



EDITION 6 | JANUARY 2022

2021 MUSO DISCOVER PIRACY BY INDUSTRY DATA REVIEW

A MUSO WHITE PAPER

WRITTEN BY
ANDY CHATTERLEY, CEO & CO-FOUNDER, MUSO

2021 MUSO Discover Piracy by Industry Data Review

MUSO is a data company that provides the most complete and trusted view of unlicensed media consumption and global piracy demand. MUSO has been measuring the piracy ecosystem for five years across all media sectors.

This article highlights some of the trends we saw in 2021 for TV, Film, Publishing, Music and Software piracy.

Piracy by Industry: All media Industries 2021

MUSO measured and analysed over 182 billion visits to piracy websites in 2021, a 15.2% increase year on year when compared to 2020.



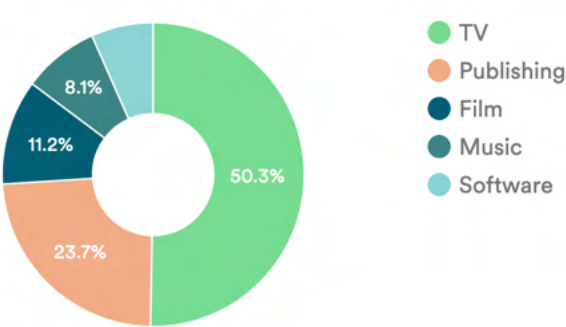
Visits to piracy websites by media type. Jan-Dec 2021. Data from MUSO.com.

The United States accounted for 10.6% of all global piracy traffic or 68 visits per internet user and had 88% more piracy than the Russian Federation, which ranked second by the number of visits.



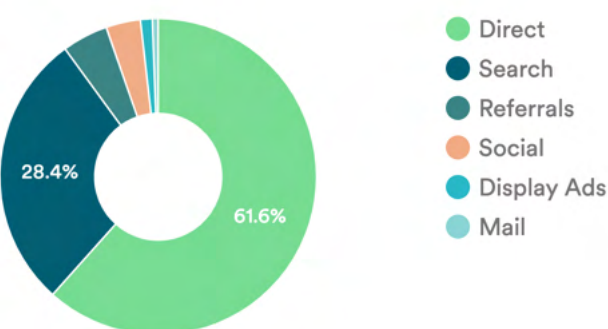
Global visits by media type. Jan-Dec 2021. Data from MUSO.com.

TV piracy, which includes TV seasons, Anime and live sports accounted for 50.3% of all traffic to piracy websites.



Piracy by media industry, market share by demand. Jan-Dec 2021. Data from MUSO.com.

61.6% of users went directly to piracy websites with 28.4% being directed there via a search engine.



Piracy visits by traffic source. Jan-Dec 2021. Data from MUSO.com.

Piracy by Industry: TV

MUSO's TV data tracks visits to piracy websites that offer TV seasons, Anime TV and live sports.

This section highlights some of the trends we saw in TV piracy in 2021.

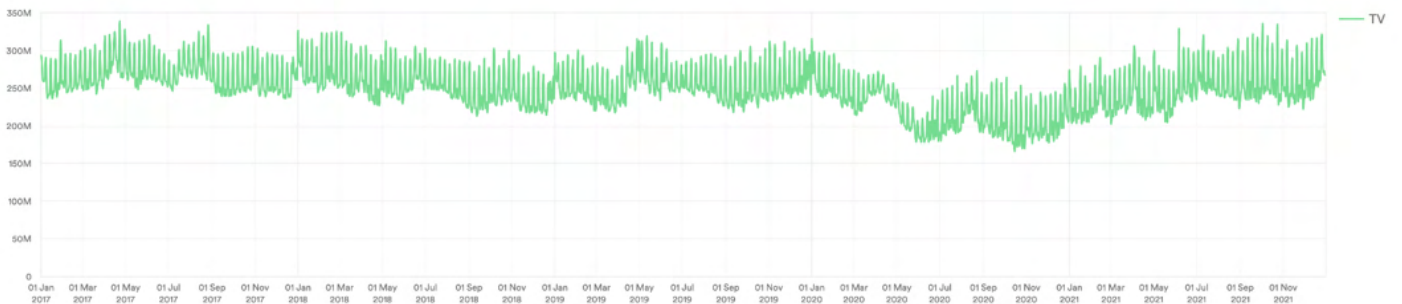
In 2021, MUSO tracked 91.6 billion visits to TV piracy websites and measured a 15% increase in Q4 compared to Q1.



Visits to TV piracy websites Jan-Dec 2021. Includes TV seasons, Anime and live sports. Data from MUSO.com.

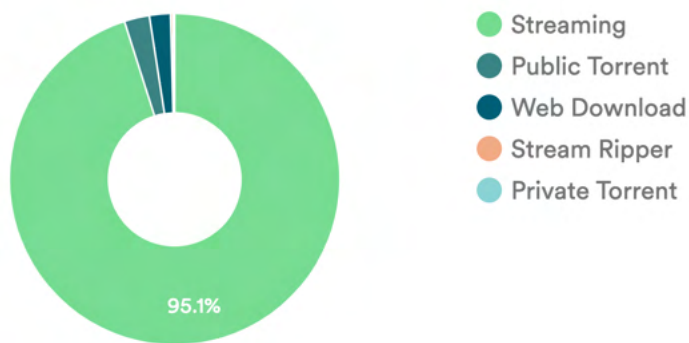
A 5-year view reveals that TV piracy trended back above pre-pandemic levels in 2021 and saw a 13.2% increase compared with 2020, where the postponement of live sports due to the COVID-19, caused a decrease in traffic for part of that year.

MUSO measured 24.2 billion visits for TV piracy in Q4 of 2021, the largest demand in traffic for any quarter since Q3 2017.



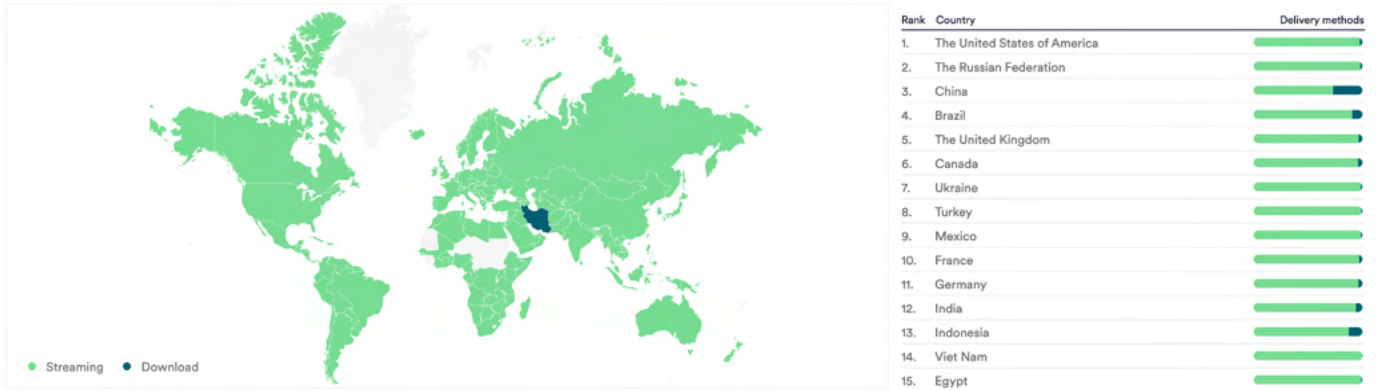
Visits to TV piracy websites. Jan 2017-Dec 2021. Includes TV seasons, Anime and live sports. Data from MUSO.com.

Unlicensed streaming accounted for 95.5% of visits to TV piracy websites and continued the trend towards streaming observed in legal consumption .



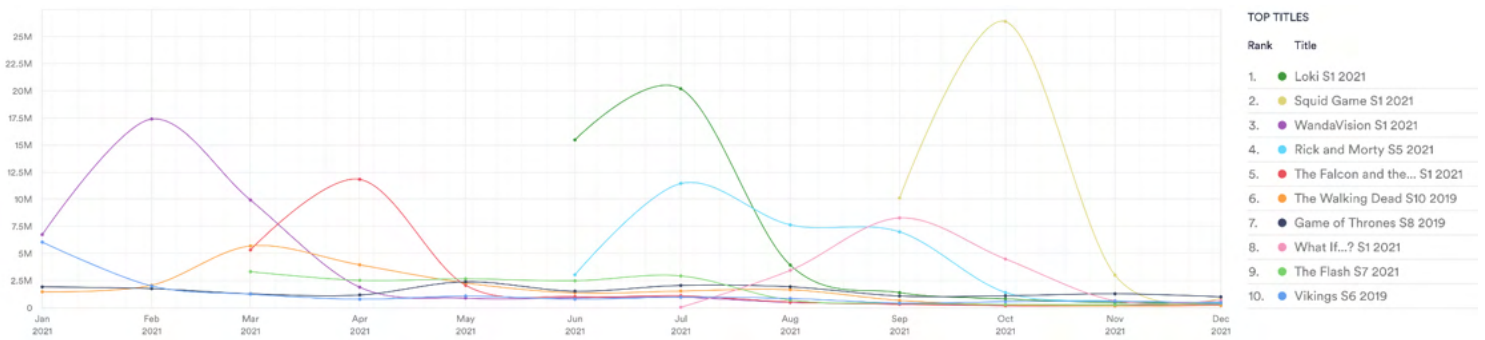
TV piracy by consumption method. Jan-Dec 2021. Data from MUSO.com.

Globally, the United States was the highest-ranked country by traffic for TV piracy, followed by Russia, China, Brazil and the United Kingdom.



TV piracy distribution split by streaming and download. Jan-Dec 2021. Data from MUSO.com.

Loki: Season 1 was the most in-demand TV Season across 2021 in MUSO’s unlicensed streaming and torrent downloads TV data.

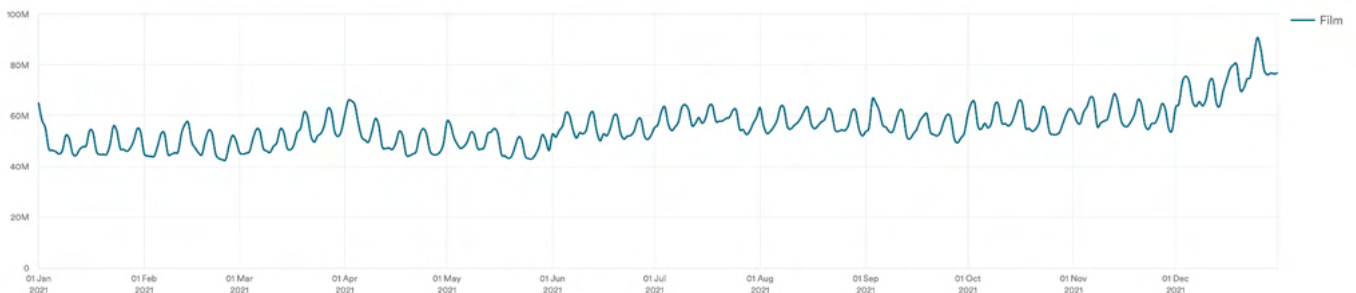


Top ten TV seasons by demand. Jan-Dec 2021. Data from MUSO.com.

Piracy by Industry: Film

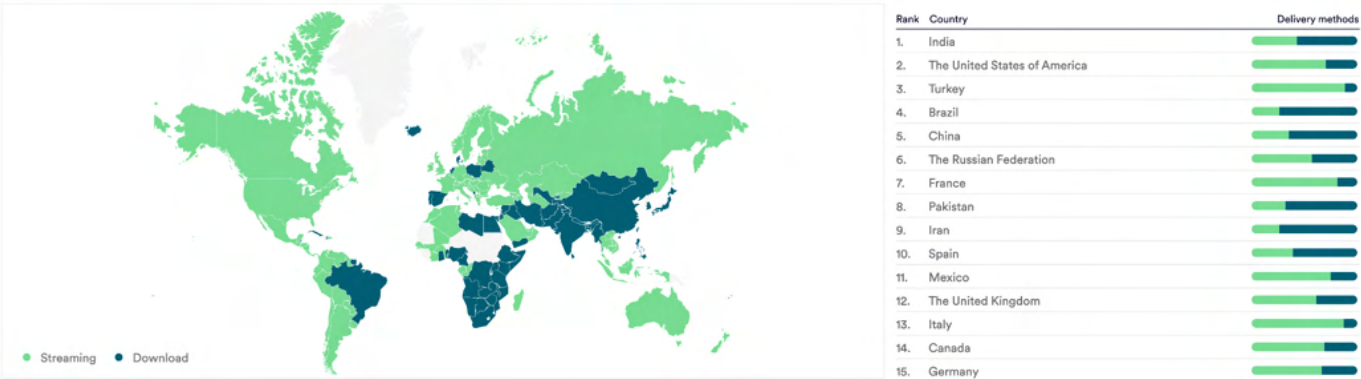
This section highlights some of the trends we saw in film piracy in 2021.

MUSO tracked 20.4 billion visits to film piracy websites in 2021 with a 31% increase when comparing Q1 to Q4 globally and a 47% increase specifically in the United States largely driven by blockbuster film titles that were released heading into Q4.

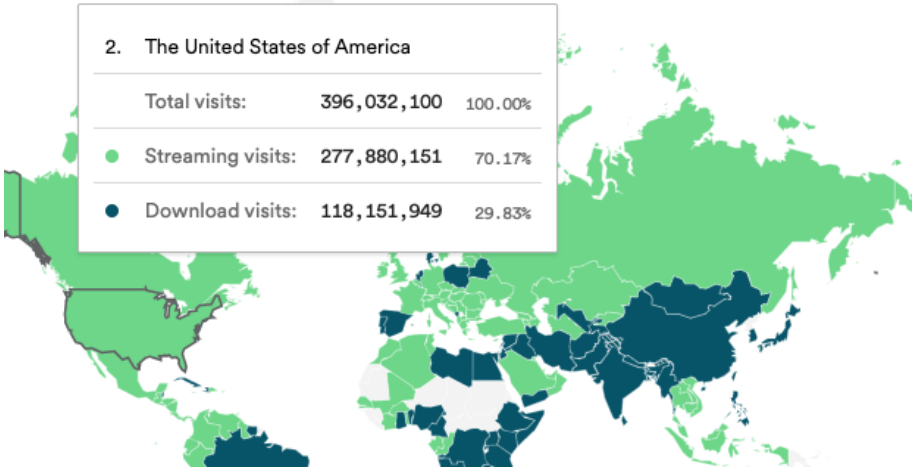


Visits to film piracy websites. Jan-Dec 2021. Data from MUSO.com.

In India, the highest-ranked country by demand, unlicensed downloads accounted for 57% of traffic in Q4 whereas in the United States visits to unlicensed streaming services made up 70% of film piracy traffic.

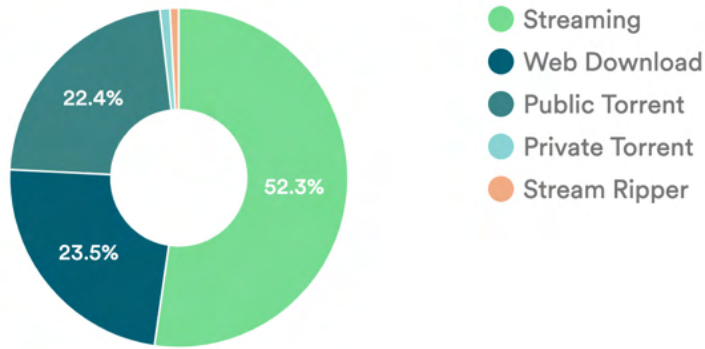


Film piracy distribution split by streaming and download. Oct-Dec 2021. Data from MUSO.com.



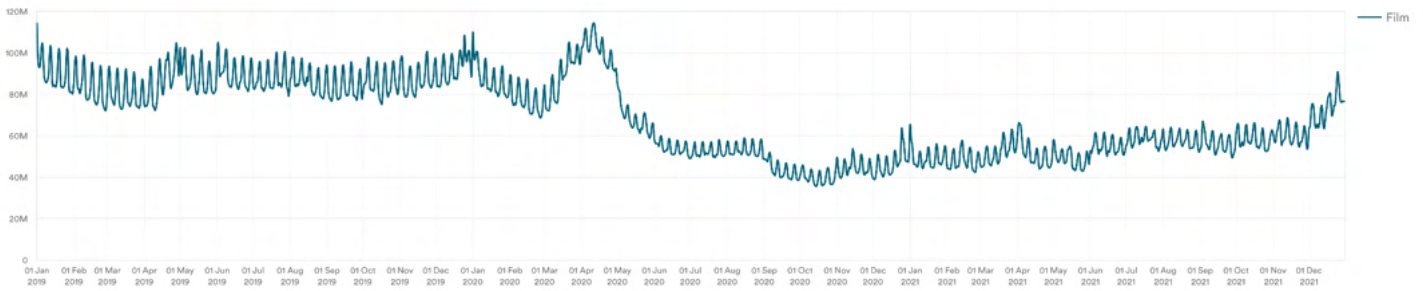
USA film piracy distribution split by streaming and download. Jan-Dec 2021. Data from MUSO.com.

Globally, 52.3% of users accessed films via unlicensed streaming websites, 23.5% via a web download site and 22.4% via a public torrent network.



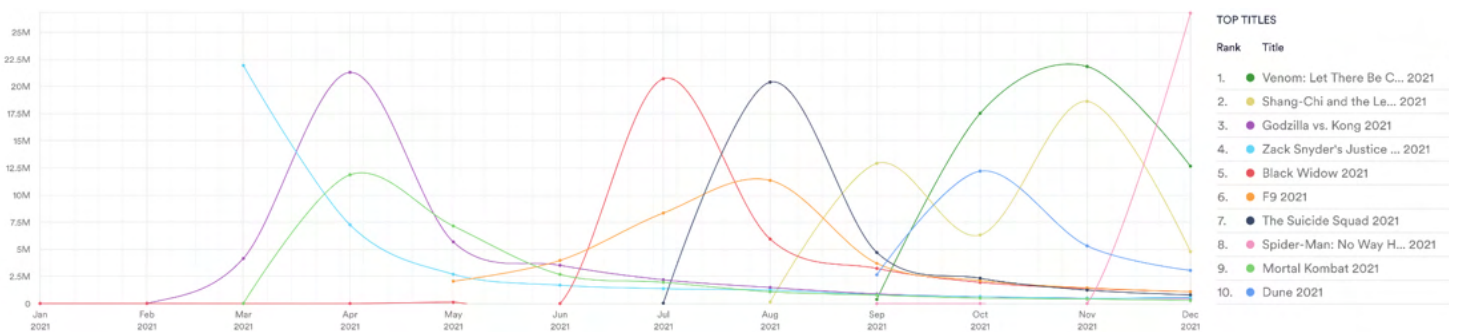
Film piracy by consumption method. Jan-Dec 2021. Data from MUSO.com.

When we look back over the last three years, we can see that demand has started to approach the pre-pandemic levels of traffic, largely driven by the release of previously postponed titles like *Venom* and *James Bond* and other new blockbuster releases.



Visits to film piracy websites. Jan 2019-Dec 2021. Data from MUSO.com.

Venom: Let There Be Carnage 2021 was the most in-demand film in 2021 in MUSO's film data.



Top ten films by demand. Jan-Dec 2021. Data from MUSO.com.

Piracy by Industry: Publishing

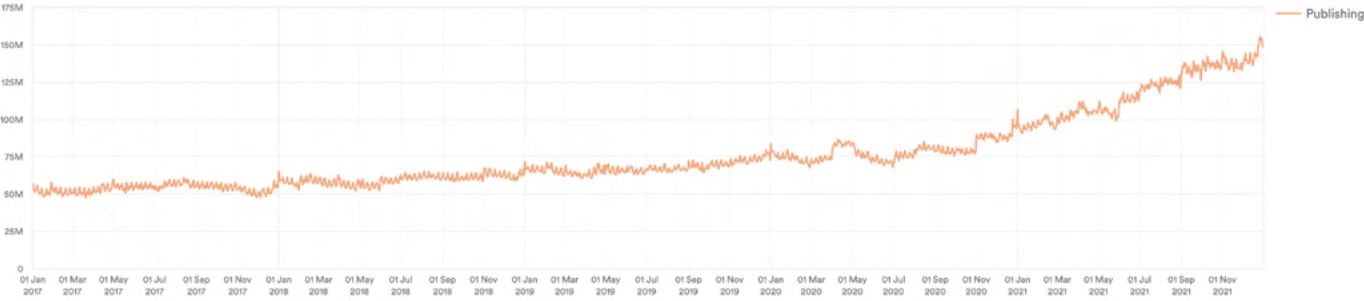
This section highlights some of the trends we saw in publishing piracy in 2021.

MUSO's publishing data tracks visits to piracy websites that offer fiction, non-fiction, educational, Manga, newspapers and magazines. 2021 has seen a dramatic increase in piracy demand for publishing media, measuring over 42 billion visits, a 49% increase from 2020.



Visits to publishing piracy websites. Jan-Dec 2021. Data from MUSO.com.

When we look at the trend over the previous five years, we can see a marked acceleration in 2021.



Visits to film piracy websites. Jan 2017-Dec 2021. Data from MUSO.com.

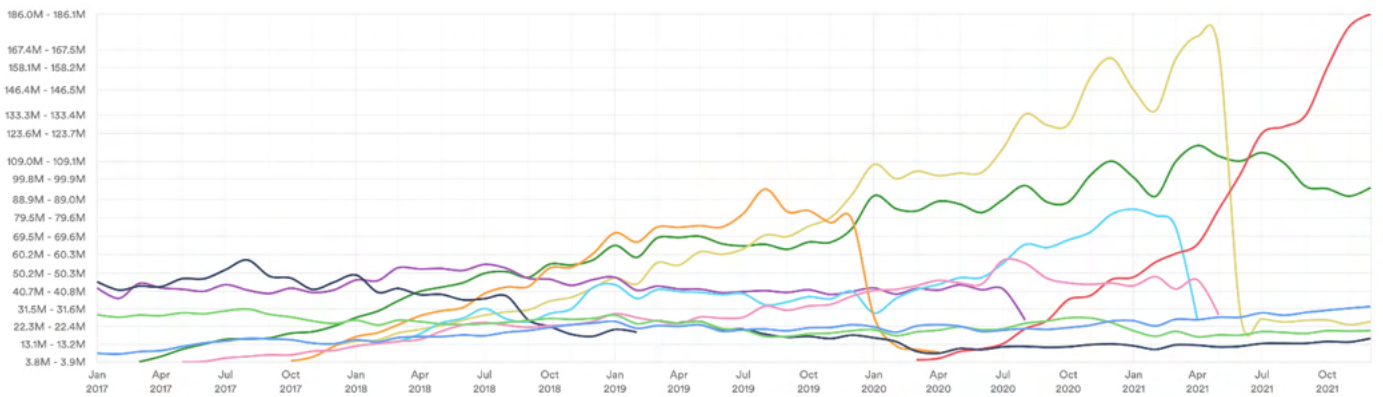
The geographical distribution of traffic shows that the United States and Russia provide the most traffic to publishing piracy websites.

Japan, in third place, highlights the popularity in demand for Manga content locally via piracy websites.



Visits to publishing piracy websites. Jan 2017-Dec 2021. Data from MUSO.com.

Globally, Manga content accounts for 63% of publishing piracy traffic and 6 out of the top 10 websites for publishing media are Manga specific.



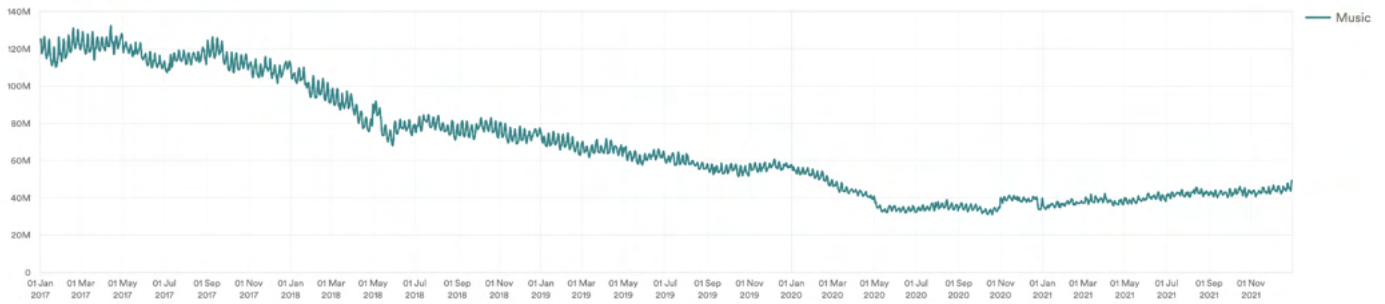
Visits to the top 10 publishing media piracy websites. Jan-Dec 2021. Data from MUSO.com.

Publishing media piracy accounted for 23.7% of all piracy measured by MUSO in 2021 and was the second most popular media type above Film, Music and Software.

Piracy by Industry: Music

This article highlights some of the trends we saw in music piracy in 2021.

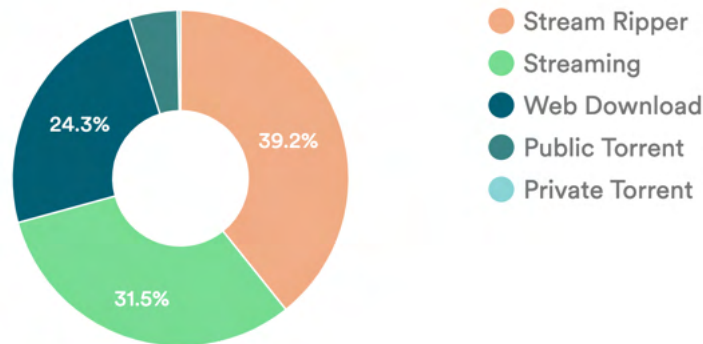
The music industry's decision to not encourage exclusive content on streaming platforms has had a positive impact on music piracy over the past 5 years. MUSO has measured a consistent decline in music piracy, year on year, from January 2017 until the second half of 2020 when music piracy appeared to level off prior to a gradual increase across 2021.



Visits to music piracy website Jan 2017- Dec 2021. Data from MUSO.com.

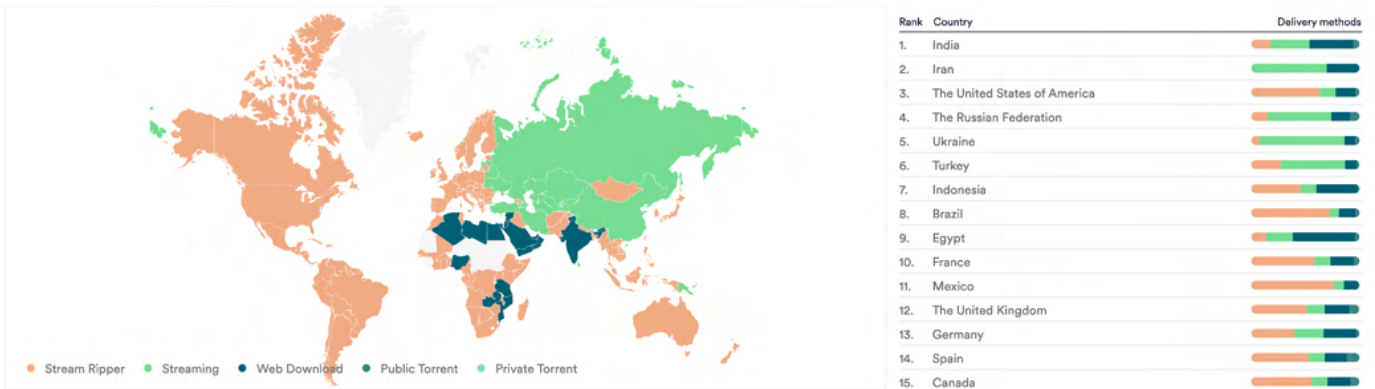
If we compare 2017 to 2021 we see a 65% decrease in music piracy visits, however, when comparing 2021 to 2020 we see a 2.18% increase and an 18.6% increase when comparing Q4 2021 to Q4 2020.

The recent growth in music piracy was driven by stream-ripping websites that allow users to rip and download audio from YouTube. These sites accounted for 39.2% of music piracy in 2021, up from 33.9% in 2020.



Music piracy by consumption method. Jan-Dec 2021. Data from MUSO.com.

Globally, India was the most popular country for music piracy, with Iran in second and the United States in third. India and Iran predominantly used unlicensed streaming websites to access music piracy, whereas 63% of music piracy from the United States was via stream-ripping services.



Music piracy distribution split by delivery method. Jan-Dec 2021. Data from MUSO.com.

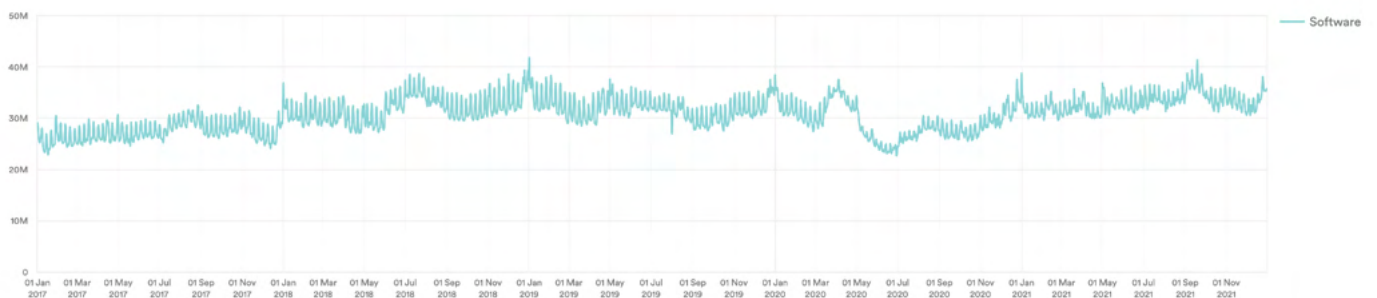
Music piracy accounted for 8.15% of all piracy measured by MUSO in 2021.

Piracy by Industry: Software

This section highlights some of the trends we saw in software piracy in 2021. MUSO's software piracy data tracks visits to piracy websites that offer software and game downloads.

MUSO measured a 13.1% increase in software piracy when comparing 2021 to 2020.

2021 was the highest year since MUSO's data began in 2017 for visits to software piracy websites.



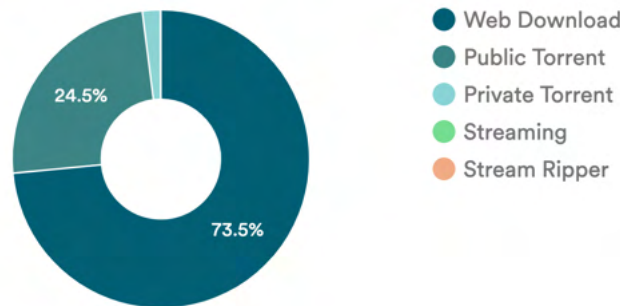
Visits to software piracy website Jan 2017- Dec 2021. Data from MUSO.com.

Globally, China provided the most visitors followed by Russia and the United States.



Software piracy distribution split by delivery method. Jan-Dec 2021. Data from MUSO.com.

Web Downloading was the most popular delivery method accounting for 73.5% of traffic with public torrents accounting for 24.5%



Software piracy by consumption method. Jan-Dec 2021. Data from MUSO.com.

In 2021 software piracy made up 6.7% of all piracy visits measured by MUSO.

Summary

Over the past 5 years, MUSO has measured the ever-changing landscape of digital media piracy. Digital media piracy data provides a view into content and audience demand that is not being measured by legal consumption. Piracy data provides an egalitarian view of demand, where content is not behind a paywall or boosted by platform marketing or bias.

In 2021 visits to piracy websites increased by 15.2% compared to 2020 and saw a return to pre-pandemic levels of piracy for TV content and an acceleration in publishing piracy.

Piracy data provides real insight into a global and nuanced audience, such as the changing methods of content delivery for piracy users; from torrents to unlicensed streaming. Or the rise in demand for Manga and Anime for both Japanese and global audiences.

TV piracy accounts for just over 50% of all piracy traffic in 2021

Film piracy is approaching pre-pandemic levels with blockbuster releases in Q4 2021 driving growth.

Publishing piracy was the second most in-demand media sector in 2021, driven by global demand for Manga.

Music piracy saw its first increase since 2017, with almost 40% of traffic going to stream-ripping websites.

Software piracy saw a 13.1% increase year on year with visits from Chinese internet users ranking first globally.

MUSO measures and analyses daily data on the media industries as well as daily piracy consumption on over 180,000 film and TV titles globally.

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.