dataset of unlicensed consumption available globally with access to every country on the planet.

### STAY AHEAD OF THE CURVE:

The entertainment industry evolves rapidly, with emerging platforms and consumption patterns reshaping the landscape. Gain a competitive edge with MUSO Discover, know your content's value and target the audiences consuming your content.







Contact us today to speak to one of our experts.  
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