

Les Mills & MUSO: Redefining Content Protection for the Fitness Industry

Introduction

Les Mills, a global leader in fitness, revolutionises workout experiences with top-tier music, scientifically-backed moves, and elite instructors. Their programs are available in fitness clubs worldwide and on-demand, impacting lives through fitness science. Supporting 140,000 instructors and partnering with 20,000 clubs globally, Les Mills blends passion with innovation to set new standards in the fitness industry.

Les Mills' Journey to MUSO:

The decision to switch to MUSO was primarily driven by an exhaustive two-year research process led by the legal team. Les Mills sought a more efficient and responsive service that could offer better overall performance and user experience.

Challenges & Goals

Les Mills faced significant delays and inefficiencies with their previous provider, there was also no automated processes and a lack of personalised service. This made them feel like a low-priority customer.

Goals for a New Solution:

The team at Les Mills aimed to partner with a company that was not only proactive in identifying and tackling piracy but also one that could adapt to the rapidly evolving landscape of IP infringement and digital rights management.

The transition to MUSO marked a positive shift for Les Mills. The intuitive MUSO dashboard was a significant upgrade, offering an efficient process for submitting and tracking infringements.

With MUSO, Les Mills experienced a streamlined approach to content management, effectively reducing unauthorised content usage. This also sparked vital internal discussions about enhancing content protection strategies within the company.

Results & Benefits

Once Les Mills had partnered with MUSO, Les Mills noted an improvement in infringement reporting and increased dialogue with infringers. This led to a general reduction in infringements and an opportunity to educate users about IP rights.

Day-to-Day Operational Impact:

A notable benefit for Les Mills was the significant reduction in time required for infringement management. This efficiency gain allowed the team to allocate more time to other essential tasks, improving overall productivity.



Feedback & Recommendations

For Les Mills, the standout feature of MUSO was its infringement submission and tracking system within the MUSO Protect dashboard. These features provide unparalleled transparency and efficiency compared to their previous experiences.

Recommendation to Other Organisations:

Les Mills would recommend MUSO to any organisation grappling with piracy issues but lacking in resources. MUSO offers a reliable and effective solution that requires minimal oversight while ensuring continual piracy management.

Conclusion

Les Mills' partnership with MUSO has marked a significant milestone in our journey towards robust intellectual property protection. MUSO's advanced technology and dedicated service have not only enhanced our ability to manage content rights efficiently but have also empowered us to set new standards in the fitness and exercise industry. Their approach, aligning with our vision of innovation and excellence, has allowed us to maintain the integrity of our content while effectively countering the challenges of digital piracy. The results we've seen are a clear indicator of MUSO's pivotal role in transforming how we protect and value our creative assets. This collaboration is more than just a solution; it's a strategic move towards a more secure and respectful digital environment for content creators.

About MUSO

MUSO is a data company that provides content protection and audience measurement solutions to rights holders globally. MUSO's proprietary technology together with its team of experts on the piracy landscape, measures demand across all major forms of unlicensed activity, including streaming, web downloads, public and private torrents, and stream rippers, driving IP protection and monetisation solutions for the entertainment industry.

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