

# Reshaping The Approach To Content Protection For A Global Entertainment Giant

Client: Principal Counsel, Anti-piracy for a leading entertainment company with theatrical and streaming releases.

## Introduction

The organisation's dedicated anti-piracy team faced a pressing challenge regarding piracy protection for its TV and film content, namely, a knowledge gap pertaining to piracy consumption patterns of its own as well as 3P content. An additional challenge was an internal one; the team frequently had to defend its content protection strategies to internal stakeholders (who had their own anecdote-based assumptions about piracy), but lacked hard data to do so effectively.

## Challenges & Goals

Discovering MUSO's piracy data proved to be a pivotal solution. Initially prompted by media coverage citing MUSO's insights, which showed that one of the organisation's titles was highly pirated during a given period, interest and concern arose within the business about piracy demand, and the need to understand and address this issue effectively.

The organisation's anti-piracy team delved into MUSO's Discover dataset and sources to comprehend the piracy landscape better. What ensued was a transformation in how they approached piracy challenges.

***“The data opens up a whole bunch of possibilities on how we think about piracy, how we message piracy to our business and how we strategize in response to it.”***





## MUSO Discover Case Study



One significant outcome was their ability to address piracy-related misconceptions internally. By analysing MUSO's data, the anti-piracy team were able to demonstrate the nuanced relationship between legitimate content consumption and piracy, alleviating pressure on the team and fostering a more informed decision-making process.

Moreover, MUSO's data facilitated strategic assessments of their anti-piracy efforts, guiding resource allocation based on piracy patterns and business priorities. The platform's feature to window specific time frames after a title's release proved invaluable for accurate comparisons.

### Results

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**“The MUSO Discover data provides the ability to see into a world and an economy that was before kind of hidden to us, and this is really valuable.”**



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## 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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