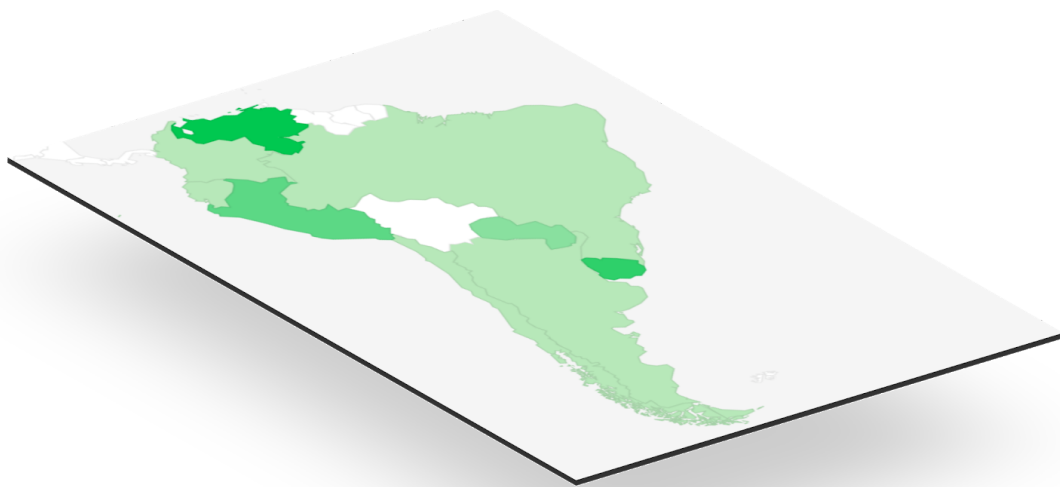


# LATAM TV & Film piracy

2017-2019



# Contents



Introduction	3
Methodology	6
Key Findings	10
LATAM Summary 2017/2018/2019 (H1)	11
Comparing trends 2017/2018	16
Country rankings	25
Visits per month 2017/2018	29
Piracy sites 2017/2018	40
Live broadcast sports sites 2018	53
Piracy sites 2019	60
Summary	72

## Introduction - unprecedented growth, regional challenges

In the past 25 years, Latin America's TV & film sector has had much to celebrate. Battling rampant physical piracy, low adoption of pay-TV and a lack of technical innovation, the television sector has emerged to enjoy over 50% pay-TV penetration, while the Latin American film industry has enjoyed a boom spanning three decades, both in wider distribution of its films globally, and in the quality of its productions. More Latin American audiences than ever before are consuming content on the screen.

But looking to the decade ahead, regional media companies are squaring up to a new range of challenges to maintain aggressive growth forecasts. The recent economic crisis in two of the region's largest markets, Brazil and Argentina still remains front of mind. Latin America, by its nature, also continues to face significant socio-economic disparity, while at a regional level, variations in development and innovation in content delivery can both help and hinder a region's prosperity in media consumption. Coupling these challenges with an ever more fragmented audience, regional broadcasters, distributors and content platforms are undoubtedly experiencing a dynamic, demanding climate in quest to grow subscriber numbers.

Digital piracy is a major impactor for the economic viability of digital content distribution and on-demand access. And, much like the rest of the world, Latin America has not been immune from the charm of free, unlicensed content, with a tech-savvy audience knowing precisely where they can find it. Access to this high quality unlicensed content is now almost exclusively through a user's internet connection, with such websites or portals providing an easier and sometimes better experience than via the legal sources, particularly around international TV and studio content that can be rights restricted by a release window.

To assess these market dynamics and help the LATAM media industry continue to develop viable, data-led strategies in combating IP infringement, MUSO conducted an analysis of the size and scope of the digital piracy ecosystem, which use public websites as a content distribution platform, from January 2017 to June 2019.

This paper draws insights from MUSO's comprehensive, one-of-a-kind *Piracy By Industry* data platform, measuring global piracy demand across more than 100,000 infringing websites that make up the global piracy website ecosystem, and which help to fuel the demand for unlicensed content. In this report, drawing on over 10 years of experience and knowledge of this industry, we set out to explain how piracy demand has evolved since 2017, the way it is changing, and the main actors contributing within the piracy ecosystem to its sustained popularity for Latin American audiences. Finally, we look at the past six months in 2019, and recent developments for web-based piracy across Latin America.

## Scope of this report

This report is commissioned by Latin American trade group Alianza Contra la Piratería de Televisión Paga en América Latina (Alliance Against Pay-TV Piracy in Latin America), or ALIANZA.

It does not include visits or consumption data measured across IPTV-type devices, or via software applications (apps), both of which fall outside of the scope of the data sources MUSO has utilised for this study.

At the request of ALIANZA, for the purposes of this report MUSO had used a narrower definition of Latin American countries, specified on the following page. Supplemental analysis and reporting has also been provided to ALIANZA for the following regions; Mexico (2017-2018), the Caribbean (2017-2018), plus a combined region analysis (2017-2018) that includes LATAM, Brazil, Mexico and the Caribbean.

## Countries included in LATAM Analysis

Argentina

Brazil

Chile

Colombia

Ecuador

Paraguay

Peru

Uruguay

Venezuela

# Our methodology

## Our approach

MUSO scans for, and catalogues, new piracy sites on a daily basis. All the domains in our database have received multiple DMCA notices for hosting infringing content, and have been verified manually and classified by a dedicated team of piracy analysts.

This approach has allowed us to build a comprehensive and authoritative view on web piracy, and a database of over 100,000 piracy domains.

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## Identifying potential threats

To build a picture of new and emerging threat domains across the piracy landscape, MUSO tracks the sending and receiving of DMCA copyright notices across the web. A DMCA notice, or takedown, is a clear indicator of infringing content existing upon a domain, and is only created when a content rights holder files a claim.

MUSO's Protect product sends these notices, but we're also able to monitor notices sent by other providers and rights holders. This information on DMCA notices is publicly available on the web, in forms such as Google's Transparency Report.

Only domains surpassing a threshold of DMCA notices received are flagged as potential threats by MUSO's system. This threshold is designed to remove domains that may have inadvertently hosted infringing content, leaving only those with a specific piracy intent.

Domains are flagged for investigation if they receive any of the following:

- Greater than 5 DMCA notices in a day
- Greater than 20 DMCA notices in a week
- Greater than 50 DMCA notices in a month

MUSO's threat detection system collects thousands of potential threat domains per month. These are then prioritised in order of approximate traffic, to identify those domains that should be investigated and classified first given they represent the largest unlicensed audience share.

## Classification process

Once a list of potential piracy domains have been collected, these are passed our dedicated Piracy Analyst team to manually confirm the presence of unlicensed content and subsequently classify the domains.

The classification process starts by confirming that infringing content is published on the domain, and that it has a specific focus on hosting and distributing this content. We then analyse the domain to assign the “industry” and “delivery method” classifications, and group it with other similar domains that direct users to the same piracy site.



**Industry** refers to the type of content illegally available on the domain, for example, film. In cases where a domain offers multiple types of content, we assign both types and divide activity between them.

**Industries:** Film, TV, Music, Software & Publishing



**Delivery method** refers to how users are able to access the illegal content, for example streaming. In cases where two or more delivery methods are used we choose the domain’s most available option.

**Delivery methods:** Streaming, Web Download, Public Torrent, Private Torrent, Stream Ripper.

**Site group** refers to a collection of domains that offer multiple entry points to a single piracy site, often employed by piracy site operators as a way of circumventing ISP blocking and providing a resilient service. These domains within the group are also referred to as “alias” domains.

## Delivery method classifications

### Streaming

These domains allow consumption of infringing material via online streaming directly, from a visitor’s web browser. Sites typically offer a wide range of film, TV & music that is searchable from within the site. Many sites also offer a download option, and these sites have been included in this category rather than “Web download” when streaming is the primary focus of the site.

Some streaming domains host infringing content themselves, but the majority are streaming content from external hosts. To avoid double counting of traffic, we only include traffic from the entry point sites and not the hosting sites.

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Examples of popular domains within this category are: **gomovies.la**, **musicpleer.media** and **kinogo2.cc**

### Web Download

Web Download domains allow consumption of infringing material via a direct download from within the user's web browser. Sites in this category typically offer a wide range of content that is directly searchable from within the site, and downloadable in their entirety. These sites are usually centrally controlled by the site's owner, so the content is fully curated. However, this category also includes forum style sites, where any user of the site can post and share web download links.

In both cases the sites rarely host the content themselves, and link out other sites which host the content. Typically the hosting sites used are file sharing sites, known as cyberlockers, which allow anyone to upload files and then distribute these files publicly via the web. To avoid double counting of traffic, we only include traffic from the entry point sites and not the hosting sites.

Examples of popular sites within this category are: **tamilrockerss.bz**, **worldfree4u.wiki** and **avxhm.se**.

### Stream Ripper

Stream Ripper domains facilitate the illegal download of content from popular User Generated Content (UGC) video sites, such as YouTube. They create downloadable mp4 video or mp3 audio files for users to take away with them. This process takes place directly inside a user's web browser, and typically they simply need to enter a YouTube video url, and then the download of the file will start instantly.

Although some sites offer video ripping, they are more typically used to rip the audio from music videos, which can be either an artist/label's official videos, or infringing content uploaded to sites such as YouTube.

Only the ripper sites offering the ability to rip video content and save it out as a video file download are included. Some sites offer the ability to rip from not only YouTube but a range of popular UGC video sites.

Examples of popular sites within this category are: **savefrom.net**, **onlinevideoconverter.com** and **clipconverter.cc**

### Public Torrent

Sites in this category are all torrent download portals that are open for anyone to use. A torrent download portal allows a visitor to search for any content, and then download a small file that initiates the process of downloading the full product.



Users of torrent sites must have a separate piece of software, called a torrent client, installed on their device. This is a peer-to-peer (P2P) downloading process, so the content isn't received directly from the site, and instead comes from other torrent users who are sharing the same content.

We are counting the traffic to search portal websites, and not the usage of torrent client software. In order to download a product, a user typically will search for the product using the search portal website, which is the point at which we capture this activity for our data. Some torrent clients allow users to search for content directly within the client, and this activity isn't included in our data.

Examples of popular sites within this category are: **thepiratebay.org**, **limetorrents.cc** and **extratorrent.ag**.

#### Private Torrent

Domains in this category are very similar to those in the Public Torrent category, except only members of the site can login and access the site's content. Most private torrent sites operate an invite-only policy on membership.

As with Public Torrent, we're measuring traffic based on visits to the web domain, and not direct measurement of P2P activity.

Examples of popular sites within this category are: **iptorrents.com**, **ncore.cc** and **torrentday.com**

## Key findings

- **14.14bn visits** to web piracy sites across LATAM in 2018, increasing 9% from 2017
- **51.60 piracy visits per person** in 2018, for the combined internet population of LATAM (274.88m)
- Streaming website piracy visits **rose 13%** year-on-year, while web download visits **decreased 15%** year-on-year
- **438m visits** to the top 20 most popular live sports streaming websites alone in 2018
- **Highest volume** of piracy visits measured in Brazil
- Uruguay and Chile exhibit **highest demand** for infringing content, per internet user
- Paraguay and Venezuela conversely exhibit the **lowest demand**, per internet user
- **Anime** is a hugely popular format for LATAM piracy, but piracy websites appear to exist in isolation
- Conversely, mainstream film & TV piracy websites build **strong awareness** and **repeat visits** by trading on their brand with multiple referral domains, copycat domains and proxy URLs.
- **Live sports broadcast** piracy websites experienced highly seasonal traffic trends in 2018. Additionally, industry action in closing a website (rather than IP blocking) has a considerable impact on audience displacement.
- Latin American audiences show a preference in consuming content from both **Spanish** & **English** language sites
- Brazilian audiences show a preference towards **Portuguese-dubbed** & **English** language piracy sites

# LATAM Summary



## LATAM Overview 2017-2019



Year	Visits (bn)
2017	12.9
2018	14.1
2019 (H1)	7.29

## LATAM Summary 2017

In 2017, LATAM saw a total of 12,976,857,304 visits to piracy sites specifically to consume film and TV content. In terms of piracy demand<sup>1</sup> LATAM saw 50.89 visits per internet user to sites serving pirated film or TV content.

Streaming was the most popular type of piracy in LATAM with 75.47% of all online engagement with film and TV content occurring through this delivery method. This accounted for 9,793,585,573 visits.

Delivery Method	2017 Trend
Streaming	75.47%
Public Torrent	14.95%
Web Download	8.53%
Stream Ripper	0.58%
Private Torrent	0.47%

The leading source of visitors to piracy sites was through direct navigation, having a 45.21% share of total traffic for 2017, with search accounting for 34.36%.

Traffic source	2017 Trend
Direct	45.21%
Search	33.46%
Referrals	17.05%
Social	3.35%
Display Ads	0.51%
Mail	0.43%

Total visits to to piracy sites

**12.98 billion**

Visits per internet user

**50.89**

Combined population

**410.05 million**

Combined internet population

**255.98 million**

<sup>1</sup> Piracy Demand is a measure of demand relative to the country's internet population. It is calculated by dividing total visits by internet population.

## LATAM Summary 2018

In 2018, LATAM saw a total of 14,144,367,691 visits to piracy sites specifically to consume film and TV content. In terms of Piracy Demand<sup>2</sup> LATAM saw 51.60 visits per internet user to sites serving pirated film or TV content.

Streaming was the most popular type of piracy in LATAM with 76.95% of all online engagement with film and TV content occurring through Streaming. This accounted for 11,077,147,134 visits.

Delivery Method	2018 Trend
Streaming	76.95%
Public Torrent	14.44%
Web Download	7.54%
Stream Ripper	0.61%
Private Torrent	0.45%

The leading source of visitors to piracy sites was through direct navigation, having a 54.41% share of total traffic for 2018, with search accounting for 34.90%.

Traffic source	2018 Trend
Direct	54.41%
Search	34.90%
Referrals	5.27%
Social	4.31%
Mail	0.61%
Display Ads	0.50%

Total visits to to piracy sites

**14.14 billion**

Visits per internet user

**51.60**

Combined population

**410.58 million**

Combined internet population

**274.88 million**

<sup>2</sup> Piracy Demand is the measure of demand relative to the country's internet population. It is calculated by dividing total visits by internet population.

## LATAM Summary 2019 (H1)

In 2019 (H1), LATAM saw a total of 7,290,173,141 visits to piracy sites specifically to consume film and TV content. In terms of Piracy Demand<sup>3</sup> LATAM saw 28.59 visits per internet user to sites serving pirated film or TV content.

Streaming was the most popular type of piracy in LATAM with 78.3% of all online engagement with film and TV content occurring through Streaming. This accounted for 5,706,837,988 visits.

Delivery Method	2019 (H1) Trend
Streaming	78.3%
Public Torrent	13.7%
Web Download	7.3%
Stream Ripper	0.5%
Private Torrent	0.3%

The leading source of visitors to piracy sites was through direct navigation, having a 61.1% share of total traffic for 2019, with search accounting for 30.7%.

Traffic source	2018 Trend
Direct	61.1%
Search	30.7%
Referrals	4.4%
Social	2.5%
Mail	0.7%
Display Ads	0.6%

Total visits to to piracy sites

**7.29 billion**

Visits per internet user

**28.59**

Combined population (2018)

**410.58 million**

Combined internet population (2018)

**274.88 million**

<sup>3</sup> Piracy Demand is the measure of demand relative to the country's internet population. It is calculated by dividing total visits by internet population.

# Comparing trends 2017 / 2018





## All Delivery Methods

### Year Over Year%

	2017	2018	YOY%
Total visits numbers	12,976,857,304	14,144,367,691	+9.00%
H1	6,368,548,022	7,268,007,104	+14.12%
H2	6,608,309,282	6,876,360,587	+4.06%
Q1	3,098,702,289	3,735,393,992	+20.55%
Q2	3,269,845,733	3,532,613,112	+8.04%
Q3	3,434,348,080	3,532,613,112	+2.86%
Q4	3,173,961,202	3,390,982,396	+6.84%

### Visits 2017/18

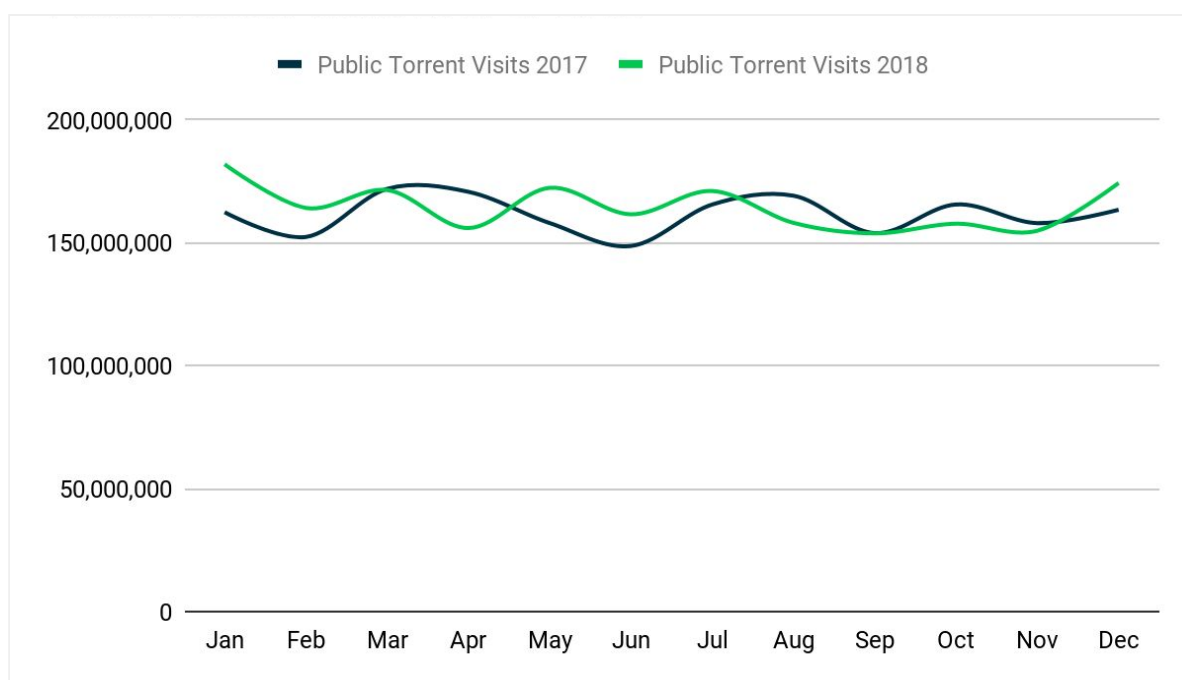


# Public Torrent

## Year Over Year%

	2017	2018	YOY%
Total visits numbers	1,939,523,852	1,977,127,793	+1.94%
H1	964,021,120	1,007,304,200	+4.49%
H2	975,502,732	969,823,593	-0.58%
Q1	486,650,587	517,451,131	+6.33%
Q2	477,370,533	489,853,069	+2.61%
Q3	488,555,647	482,920,679	-1.15%
Q4	486,947,085	486,902,914	-0.01%

## Visits 2017/18

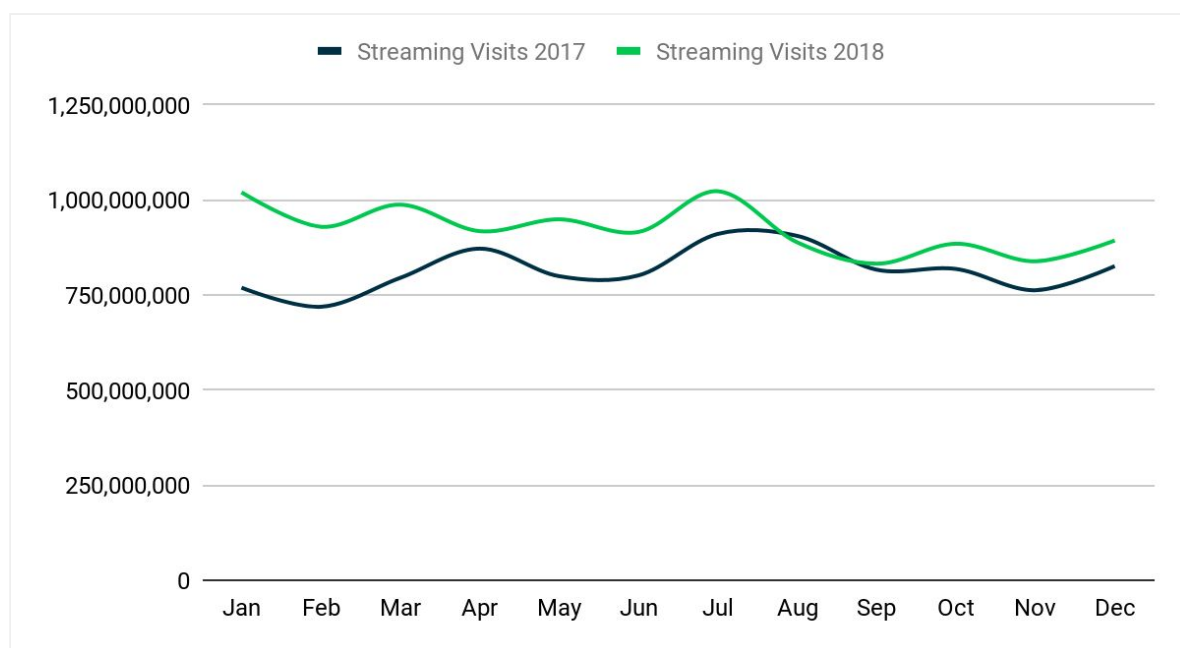


# Streaming

## Year Over Year%

	2017	2018	YOY%
Total visits numbers	9,793,585,573	11,077,147,134	+13.11%
H1	4,755,167,605	5,718,212,981	+20.25%
H2	5,038,417,968	5,358,934,153	+6.36%
Q1	2,282,887,721	2,936,314,587	+28.62%
Q2	2,472,279,884	2,781,898,394	+12.52%
Q3	2,631,968,900	2,742,863,695	+4.21%
Q4	2,406,449,068	2,616,070,458	+8.71%

## Visits 2017/2018

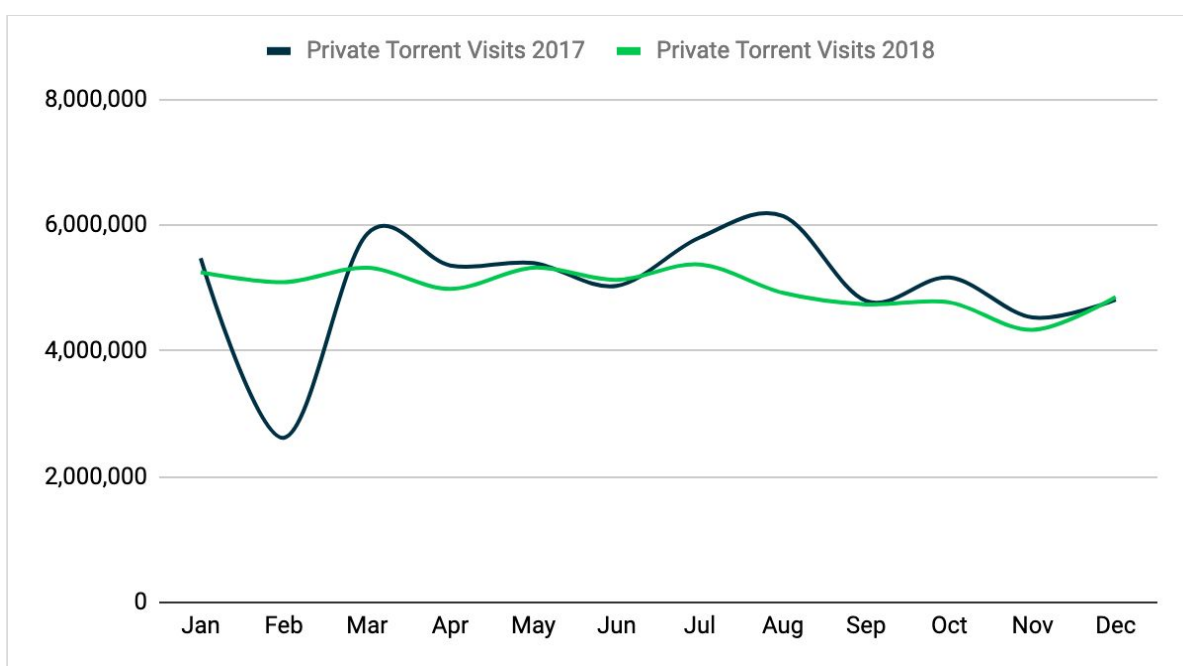


# Private Torrent

## Year Over Year%

	2017	2018	YOY%
Total visits numbers	61,009,283	60,112,242	-1.47%
H1	29,747,192	31,107,986	4.57%
H2	31,262,091	29,004,256	-7.22%
Q1	13,953,149	15,667,129	12.28%
Q2	15,794,043	15,440,857	-2.24%
Q3	16,746,382	15,038,353	-10.20%
Q4	14,515,709	13,965,903	-3.79%

## Visits 2017/18



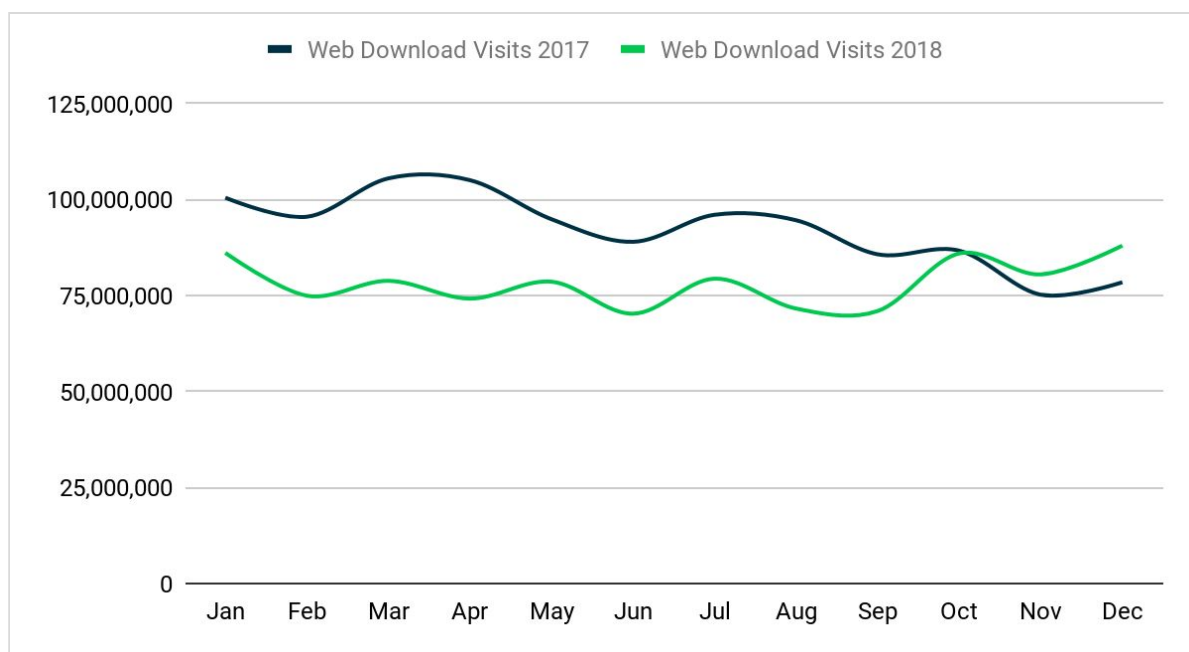
Feb 2017 appears to have an erroneous data anomaly, due to the leading manicomio-share.com domain recording severely reduced visits for the month without cause; please disregard.

# Web Download

## Year Over Year%

	2017	2018	YOY%
Total visits numbers	1,106,842,028	939,124,436	-15.15%
H1	590,262,768	462,826,854	-21.59%
H2	516,579,260	476,297,582	-7.80%
Q1	301,440,154	239,812,306	-20.44%
Q2	288,822,614	223,014,548	-22.78%
Q3	276,287,625	221,897,977	-19.69%
Q4	240,291,635	254,399,605	+5.87%

## Visits 2017/18



## Visits per Internet User (IU)

	2017	2018
Visits per IU	50.89	51.60

## Most/least active months

LATAM: all delivery methods	2017	2018
Most active month	July	January
Least active month	February	September

## Piracy trend insights

Web piracy is increasing across Latin America. When analysing variations between 2017 to 2018, we see an overall 9% increase in visits. Breaking down the LATAM region statistics further, we can observe a larger majority of the increase in visits occurring during H1 of 2018, and more specifically within the first three months of the year, with a 20% increase in visits year on year.

This trend isn't, however, limited to Latin America, with MUSO's global database of piracy visits also highlighting the trend for Q1 as the most popular period for unlicensed viewing. Seasonal weather changes, which can encourage/discourage heightened media consumption, competition from other forms of mass entertainment, particularly professional sports, and TV/film scheduling patterns each contribute to the complex mix of peaks and troughs in demand generation across the region. An example of this is Latin America's biggest domestic football league, the Brasileirão Seria A, which runs from May to December in Brazil, attracting a total club fanbase of 7.58m to stadiums across the eight-month season.

Oscar-nominated film releases in the first two months of the year also can help to explain an increase piracy demand during Q1, with major 'tenpole' releases from US studios using Oscar nominations to create marketing buzz around film releases.

Mirroring piracy behaviour (which also mirrors the increase in legal OTT video platform usage) seen across the globe is the rise of web streaming as dominant delivery format, with 79.8% of all visits during 2017-2018 to unlicensed content made via a video streaming platform. Looking only at 2018 data, we see this statistic unchanged at 80.9% for all visits.

Conversely, the use of P2P networks has witnessed a consistent decline through the past decade. Far from its status as the dominant delivery method for consuming unlicensed content during the 2000's, it declines to under 10% of global piracy traffic across 2017 and 2018 by distribution type. Within Latin America, it has followed a similar trend, capturing just 11.8% of all visits over the two year period. Since 2017 however, demand for using P2P as a distribution method has stabilized across LATAM, with two of the highest traffic days for P2P consumption coming in the past six months - 7.98m daily visits on Jan 1st 2019, and 7.89m daily visits recorded for 28th April 2019.

For comparison, both the United States and APAC regions present a similar trend to LATAM for continued P2P usage, whereas Western Europe witnessed a significant fall in P2P usage during 2017 and 2018, with visits declining over 50% in the same period. This leads us to speculate around local and regional social-economic, connectivity and pricing parallels that may be influencing a section of the Latin American piracy audience to continue to consume content via a download to watch offline, rather than streamed through a live internet connection.

It is helpful to observe how these LATAM countries compare side-by-side - both in terms of total visits and the Piracy Demand<sup>4</sup> for each region.

MUSO's country-level analysis for 2017 and 2018 illustrate this in the following section. For example, although Brazil ranks most highly in Latin America in terms of total visits, data for Uruguay shows a much higher number of *visits per internet user* (illustrative of Piracy Demand).

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<sup>4</sup> Piracy Demand is the measure of demand relative to the country's internet population. Calculated by dividing total visits by internet population.



# Country rankings



## Country rankings 2017

Country	Total Visits 2017	Visits Rank 2017	Visits/IU 2017	Visits/IU Rank 2017
Uruguay	264,441,781	8	118.11	1
Chile	1,087,276,177	4	77.07	2
Argentina	2,121,412,343	2	69.88	3
Ecuador	464,668,038	7	65.86	4
Peru	826,688,612	5	63.41	5
Colombia	1,388,925,694	3	50.21	6
Brazil	6,013,818,769	1	43.23	7
Venezuela	717,486,527	6	39.30	8
Paraguay	92,139,363	9	29.26	9

## Country rankings 2018

Country	Total Visits 2018	Visits Rank 2018	Visits/IU 2018	Visits/IU Rank 2018
Uruguay	262,428,406	8	117.21	1
Chile	1,101,121,117	4	78.05	2
Argentina	2,137,121,359	2	70.39	3
Ecuador	457,264,877	7	64.81	4
Peru	784,366,114	5	60.16	5
Colombia	1,459,409,980	3	52.75	6
Brazil	7,175,561,241	1	51.58	7
Venezuela	672,643,740	6	36.85	8
Paraguay	94,450,857	9	29.99	9

## Key piracy sites

LATAM: all delivery methods	2017	2018
Most popular piracy sites	animeflv.net	animeyt.tv
Top Site Q1	animeflv.net	animeyt.tv
Top Site Q2	animeflv.net	animeyt.tv
Top Site Q3	animeflv.net	animeyt.tv
Top Site Q4	pelisplus.tv	animeyt.tv

# Country rankings insights

## LATAM

Piracy demand (visits per internet user) across LATAM increased marginally from 2017-2018, up from 50.8 to 51.5, and in H1 of 2019, we see this rate at 28.5 after six months of measurement. Based on H1, we can estimate 2019 increasing again year-on-year, projecting up to an annual piracy demand rate of 57. At a regional level, demand for unlicensed content is increasing.

Across LATAM, the highest traffic day for piracy consumption was April 28, 2019, which broadly coincides with the season 8 release of HBO's Game of Thrones. In fact, regional piracy levels escalated from 43.8m daily visits on Thursday, April 11th, up to 67.2m on Sunday April 14th, when episode one of season 8 aired globally.

2018's highest traffic day was January 1st, with 65.8m daily visits, while January 1st 2019 logged a similar total of 68.7m visits. Sunday is consistently the highest traffic day of the week across Latin America, mirroring similar weekend demand trends seen globally, although Thursday consistently trends as the lowest traffic day of the week across LATAM, untypical in other regions globally.

## Argentina, Chile

Both countries were listed on the United States Trade Representative's Notorious Markets report in 2019 (alongside Venezuela) and share similar piracy profiles. Argentina recorded similar visit levels for 2017 & 2018, and the country's rate of piracy demand also showed little signs of year-on-year change (69.8 vs 70.3). For 2019, H1 MUSO recorded a demand rank of 37.1, and project the region trending to 74.0 for 2019 year-end.

Chile recorded similar numbers in piracy demand, 77.1 vs 78.1 for 2017/2018 (although recording only half the volume of piracy visits compared to Argentina) and, much like its geographic neighbour, is predicted to trend similarly upwards to 80.0 by year-end based on H1 2019 stats.

## Brazil

Brazil's highest day of recorded piracy visits since Jan 2017 was 1st May 2019, with 28.4m visits. May 1st was celebrated as a public holiday (Labor Day) in Brazil. With the largest population in South America, Brazil understandably tops MUSO's country ranking charts in both 2017 & 2018 for visits volume, but lands only 7th out of 9 regions both years when measuring piracy demand, indicating a large proportion of its 200m+ inhabitants are still yet to visit a piracy site.

## Columbia

Witnessing much greater seasonal variations than other LATAM regions, Columbia's daily piracy visit estimates rose from 3.38m on December 12th, 2017 to spike at 6.15m on January 1st 2018, before falling back to 3.27m visits just a month later on February 1st. Similarly in 2019, a high mark of 6.14m visits on Jan 1st 2019 had almost doubled in just a two week from a low of 3.54m visits on Dec 13 2018.

## Paraguay

As with other regions, Paraguay's record high day for piracy visits was April 28th 2019. Notably, the region sits bottom of MUSO's country rankings in 2017/2018 for both volume of piracy visits, and piracy demand.

# Visits per month 2017/2018



## All Delivery Methods - 2017

In 2017, there was a total of 12,976,857,304 visits to Film & TV piracy destinations (across all delivery methods). On average this amounted to 1,081,404,775 monthly visits.

July was the most active month, with a total of 1,183,331,784 visits to film and TV piracy sites and February was the least active month (973,815,588 visits). 2017 visits started at 973,815,588 and ended at 1,081,272,401 in December.

When comparing the first 6 months to the second 6 months of 2017 there was an overall increasing trend of +3.76%.

Total visits to Film and TV piracy sites in LATAM, 2017

# 12.98 billion

Average monthly visits

## 1.1 billion

Most active month 2017

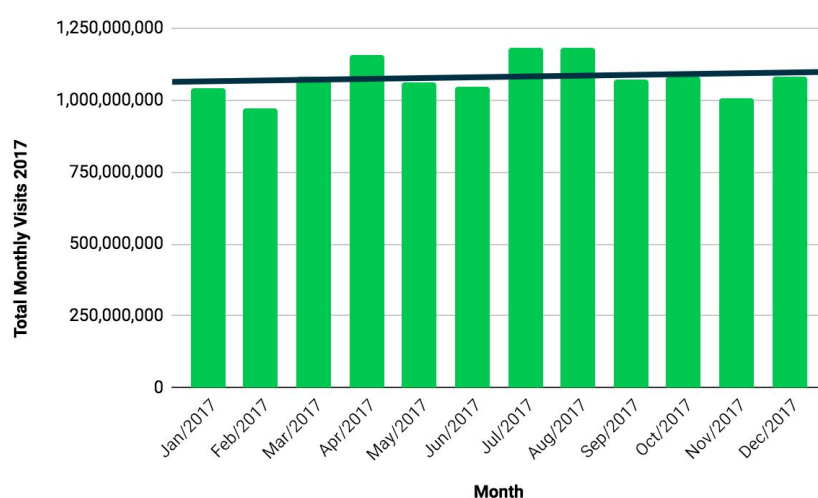
## July

Least active month 2017

## February

Trend change over 2017

## +3.76%



Month	Total Visits
Jan/2017	1,041,787,191
Feb/2017	973,815,588
Mar/2017	1,083,099,510
Apr/2017	1,157,857,844
May/2017	1,062,859,360
Jun/2017	1,049,128,529
Jul/2017	1,183,331,784
Aug/2017	1,181,387,468
Sep/2017	1,069,628,828
Oct/2017	1,084,244,961
Nov/2017	1,008,443,840
Dec/2017	1,081,272,401

## All Delivery Methods - 2018

In 2018, there was a total of 14,144,367,691 visits to Film & TV piracy destinations delivering content through (across all delivery methods). On average this amounted to 1,178,697,308 monthly visits.

January was the most active month, with a total of 1,302,491,472 visits to film and TV piracy sites and September was the least active month (1,069,240,335 visits). 2018 visits started at 1,302,491,472 and ended at 1,166,314,209 in December.

When comparing the first 6 months to the second 6 months of 2018 there was an overall decreasing trend of -5.39%.

**Total visits to film and TV piracy sites in LATAM, 2018**

# 14.14 billion

**Average monthly visits**

## 1.2 billion

**Most active month 2018**

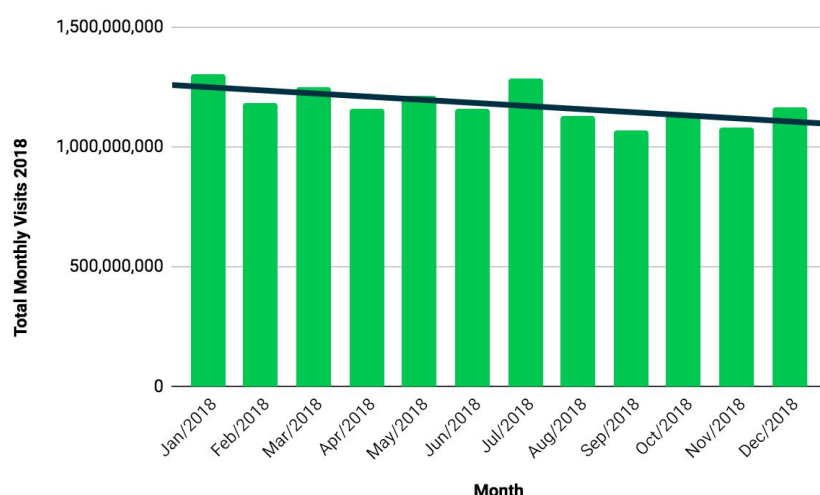
## January

**Least active month 2018**

## September

**Trend change over 2018**

## -5.39%



Month	Total Visits
Jan/2018	1,302,491,472
Feb/2018	1,181,224,146
Mar/2018	1,251,678,374
Apr/2018	1,160,483,858
May/2018	1,212,643,675
Jun/2018	1,159,485,579
Jul/2018	1,285,644,095
Aug/2018	1,130,493,761
Sep/2018	1,069,240,335
Oct/2018	1,140,524,476
Nov/2018	1,084,143,711
Dec/2018	1,166,314,209

## Public Torrent - 2017

In 2017, there was a total of 1,939,523,852.00 visits to Film & TV piracy destinations delivering content through public torrent.

March was the most active month, with a total of 171,911,061 visits to film and TV piracy sites and December was the least active month (148,677,648 visits). 2017 visits started at 162,402,408 and ended at 163,420,596 in December.

When comparing the first 6 months to the second 6 months of 2017 there was an overall increasing trend of +1.19%.

Visits to film and TV public torrent sites in LATAM, 2017

# 1.94 billion

Average monthly visits

## 162 million

Most active month 2017

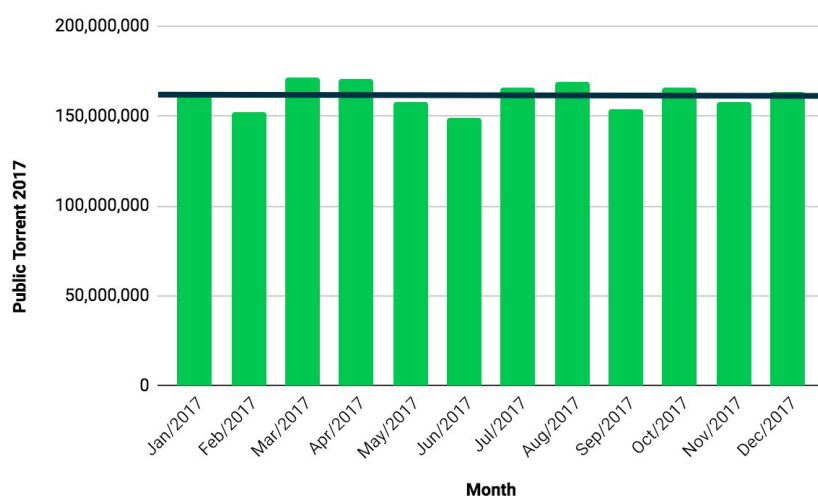
## March

Least active month 2017

## June

Trend change over 2017

## +1.19%



Month	Public Torrent
Jan/2017	162,402,408
Feb/2017	152,337,118
Mar/2017	171,911,061
Apr/2017	170,697,569
May/2017	157,995,316
Jun/2017	148,677,648
Jul/2017	165,546,556
Aug/2017	169,115,195
Sep/2017	153,893,896
Oct/2017	165,564,064
Nov/2017	157,962,425
Dec/2017	163,420,596



## Public Torrent - 2018

In 2018, there was a total of 1,977,127,793 visits to Film & TV piracy destinations delivering content through public torrent.

January was the most active month, with a total of 181,904,228 visits to film and TV piracy sites and September was the least active month (153,813,160 visits). 2018 visits started at 181,904,228 and ended at 174,291,326 in December.

When comparing the first 6 months to the second 6 months of 2018 there was an overall decreasing trend of -3.72%.

Visits to film and TV public torrent sites in LATAM, 2018

**1.98 billion**

Average monthly visits

**165 million**

Most active month 2018

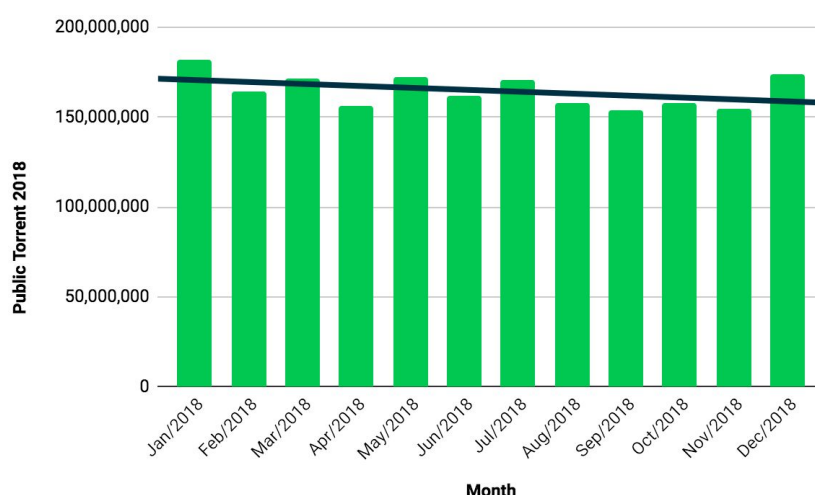
**January**

Least active month 2018

**September**

Trend change over 2018

**-3.72%**



Month	Public Torrent
Jan/2018	181,904,228
Feb/2018	164,134,413
Mar/2018	171,412,490
Apr/2018	155,967,014
May/2018	172,326,691
Jun/2018	161,559,364
Jul/2018	171,031,748
Aug/2018	158,075,771
Sep/2018	153,813,160
Oct/2018	157,731,439
Nov/2018	154,880,149
Dec/2018	174,291,326

## Web Download - 2017

In 2017, there was a total of 1,106,842,028 visits to Film & TV piracy destinations delivering content through web download.

March was the most active month, with a total of 105,492,028 visits to film and TV piracy sites and November was the least active month (75,191,632 visits). 2017 visits started at 75,191,632 and ended at 78,444,215 in December.

When comparing the first 6 months to the second 6 months of 2017 there was an overall decreasing trend of -12.5%.

### Visits to film and TV web download sites in LATAM, 2017

**1.11 billion**

### Average monthly visits

**92 million**

### Most active month 2017

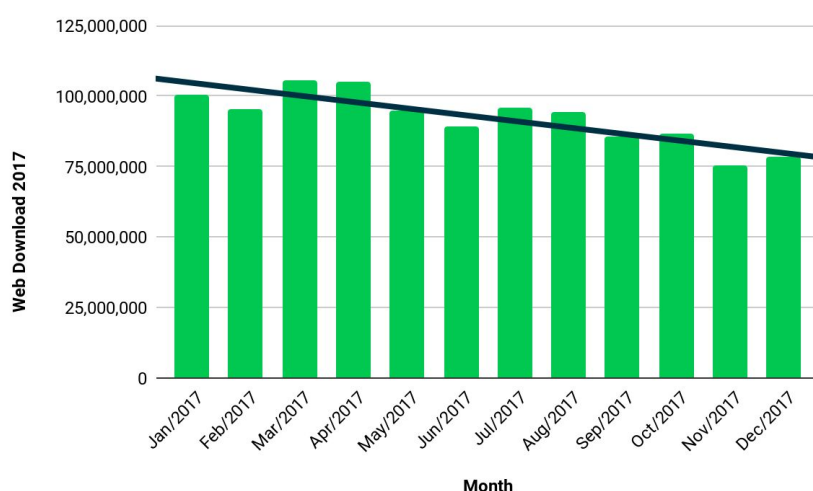
**March**

### Least active month 2017

**November**

### Trend change over 2017

**-12.48%**



Month	Web Download
Jan/2017	100,455,604
Feb/2017	95,492,522
Mar/2017	105,492,028
Apr/2017	105,010,721
May/2017	94,844,056
Jun/2017	88,967,837
Jul/2017	96,003,343
Aug/2017	94,573,913
Sep/2017	85,710,369
Oct/2017	86,655,788
Nov/2017	75,191,632
Dec/2017	78,444,215

## Web Download - 2018

In 2018, there was a total of 939,124,436 visits to Film & TV piracy destinations delivering content through web download.

December was the most active month, with a total of 87,988,364 visits to film and TV piracy sites and June was the least active month (70,250,203 visits). 2018 visits started at 86,086,737 and ended at 87,988,364 in December.

When comparing the first 6 months to the second 6 months of 2018 there was an overall increasing trend of +2.91%.

Visits to film and TV web download sites in Mexico, 2018

# 939.12 million

Average monthly visits

## 78 million

Most active month 2018

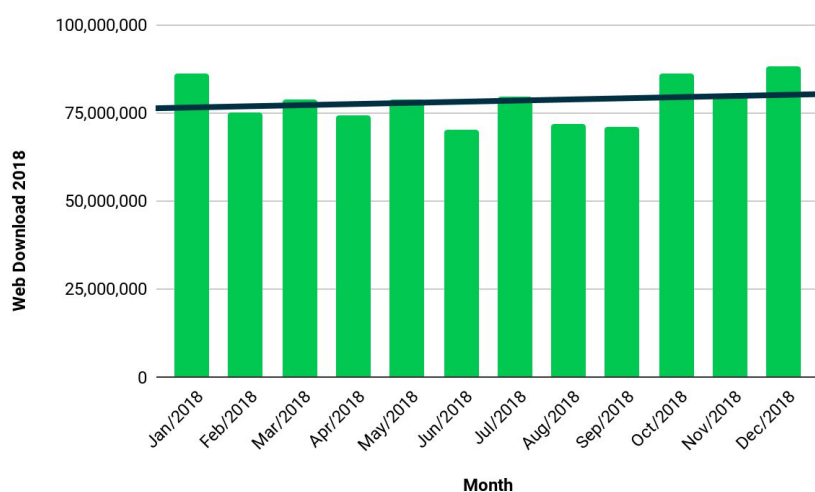
## December

Least active month 2018

## June

Trend change over 2018

## +2.91%



Month	Web Download
Jan/2018	86,086,737
Feb/2018	74,923,636
Mar/2018	78,801,933
Apr/2018	74,187,458
May/2018	78,576,887
Jun/2018	70,250,203
Jul/2018	79,368,879
Aug/2018	71,579,476
Sep/2018	70,949,622
Oct/2018	85,939,782
Nov/2018	80,471,459
Dec/2018	87,988,364

## Private Torrent - 2017

In 2017, there was a total of 61,009,283 visits to Film & TV piracy destinations delivering content through private torrent.

August was the most active month, with a total of 6,147,283 visits to film and TV piracy sites and February was the least active month (2,618,281 visits). 2017 visits started at 5,475,166 and ended at 4,815,769 in December.

When comparing the first 6 months to the second 6 months of 2017 there was an overall increasing trend of +5.09%.

Visits to film and TV private torrent sites in LATAM, 2017

# 61.01 million

Average monthly visits

## 5 million

Most active month 2017

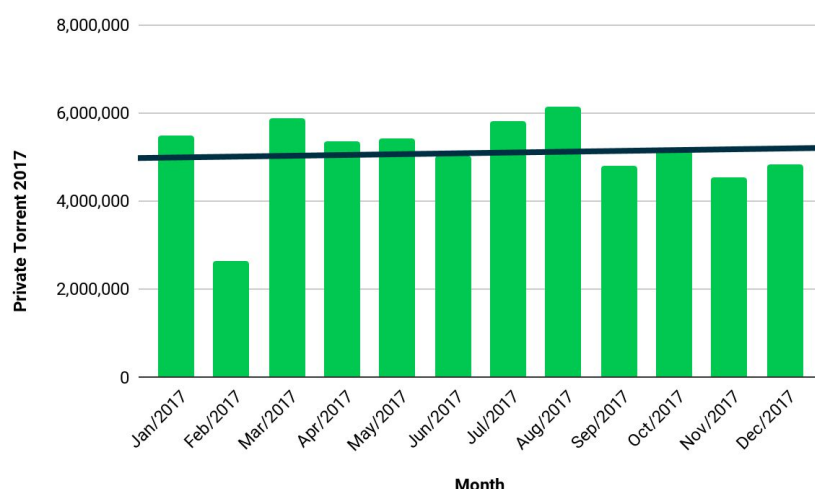
## August

Least active month 2017

## February

Trend change over 2017

## +5.09%



Month	Private Torrent
Jan/2017	5,475,166
Feb/2017	2,618,281
Mar/2017	5,859,702
Apr/2017	5,359,873
May/2017	5,398,513
Jun/2017	5,035,657
Jul/2017	5,804,515
Aug/2017	6,147,283
Sep/2017	4,794,584
Oct/2017	5,168,079
Nov/2017	4,531,861
Dec/2017	4,815,769

Feb 2017 appears to have an erroneous data anomaly, due to the leading manicomio-share.com domain recording severely reduced visits for the month without cause; please disregard.

## Private Torrent - 2018

In 2018, there was a total of 60,112,242 visits to Film & TV piracy destinations delivering content through private torrent.

July was the most active month, with a total of 5,375,657 visits to film and TV piracy sites and November was the least active month (4,334,717 visits). 2018 visits started at 5,252,474 and ended at 4,859,070 in December.

When comparing the first 6 months to the second 6 months of 2018 there was an overall decreasing trend of -6.76%.

Visits to film and TV private torrent sites in LATAM, 2018

# 60.11 million

Average monthly visits

## 5 million

Most active month 2018

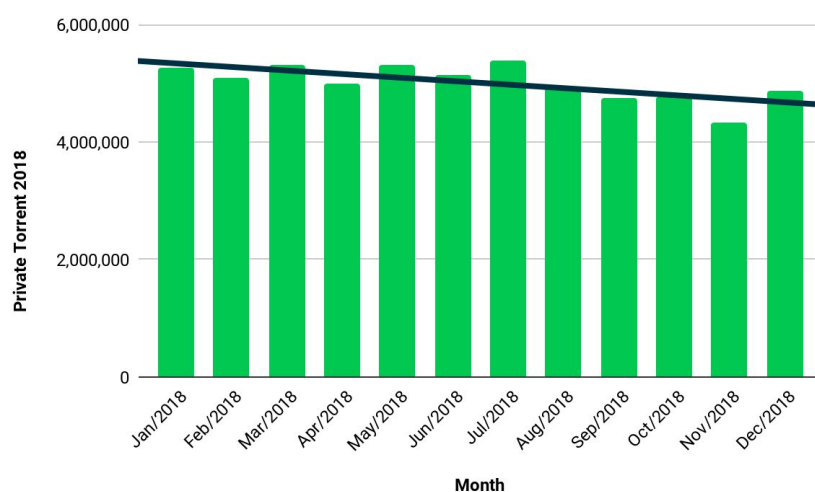
## July

Least active month 2018

## November

Trend change over 2018

## -6.76%



Month	Private Torrent
Jan/2018	5,252,474
Feb/2018	5,092,995
Mar/2018	5,321,660
Apr/2018	4,986,425
May/2018	5,324,448
Jun/2018	5,129,984
Jul/2018	5,375,657
Aug/2018	4,923,010
Sep/2018	4,739,686
Oct/2018	4,772,116
Nov/2018	4,334,717
Dec/2018	4,859,070

## Streaming - 2017

In 2017, there was a total of 9,793,585,573 visits to Film & TV piracy destinations delivering content through Streaming.

July was the most active month, with a total of 801,277,300 visits to film and TV piracy sites and February was the least active month (718,836,707 visits). 2017 visits started at 769,139,821 and ended at 825,842,316 in December.

When comparing the first 6 months to the second 6 months of 2017 there was an overall increasing trend of +5.96%.

Visits to film and TV Streaming sites in LATAM, 2017

**9.79 billion**

Average monthly visits

**816 million**

Most active month 2017

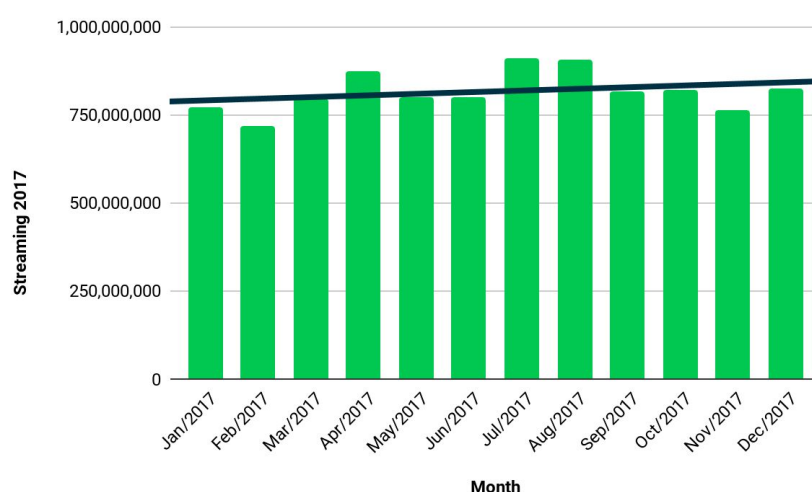
**July**

Least active month 2017

**February**

Trend change over 2017

**+5.96%**



Month	Streaming
Jan/2017	769,139,821
Feb/2017	718,836,707
Mar/2017	794,911,193
Apr/2017	871,690,055
May/2017	799,312,529
Jun/2017	801,277,300
Jul/2017	910,347,261
Aug/2017	905,249,466
Sep/2017	816,372,173
Oct/2017	818,286,947
Nov/2017	762,319,805
Dec/2017	825,842,316

## Streaming - 2018

In 2018, there was a total of 11,077,147,134 visits to Film & TV piracy destinations delivering content through Streaming.

July was the most active month, with a total of 1,022,591,446 visits to film and TV piracy sites and September was the least active month (832,094,020 visits). 2018 visits started at 1,022,591,446 and ended at 893,144,591 in December.

When comparing the first 6 months to the second 6 months of 2018 there was an overall decreasing trend of -6.28%.

Visits to film and TV web stream sites in LATAM, 2018

# 11.08 billion

Average monthly visits

## 923 million

Most Active month 2018

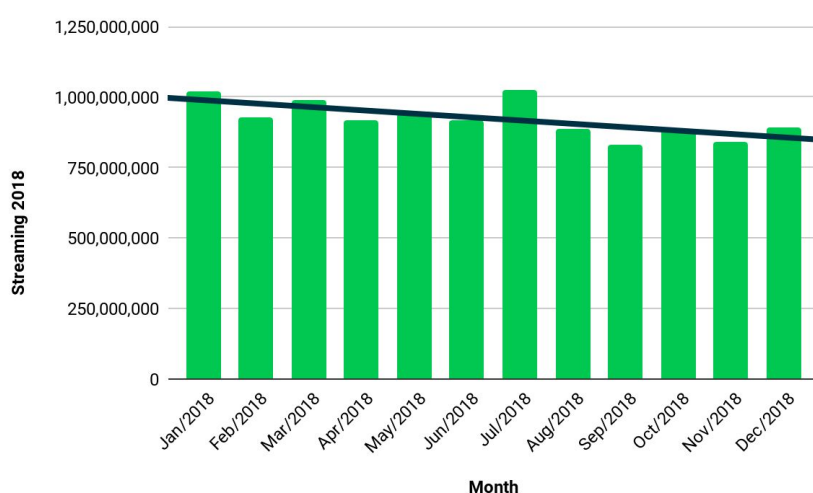
## July

Least Active month 2018

## September

Trend change over 2018

## -6.28%



Month	Streaming
Jan/2018	1,019,818,111
Feb/2018	929,126,897
Mar/2018	987,369,579
Apr/2018	917,583,643
May/2018	948,789,581
Jun/2018	915,525,170
Jul/2018	1,022,591,446
Aug/2018	888,178,229
Sep/2018	832,094,020
Oct/2018	884,589,802
Nov/2018	838,336,065
Dec/2018	893,144,591

# Piracy sites 2017 / 2018





## Site rankings - 2017

A view, by month of the top ranking piracy sites in 2017.

	Jan/17	Feb/17	Mar/17	Apr/17	May/17	Jun/17	Jul/17	Aug/17	Sep/17	Oct/17	Nov/17	Dec/17
animeflv.net	1	1	1	1	1	1	1	1	1	2	3	3
pelisplus.tv	2	2	2	2	2	2	2	3	4	3	1	1
pelispedia.tv	5	3	3	3	3	3	3	2	2	4	4	4
jkanime.net	4	4	4	4	4	4	4	4	5	5	7	7
animeytv.tv	8	8	8	6	6	6	5	5	3	1	2	2
repelis.tv	3	5	5	5	5	5	6	7	7	12	13	14
gnula.nu	12	11	10	10	10	11	10	11	13	15	14	13
assistindoseriesonline.net	7	6	6	7	8	9	9	15		16	16	15
cuevana2.tv		18	17	14	13	13	12	16	16	20	18	18
thepiratebay.org	16	16	14	18	12	16	17	14	19	19	20	
cinecalidad.to			12	9	9	10	8	8	9	9	8	9
filmeseseriesonline.net	10	12	9	13					15	7	5	5
pelis24.tv	11	10	13	17	20	15	11	17				
comandotorrents.com					18	18	18	13	18	17	17	16
superanimes.com	6	7	7	8	7	8	19					
thepiratefilmeshd.com				12	14	17	20		17		19	
redecanaais.com		20	11	15		20	16					19
superanimes.site								6	6	6	6	8
filmesonline.biz					11	7	7	9	12			
assistindoanimesonline.com								10	10	11	11	6
animesonlinebr.com.br								19	14	14	12	12
estrenosdoramamas.net					16	12	14	12				17
seriesonlinehd.org	20		19	11	15	19						
animesorion.org							13		8	8	9	
m.animeflv.net									11	10	10	11
4shared.com	14	13	15	20								
planetatvonlinehd.com								20	20	13	15	
megafilesonline.net	13	14	20									
torrentdosfilmes.com	17	15	18									
filmesonline.net	9	9										
hdfilesonlinegratis.net			16	16								
animalog.biz					19	14						

filmesonlinehd11.cc	15	19										
animeai.net	18	17										
animesorion.tv												10
4k17.me							15					
animeflv.me					17							
filmesonlinehd7.cc										18		
mmfilmes.com								18				
assistirfilmeshd.org				19								
cinecalidad.com	19											
megafilemestorrents.net												20
	Jan/17	Feb/17	Mar/17	Apr/17	May/17	Jun/17	Jul/17	Aug/17	Sep/17	Oct/17	Nov/17	Dec/17

## Sites analysis - 2017

In 2017 the following 5 sites consistently featured as the 5 most popular piracy destinations in LATAM for film & TV (all delivery methods).

animeflv.net

pelisplus.tv

pelispedia.tv

jkanime.net

animeyt.tv

- animeflv.net was the most popular LATAM destination for film and TV pirated content in 2017 - ranked in first place for most of the year, moving to 2nd and 3rd place from October through to December
- pelisplus.tv started out the year as the second most popular destination for pirated films and TV content in 2017, increased in popularity towards the end of 2017 becoming the top ranking piracy destination for film and TV piracy in November and December.
- pelispedia.tv and jkanime.net remained in the top 10 popular film and TV piracy sites for 2017
- animeyt.tv started out the year 2017 ranked in 8th place, gradually attracted more traffic over the year. Animeyt.tv was the most popular LATAM film and TV piracy destination in October 2017.

Towards the end of 2017 some new sites suddenly started gaining more traffic.

comandotorrents.com

superanimes.site

assistindoanimesonline.com

- comandotorrents.com started attracting higher traffic volumes in May
- superanimes.site suddenly saw high traffic volumes in August and finished out the year among the top 10 piracy destinations for film and TV in LATAM

## Site rankings - 2018

A view, by month of the top ranking piracy sites in 2018.

	Jan/18	Feb/18	Mar/18	Apr/18	May/18	Jun/18	Jul/18	Aug/18	Sep/18	Oct/18	Nov/18	Dec/18
animeyt.tv	1	1	1	1	1	1	1	1	1	1	1	1
animeflv.net	2	2	2	2	2	2	2	2	2	2	2	2
pelispedia.tv	3	4	3	4	3	7	7	5	7	5	4	4
cinecalidad.to	8	9	4	7	5	4	4	3	3	4	3	3
m.animeflv.net	10	6	9	3	7	3	3	4	4	3	5	6
superanimes.site	6	8	7	5	6	6	5	6	6	6	6	7
comandotorrents.com	14	13	14	14	11	11	10	11	10	10	8	9
animesonlinebr.com.br	12	16	15	15	17	14	14	13	8	8	7	8
gnula.nu	11	15	13	13	13	15	13	16	12	15	12	12
pelisplus.co		17	16	16	12	10	8	7	5	13	10	5
aovivonatv.com	17	11	6	9	9	9	17	10	13	9	15	
yts.am		20	19	17	18	17	16	15	11	18	13	14
assistirseriados.net			18	12	10	8	9	12	15	12	20	20
estrenosdoramas.net	16			19		18	18	17	16	17	18	18
cuevana2.com					15	16	11	9	9	7	9	11
pelisplus.tv	4	7	8	10	14	12	15	18				
animesorion.tv	7	3	5	6	4	5	6					
jkanime.net	9	12	12	11	16	19	20					
mmfilmes.tv						20	19	14	14	14	14	17
filmeseseriesonline.net	5	5	10	8	8	13						
repelis.live								20	17	16	16	19
animesonehd.net									18	11	17	15
cuevana2.tv	20	14	11									
assistindoanimesonline.com	13	18	17									
pelisplus.to										19	19	16
megafilesahd.com							12	8				
animesorion.org											11	13
assistindoseriesonline.net	18	19										
animesync.tv									19	20		
seriesflixhd.com												10
myanimesonline.com		10										
repelis.tv	15											

myanimesonline.net				18								
seuseriado.com					19							
repelis.io								19				
redcanais.com	19											
tudotv.tv			20									
thenightseries.net					20							
filmesonlinehd7.cc									20			
filmesonlinegratisahd.com				20								
	Jan/18	Feb/18	Mar/18	Apr/18	May/18	Jun/18	Jul/18	Aug/18	Sep/18	Oct/18	Nov/18	Dec/18

## Sites analysis - 2018

In 2018 the following 5 sites consistently featured as the 5 most popular piracy destinations for film & TV (all delivery methods).

animeyt.tv
animeflv.net
pelispedia.tv
cinecalidad.to
m.animeflv.net

- animeyt.tv was consistently the most popular piracy destination for film and TV piracy in LATAM ranking in first place every month throughout 2018.
- animeflv.net was also a firm favourite with seekers of pirated films and TV content, ranking at second place every month throughout 2018.
- pelispedia.tv, cinecalidad.to and m.animeflv.net all saw consistently high volumes of traffic throughout the year, remaining amongst the top 10 most popular Latin American film and TV piracy destinations.

Towards the end of 2018 some new sites suddenly started gaining more traffic.

cuevana2.com
mmfilmes.tv
repelis.live
animesonehd.net

- cuevana2.com appeared as a popular film & TV piracy destination around May 2018, gradually gaining in popularity in LATAM towards the end of the year.
- mmfilmes.tv, repelis.live and animesonehd.net all saw considerable growth in terms of traffic volumes in the last half of 2018.

## Top sites 2017/18

Top 5 sites H1	
2017	2018
animeflv.net	animeyt.tv
pelisplus.tv	animeflv.net
pelispedia.tv	pelispedia.tv
jkanime.net	animesorion.tv
repelis.tv	cinecalidad.to

Top 5 sites H2	
2017	2018
animeflv.net	animeyt.tv
pelisplus.tv	animeflv.net
animeyt.tv	cinecalidad.to
pelispedia.tv	m.animeflv.net
jkanime.net	pelispedia.tv

Top 5 sites Q1	
2017	2018
animeflv.net	animeyt.tv
pelisplus.tv	animeflv.net
pelispedia.tv	pelispedia.tv
jkanime.net	animesorion.tv
repelis.tv	pelisplus.tv

Top 5 sites Q2	
2017	2018
animeflv.net	animeyt.tv
pelisplus.tv	animeflv.net
pelispedia.tv	m.animeflv.net
jkanime.net	pelispedia.tv
repelis.tv	animesorion.tv



Top 5 sites Q3	
2017	2018
animeflv.net	animeyt.tv
pelispedia.tv	animeflv.net
pelisplus.tv	cinecalidad.to
jkanime.net	m.animeflv.net
animeyt.tv	superanimes.site

Top 5 sites Q4	
2017	2018
pelisplus.tv	animeyt.tv
animeyt.tv	animeflv.net
animeflv.net	cinecalidad.to
pelispedia.tv	pelispedia.tv
filmeseseriesonline.net	m.animeflv.net

# Piracy sites 2017/2018 insights

## Anime website popularity

Japanese animation format Anime is a global force, and one of the most popular subgenres of the TV format, watched by audiences in almost every region and country worldwide. MUSO attributes the popularity of the format to a fan-base that strongly embraces internet culture, and a hardcore viewership that grew up importing their favourite series outside of Japan during the past three decades. Conversely, it's not hard to understand how such global demand by a tech-savvy viewer, combined with challenges in regional availability, has translated into Anime genre content indexing with such substantially higher demand across the piracy ecosystem.

Consistently top of our global piracy sites list ranked by visits is english language Anime site **kissanime.ru**, which provides viewers with a solid, reliable streaming experience and extensive back catalogue. Despite the website's size and scale, it has largely avoided any sustained industry pressure or regional legal activity, according to media reports. Australian media conglomerate Village Roadshow and US Anime distributor Funimation have both filed legal complaints on the website within recent months.

Subsequently, analysis of LATAM's top 20 piracy sites in 2017-2018 measured within this study, highlights, somewhat unsurprisingly, several major Anime-focused websites claiming top spots within our data, and in particular, the domain **animeflv.net** dominating the top spot for two years running. Servicing a Spanish-language Anime audience right across the Latin American region, with a slick UI (user interface), and a lower prevalence of anti-piracy initiatives from regional Anime distributors, the website has reliably continued to service a loyal user base since 2017.

Global piracy domain kissanime.ru isn't as popular in LATAM, but Anime sites do appear regularly throughout the remainder of the top 20 sites, including Spanish language sites **animeyt.tv** as the no. 1 domain for 2018, although the site is now shuttered after a cease and desist from American distributor and anime VOD platform Crunchyroll in early 2019.

There are further signs that this trend may be starting to change, with a notice on the animeflv.net claiming they intend to 'stop transmitting content licensed by Crunchroll or others from 31st Dec 2019' (likely due to intervention by regional distributors), so the dominance of Anime-focused websites at the top of our piracy site list could be starting to erode. Multiple other anime-specific domains also appear throughout the top sites list for 2017-2018, including **jkanime.net**, **superanimes.site** and **animesorion.tv**. In fact, for 2018, over 11 of the top 20 domains measured were anime focused.

## Analysing demand for non-Anime content

While clearly hugely popular within Latin American communities, MUSO is surprised by the prevalence of anime-focused piracy websites, and remains unconvinced on the scale of the economic threat these somewhat disparate websites pose the Latin American media sector. Following our analysis of 2017/2018 websites, we also remain doubtful the inclusion of anime website audience demand data provides us with the most relevant snapshot of wider demand for mainstream media piracy. When taking into consideration market dynamics from the rest of the world, we felt the need to further integrate our data to quantify the impact these domains were making on the Latin American media industry.

Tackling piracy of anime content hasn't been a primary focus for stakeholders within the LATAM media sector, and prevailing anti-piracy measures have been much more forcibly used against websites trading in higher value VOD TV & film content, as well as live broadcast sports IP. We are therefore mindful to consider the possibility that we haven't witnessed the typical audience displacement away from these evergreen anime sites that we typically measure across the long tail of TV and film piracy domains globally, that are exposed to periodic phases of disruption or closure.

To give us a broader overview of top piracy sites within LATAM, MUSO have undertaken additional website analysis within this report for January - June 2019 using a different set of metrics. Compiled in a later section of this report *Piracy Sites - 2019*, we have removed Anime site data from our data and analysis, to provide us a wider and more relevant picture of piracy website activity and emerging threats within the LATAM region.

## Analysis of 2017-2018, excluding Anime

Continuing our analysis of LATAM piracy websites in 2017-2018, subsequently excluding any anime-genre websites from our analysis, **pelisplus.tv** (now redirecting to pelisplus.to) was the most visited website in 2017, only to be overtaken by **pelispedia.tv** in 2018 (now shuttered).

Both domains operate in a similar style, with a broad slate of major US studio and broadcast content (subtitled) plus new release high-end regional TV and film content, within a slick, easy to use interface. All content is available to watch via embedded streaming links, in a range of quality formats, from 480p up to HD 1080p.

Emerging on our top 20 website list in March 2017 and rising steadily through the top of the list throughout 2018 is **cinecalidad.to**, a film-specific streaming video website predominantly trading on subtitled major US box office hits. The website uses both hosted video files for streaming, plus Bittorrent files embedded within its video player to provide the user with range of file streaming and downloading options. The sheer volume of links provided to users anticipates many of the content links will be disabled in the normal course of operation due to DMCA notices from rights owners or regional distributors.

Popular for many years under different guises (originally [cuevana.tv](http://cuevana.tv)), **cuevana2.com** takes a similar approach but includes both TV and film content in its library. The website gained heavy traffic during 2018, and now directs to a new domain [cuevana2.io](http://cuevana2.io) after the site was geo-blocked in Argentina by ISPs following a complaint by regional rights owners. Cuevana2 continues to remain a critical threat to LATAM media owners.

## Analysing demand for live broadcast sports websites

Our TV websites category includes all public piracy websites that distribute content with a television show format, released as episodes, plus websites that also provide a linear live video feed for individual TV channels. Within this large category of websites, we can also analyse a subset of this data for websites which have an exclusive focus on live broadcast streaming content for major sports events.

MUSO captured a snapshot of audience demand within LATAM for this specific media type, by analysing visits to the top 20 websites in this subcategory. Undertaking this analysis will better enable us to estimate the piracy impact for broadcasters and media companies distributing live broadcast sports rights across Latin America. As live sports broadcasts are often the most valuable IP within a rights package, the content will typically be behind a paywall on a pay-TV network or platform, heightening a desire to seek out such content for free.

Live sports piracy has also emerged as one of the key drivers for the rise in popularity of IPTV as a new form of piracy distribution platform, while the Apple App store and Google Android App Marketplace have also faced considerable challenges with piracy focused Apps distributing Live Sports broadcasts in recent years.

Audience demand for public web piracy platforms is sometimes debased as an unquantifiable, lesser-value segment, when directly compared directly to the newer phenomena and potential impact of IPTV and App piracy as a distribution platform. However, MUSO believes these types of statements require further scrutiny and should be qualified with data.

Subsequently, in the following section, we have analysed demand by visits for the 20 most popular piracy websites that focus on infringing sports rights IP online from January - December 2018. .

## Portuguese language piracy sites

Finally, looking specifically at top piracy sites accessed by audiences within Brazil, we see a mixture of Portuguese language streaming sites top our top 20 list for 2017 and 2018.

**Comandotorrents.com** tops the list, and provides both TV series and new international film releases dubbed in Portuguese. **aovivonatv.com** (now closed), **assistirseriados.net**, **filmesonlineseries.net**, **filmesonlinehd1x.com** and **mmfilmes.tv**.

When looking at the popularity of these Portuguese-language sites at a wider LATAM level, we see [comandotorrents.com](http://comandotorrents.com) ranked at 13, behind a mix of Spanish and English language piracy domains that have a more universal appeal.

# Live broadcast sports sites 2018 - Top 20

A solid green horizontal bar.

Live sports streaming piracy data is only available for 2018, due to the sub-classification not being implemented for data collected in 2017.

## Top 20 LATAM Sports Streaming Visits - 2018

In 2018 there were a total of 438,747,616 visits to the top 20 sports streaming sites. On average this amounted to 36,562,301 monthly visits.

June was the most active month, with a total of 49,349,334 visits to sports streaming sites and December was the least active month (16,857,180 visits). 2018 visits started at 31,422,511 and ended at 16,857,180. When comparing the first 6 months to the second 6 months of 2018 there was an overall decreasing trend of -31.36%.

**Total visits to Sports Streaming sites  
in LATAM, 2018**

**438** million

**Average monthly visits**

**36.6m**

**Most active month 2018**

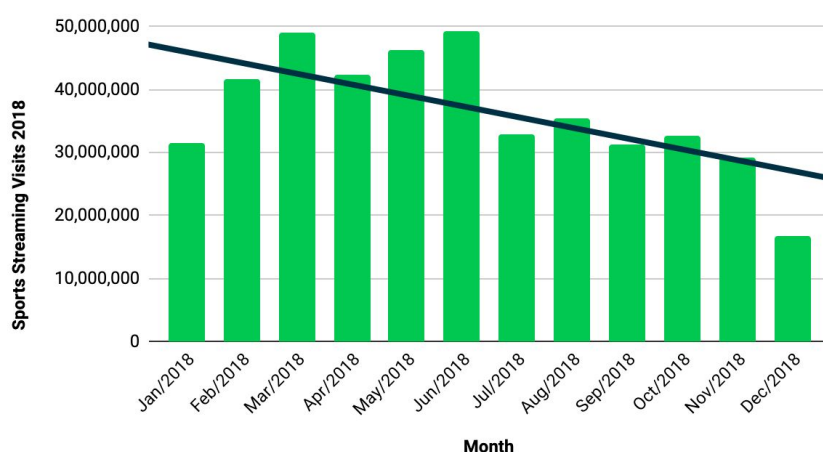
**June**

**Least active month 2018**

**December**

**Trend change over 2018**

**-31.36%**



Month	Total Visits
Jan/2018	31,422,511
Feb/2018	41,786,613
Mar/2018	48,966,307
Apr/2018	42,317,732
May/2018	46,329,470
Jun/2018	49,349,334
Jul/2018	32,944,002
Aug/2018	35,497,254
Sep/2018	31,327,719
Oct/2018	32,695,946
Nov/2018	29,253,548
Dec/2018	16,857,180

## Site rankings - 2018

A view by month of the top ranking sports streaming sites in 2018.

	Jan/18	Feb/18	Mar/18	Apr/18	May/18	Jun/18	Jul/18	Aug/18	Sep/18	Oct/18	Nov/18	Dec/18
aovivonatv.com	1	1	1	1	1	1	1	1	1	1	1	1
rojadirecta.me	3	2	3	2	2	2	2	2	2	2	2	-
tvonlinegratis1.com	2	3	4	3	4	4	4	4	5	4	3	7
rojadirectatv.tv	6	7	7	6	8	3	3	5	4	13	9	8
futebolaovivobr.com	5	5	5	5	5	12	7	8	9	9	6	17
it.rojadirecta.eu	7	8	9	8	11	8	9	10	8	7	8	9
livetv.sx	10	12	13	15	18	13	12	13	11	12	12	12
aovivoagora.online	-	-	8	9	9	18	15	15	13	11	14	3
buffstreamz.com	19	14	14	11	12	16	20	18	12	8	10	14
in.xrivonet.info	12	-	16	13	20	9	13	9	10	10	11	13
futbol-envivo.tv	15	11	11	12	15	-	17	14	14	16	-	-
futebolaovivo.in	-	-	-	-	6	6	6	3	3	3	4	4
futeboltv.com	4	4	2	4	3	10	8	11	-	-	-	-
futebolagora.net	-	-	-	-	7	5	5	6	7	6	5	6
tarjetarojaonline.tv	9	6	6	7	10	11	10	16	-	-	-	-
rojadirectaonlinetv.com	-	-	-	-	16	20	14	7	6	5	7	5
cdn.livetvcdn.net	17	-	-	18	-	-	16	17	15	17	16	15
rojadirecta.online	8	10	10	10	14	15	-	-	-	-	-	-
go.rivosport.co	11	8	12	14	17	-	-	-	-	-	-	-
ripple.is	-	-	-	16	-	-	-	-	19	15	15	11
stream2watch.org	16	13	15	17				20	17			
vipracing.info	-	-	-	-	-	19	19	19	16	-	-	18
ko.rivosport.co	-	-	-	-	-	-	-	-	18	18	17	16
jogosaovivo.tv	-	-	-	-	-	-	-	-	-	-	13	10
dailydeports.pw	-	15	20	-	-	-	-	-	-	-	18	-
pasiondeportiva.me	-	17	18	19	-	-	-	-	-	-	-	-
maxdeportv.net	-	19	-	20	-	-	-	-	-	19	20	20
pirlotv.online	-	-	-	-	-	7	11	-	-	-	-	-
futbolenvivoaldia.com	-	-	-	-	-	14	18	-	-	14	-	-
oversports.net	13	16	19	-	-	-	-	-	-	-	-	-
npob.arenavision.link	-	-	-	-	-	-	-	12	-	-	-	-

futbolaovivo.vip	-	-	-	13	-	-	-	-	-	-	-	-
rojadirectaonline.tv	-	-	-	-	-	17	-	-	-	-	-	-
qs.rivosport.co	-	18	-	-	-	-	-	-	-	-	-	-
sportzonline.xyz	-	-	-	-	-	-	-	-	-	-	-	19
arenavision2018.cf	-	-	-	-	-	-	-	-	-	-	-	-
extremotv.info	14	-	-	-	-	-	-	-	-	-	-	-
arenavision2017.tk	-	-	17	-	-	-	-	-	-	-	-	-
batmanstream.net	18	-	-	-	-	-	-	-	-	-	-	-
live.livewidget.net	20	-	-	-	-	-	-	-	-	-	-	-
arenavision2017.cf	-	-	-	-	19	-	-	-	-	-	-	-
totalsport.me	-	-	-	-	-	-	-	-	20	-	20	-
cdn4.arenavision.link	-	-	-	-	-	-	-	-	-	20	-	-
	Jan/18	Feb/18	Mar/18	Apr/18	May/18	Jun/18	Jul/18	Aug/18	Sep/18	Oct/18	Nov/18	Dec/18



## Sites analysis - live sports broadcast top 20 2018

**In 2018 the following 5 sites consistently featured as the 5 most popular sports streaming destinations.**

aovivonatv.com
rojadirecta.me
tvonlinegratis1.com
rojadirectatv.tv
futebolaovivobr.com

- Aovivonatv.com was the most popular sports streaming site throughout 2018.
- Rojadirecta.me, tvonlinegratis1.com, rojadirectatv.tv and futebolaovivobr.com all ranked among the top 10 most popular sports streaming sites throughout 2018.

**Towards the end of 2018 some new sites suddenly started gaining more traffic.**

futebolaovivo.in
futebolagora.net
rojadirectaonlinetv.com

- Futebolaovivo.in appeared ranked 7th in May 2018 with a sudden surge in traffic numbers, and finished out the year consistently ranking among the most popular sports streaming destinations.
- From March 2018 Futebolagora.net appeared as a popular destination for users seeking sports streaming content.
- Rojadirectaonlinetv.com also saw traffic growth in the latter part of the year.

## Top sites - 2018

Top 5 sites H1
2018
aovivonatv.com
rojadirecta.me
tvonlinegratis1.com
futeboltv.com
futebolaovivobr.com

Top 5 sites H2
2018
aovivonatv.com
rojadirecta.me
futebolaovivo.in
tvonlinegratis1.com
futebolagora.net

## Live sports broadcast top 20 2018 insights

MUSO have analysed a subset of our TV piracy website database taking a snapshot of live sports broadcast demand across the top 20 websites, by traffic. Therefore it is difficult to directly compare visits data quantitatively, because of the disparity in the number of websites analysed.

We can, however, confidently observe trends across 2018, and speculate that these trends would generally present themselves across the entire ecosystem of live sports broadcast-focussed piracy websites. Piracy demand rises through H1 2018, with 48m and 46m visits in March and May respectively, before peaking in June 2018, with almost 50m visits to the top 20 sites. June 2018 coincided with the start of 2018 FIFA World Cup, which kicked-off June 14th in Russia.

Earlier in June 2018, the 2018 NBA Finals concluded, while in May 2018, other regional football events included the final group stage games of the pan-LATAM knockout competition Copa Libertadores. Another big televised Latin American-focused football competition is the CONCACAF Champions league, and the majority of Latin American teams were in action during the last 16 round running February 20-22 and February 27- March 1, which can point towards the higher visits observed this month.

Other international sporting events in May 2018 included the PGA Golf Championship and a busy schedule of Formula 1 motor races all helping to bolster piracy audience demand through H1.

H2 of 2018 sees a considerable fall in visits, with an average monthly reduction of around 15m visits to the top 20 live sport broadcast websites. That trend accelerates specifically in December, with a further drop of over 13m views when comparing November 2018 to December 2018. This is a very significant trend change, with the -31% change in visits over 2018 to this websites.

### Aovivonatv

The most visited website throughout 2018 is aovivoatv.com, followed by the long running and notorious sports piracy hub Rojadirecta, currently using the domain rojadirecta.me. Rojadirecta has come under consistent international pressure from rights owners and trade groups in recent years, with IP blocking present in Spanish-speaking regions in Europe and Latin America.

Aovivonatv however, seems to have built up a loyal following within Latin America, with less international scrutiny, although that hasn't prevented the domain being shut-down in December 2018, seemingly after action from a Brazilian broadcaster, according to press reports

The closure of aovivonatv had a very significant impact, with visits to the site declining 75.4% between November and December. This in itself heavily contributed to the decline in total visits to MUSO's top 20 domains. With such a large displaced audience, it is also noteworthy that traffic displaced from aovivonatv.com in December did not generally migrate to other domains within our top 20.

# Piracy sites 2019 - top 20 threat analysis



MUSO's 2019 threat analysis includes visits the top 20 websites for mainstream film & TV content, with websites specialising in anime content removed from our data. We have additionally split the data between TV and film, to provide us with greater insight into piracy consumption and the variations between each format.

## Monthly visits - H1 2019 (film)

From January to June 2019, there was a total of 911,234,710 visits to the top 20 film piracy destinations delivering content through (across all delivery methods). On average this amounted to 1,178,697,308 monthly visits.

May was the most active month, with a total of 164,398,985 visits to film piracy sites and February was the least active month (123,943,206 visits).

Total visits to top 20 film piracy sites in LATAM, 2019

# 911.23 million

Average monthly visits

## 152 million

Most active month 2018

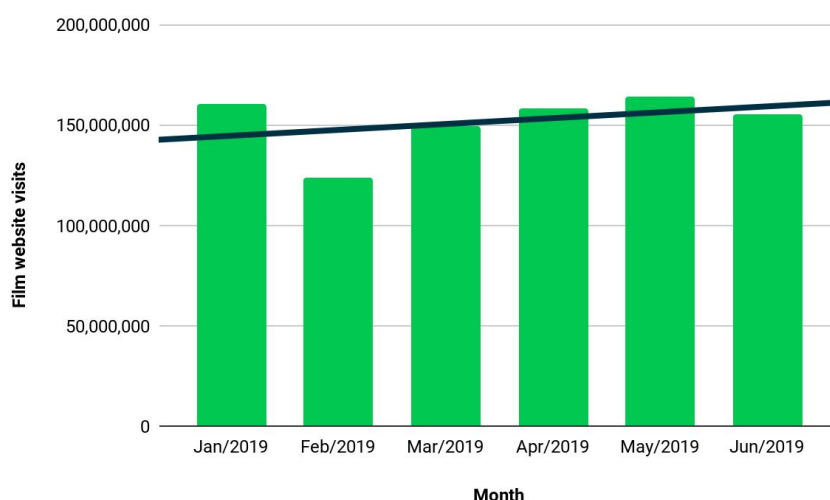
## May

Least active month 2018

## February

Trend change over 2018

## N/A



Month	Website visits
Jan/2019	160,613,611
Feb/2019	123,943,206
Mar/2019	149,258,795
Apr/2019	157,967,587
May/2019	164,398,985
Jun/2019	155,052,546
<b>Total</b>	<b>911,234,730</b>

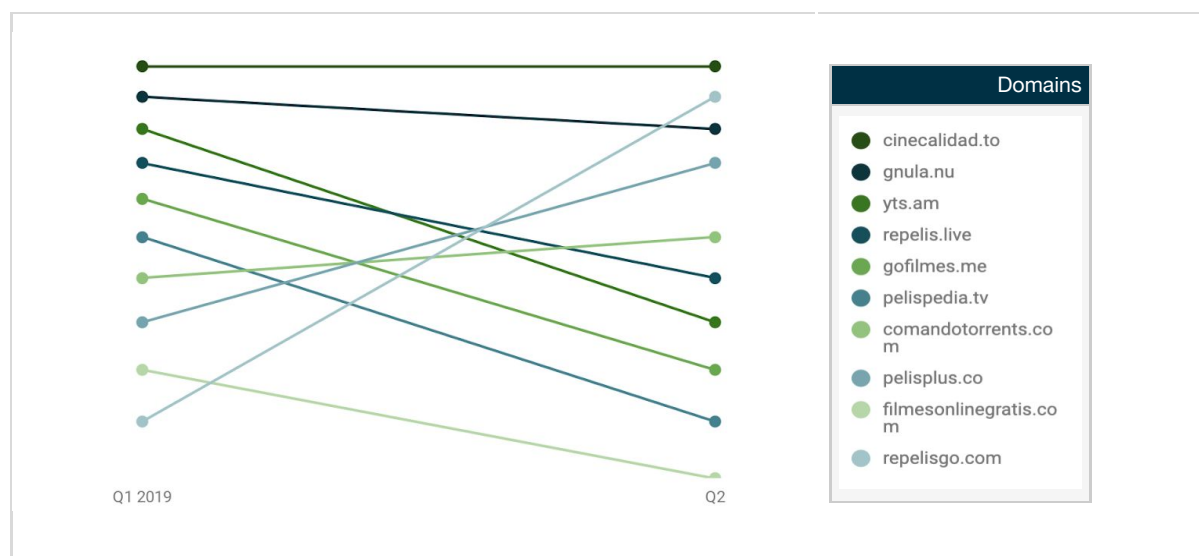
## Top 20 film sites 2019

A view, by month of the top ranking film-specific piracy sites in 2019.

	H1	Position in Jan 2019	Position in June 2019	Jan-June 2019 Change
cinecalidad.to	1	1	1	-
gnula.nu	2	2	5	-3
yts.am	3	3	-	-17
pelisplus.co	4	6	3	+3
repelis.live	5	4	12	-8
repelisgo.com	6	-	2	+18
comandotorrents.com	7	9	7	-2
cuevana3.co	8	11	4	+7
gofilmes.me	9	7	8	-1
pelispedia.tv	10	8	-	-12
filmesonlinegratis.com	11	10	11	-1
pelisplus.to	12	14	10	+4
pelisplay.tv	13	17	9	+8
allcalidad.net	14	13	13	-
cuevana2.com	15	12	-	-8
torrentfilmes.net	16	15	17	-2
allpeliculas.io	17	16	-	-4
baixarfilmetorrent.com	18	-	16	+4
pelisplanet.com	19	19	19	-
seriesfilmes torrent.com	20	-	-	-
	H1	Jan 2019	June 2019	Jan-June 2019 Change

## Top sites H1 2019 (film)

Top 10 Film sites H1		
Q1	Q2	Q2 Top Sites Change
cinecalidad.to	cinecalidad.to	-
gnula.nu	repelisgo.com	New
yts.am	gnula.nu	-1
repelis.live	pelisplus.co	+4
gofilmes.me	cuevana3.co	+5
pelispedia.tv	comandotorrents.com	+1
comandotorrents.com	repelis.live	-3
pelisplus.co	yts.am	-5
filmesonlinegratis.com	gofilmes.me	-4
cuevana3.co	pelispedia.tv	-4



## Sites analysis - 2019 (film)

**In 2019 the following 5 sites consistently featured as the 5 most popular piracy destinations for film (all delivery methods).**

cinecalidad.to
gnula.nu
yts.am
pelisplus.co
repelis.live

- cinecalidad.to was consistently the most popular piracy destination for film piracy in LATAM ranking top every month throughout 2019.
- gnula.nu was also extremely popular, ranking at second place every month throughout 2019, although the domain saw a drop in traffic in June 2019.
- yts.am was the 3rd most popular film piracy site throughout 2019, until June 2019, when it drops out of our top 20.
- Repelisgo.com rose 18 positions to end June 2019 2nd on MUSO's top 20 film site list, while sister domain repelis.live loses considerable traffic to fall from 4th place to 12th by June 2019.



## Monthly visits - 2019 (TV)

From January to June 2019, there was a total of 1,063,930,656 visits to the top 20 TV piracy destinations delivering content through (across all delivery methods). On average this amounted to 167,802,353 monthly visits.

May was the most active month, with a total of 202,184,464 visits to TV piracy sites and February was the least active month (155,062,028 visits).

Total visits to top 20 TV piracy sites in LATAM, 2019

**1.063 billion**

Average monthly visits

**167 million**

Most active month 2019

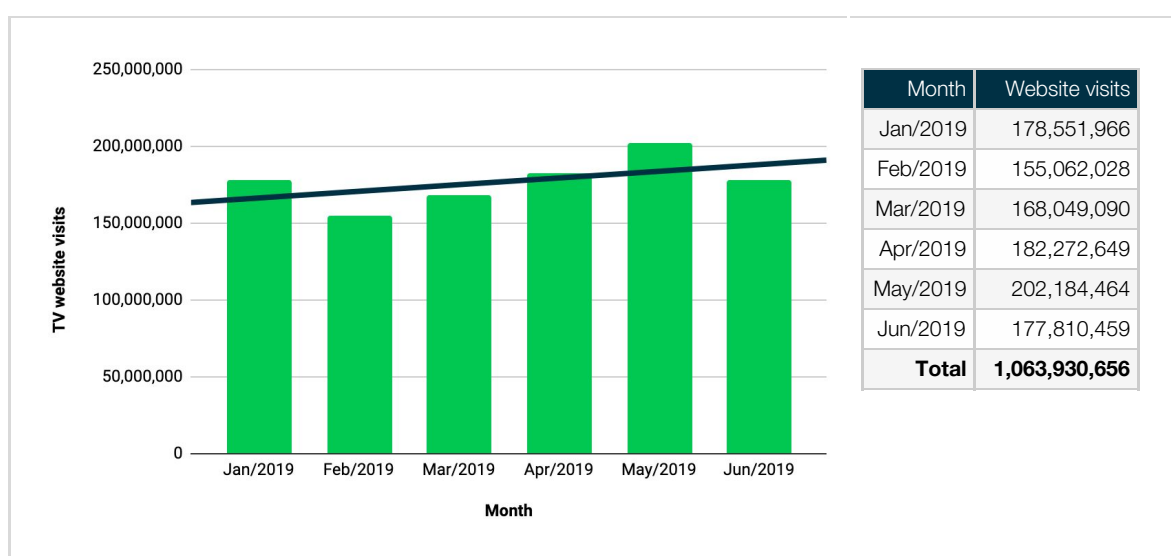
**May**

Least active month 2019

**February**

Trend change over 2018

**N/A**



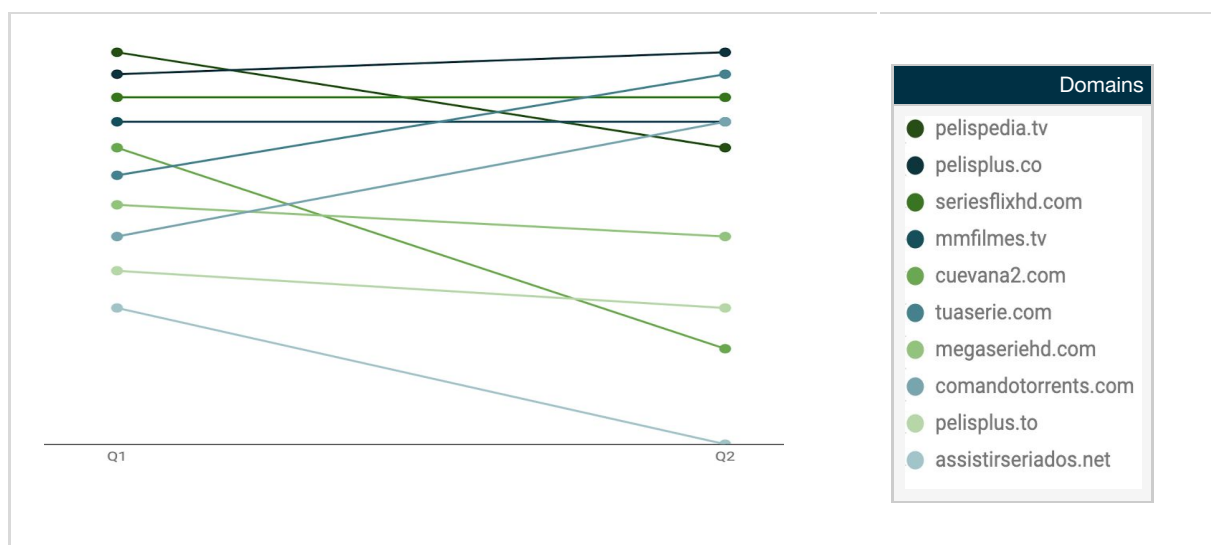
## Top 20 TV sites 2019

A view, by month of the top ranking TV-focused piracy sites in 2019.

	H1	Position in Jan 2019	Position in June 2019	Jan-June 2019 Change
pelisplus.co	1	1	1	-
seriesflixhd.com	2	3	3	-
tuaserie.com	3	11	3	+8
pelispedia.tv	4	2	-	-18
mmfilmes.tv	5	4	7	-3
comandotorrents.com	6	9	8	+1
megaseriehd.com	7	7	10	-3
cuevana2.com	8	5	-	-15
pelisplay.tv	9	14	5	+9
pelisplus.to	10	8	9	+1
assistirseriados.net	11	6	13	-7
seuseriado.com	12	12	16	-4
filmesonlinehd1.net	13	18	14	+4
baixarseriesmp4.org	14	13	-	-7
seriesflixapp.net	15	17	-	-3
superflix.net	16	-	11	+9
megafilemeshd.com	17	-	4	+16
gnula.se	18	20	19	+1
megafilemeshd.co	19	16	-	-4
rjseries.com	20	-	6	+14
	H1	Jan 2019	June 2019	Jan-June 2019 Change

## Top sites H1 2019 (TV)

Top 10 Film sites H1		
Q1	Q2	Q2 Top Sites Change
pelispedia.tv	pelisplus.co	+1
pelisplus.co	tuaserie.com	+4
seriesflixhd.com	seriesflixhd.com	-
mmfilmes.tv	mmfilmes.tv	-
cuevana2.com	pelispedia.tv	-4
tuaserie.com	comandotorrents.com	+2
megaseriehd.com	pelisplay.tv	New
comandotorrents.com	megaseriehd.com	-1
pelisplus.to	megafilmeshd.com	New
assistirseriados.net	pelisplus.to	-1



## Sites analysis - 2019 (TV)

**In 2018 the following 5 sites consistently featured as the 5 most popular piracy destinations for film & TV (all delivery methods).**

pelisplus.co
seriesflixhd.com
tuaserie.com
pelispedia.tv
mmfilmes.tv

- pelisplus.co was consistently the most popular piracy destination for TV piracy in LATAM ranking in first place every month throughout 2019.
- seriesflixhd.com was consistently popular, ranking in second place every month throughout 2019.
- tuaserie.com is emerging as a major threat for TV piracy in 2019, rising from 11th position in January up to 3rd in June.
- pelispedia.tv was a major traffic destination for TV, but has quickly fallen out of MUSO's top 20 TV website rankings in from Jan-June. Other copycat domains rising up the top 20 during the same period include pelisplay.tv and pelisplus.to.

## Piracy sites 2019 insights

MUSO have analysed a subset of our TV & film piracy website database, taking a snapshot of the top 20 websites, by visits, from January - June 2019. Therefore it is difficult to directly compare visits data quantitatively, because of the disparity in the number of websites analysed.

Subsequently, the purpose of this analysis is to qualitatively analyse piracy sites which currently present the most significant threat to the LATAM media sector in 2019.

### Film

Emerging in our top 20 during Q3 2018, **cinecalidad.to** has become the no.1 key piracy threat for film studios & distributors in Latin America in 2019. The ad-funded operation has attracted a huge regular audience during the first half of 2019, providing a broad range of international film content, with video quality often up to HDR definition, and with Spanish language audio and subtitles.

MUSO has analysed and measured all major subdomains using the same name format as **cinecalidad.to**, including directly associated alias **cinecalidad.com**, **cinecalidad.is** and copycat domains **cinecalidad.tv**, **cinecalidad.top**, **cinecalidadhd.com**, **cinecalidad.me** and **cinecalidad.plus**. Directly associated aliases are websites using an identical HTML and content list, whereas copycat domains may use the same brand name but display subtle differences in content or website coding. The combined total for June 2019 for this **cinecalidad** 'brand' is 27,572,206 visits.

For the purposes of this analysis, MUSO has used a larger grouping of domains, even if control and operation of each domain is led by more than one group, to allow us to calculate impact from the entire domain group 'brand'.

Another film-driven piracy website dominating 2019 across Latin America is **gnula.nu**. The domain has maintained a consistent position between no. 10-15 on our top sites list through 2017 and 2018, but suddenly started to gain significant traffic through the early stages of 2019. Gnula uses cloudflare as a content delivery network partner, potentially in part to help obfuscate the location of the domain's source IP, and differs somewhat from **cinecalidad** by keeping localised Spanish language film content in prominence alongside the international (predominantly US) film releases.

Analyzing the combined total visits for the **gnula** brand, to include copycat aliases **gnula.me**, **gnula.biz**, **gnula.com.co**, **gnula.se**, **gnula.gratis**, we can measure 18,763,334 visits in June 2019.

One website which has folded after industry action is **Pelispedia**, which has dominated both film & TV piracy across Latin America during the past two years. Legal action was initiated after a complaint by rights holders, following collaborative efforts by local authorities and Interpol using the website's open WHOIS data to initiate legal action in Uruguayan courts, where the site operators were traced to.

Most notably, according to court documents, two site operators (both receiving a two year and three month jail term, plus seizure of \$500,000 of joint assets) were generating between \$4,000 - \$10,000 in advertising revenue per month, from an estimated 44m monthly users.

This is interesting, primarily as it enables us to repeat a similar economic equation to several of the top piracy domains identified in our analysis, in an attempt to estimate advertisement earnings for each domain.

Therefore, basing our assumption on other top piracy websites following the same business model and advertising format as pelispedia, we can speculate from cinecalidad's combined 27.57m monthly visits a highly approximated estimated monthly advertising income of between \$2,500 - \$6,250, while the gnula brand is speculatively banking between \$1,696 - \$4,240 each month from 18.63m monthly visits.

## TV

With Pelispedia's operations now ceased, visits to **pelispedia.tv** and its associated domains have rapidly declined towards the end of Q2 2019, with audiences dissipating towards other piracy sites or taking up subscriptions to VOD services.

**Tuaserie.com** appears to be a major benefactor, rising to 3rd for TV specific piracy sites by June, **megafilmeshd.com**, appearing at 4, previously not profiling within the top 20, and **rjseries.com** at 6, also a new entry in June.

## Pelisplus

**Pelisplus.co** was the most popular domain for TV consumption throughout 2019, and pelisplay.tv appears for the first time in Q2 at No. 6, with both domains looking to directly fill the void pelispedia leaves behind, with both sites using a similar website layout and brand name.

Taking a combined traffic view for the Pelisplus domain to include copycat aliases **pelisplus.plus**, **pelisplus.live**, **pelisplus.pw**, **pelisplus.to**, we are able to estimate a huge 106,342,478 monthly visits in June 2019, putting it well ahead of any other Latin American web piracy brand analysed since 2017, and reaching traffic sizes far in excess of Pelispedia before its closure.

In fact, taking a closer look at MUSO's site data sees **Pelisplus.co** reaching a much higher of daily visits even than Pelispedia before closure. Providing the broadest range of content possible, with an even slicker UX and faster loading videos, with less advertising, the piracy site has been able to dramatically scale its traffic in a remarkably short period of time.

Speculating on the potential economic health of the pelisplus 'brand', again using the advertising income model from the Pelispedia case, we can estimate total monthly ad income between \$9,670 - \$24,100 p/month currently being generated by the pelisplus group of domains.

Finally, **Yts.am** is one of the most visited torrent sites on the internet, trumping even the notorious PirateBay for visits, bucking the trend for streaming video as a delivery type. Demand for this domain across Latin America shows no sign of slowing down, although notably, the site has moved to a new top-level domain in June, **yts.lt**, which uses a Lithuanian top level domain extension. The operators are under sustained international pressure from trade groups, with three separate legal complaints issued during the past year in US jurisdiction.

Traffic estimates for the **yts.am** domains and subdomains (which include **yts.lt**, **yts.vg**, **ytstv.xyz**, **yts.pm**, **yts.vc**, **yts.io**, **yts.st** and **yts.su**) provide us with a combined estimate of 13,911,461 visits for June 2019, with the website brand potentially generating between \$1,264 - \$3,160 in advertising revenue, again based on the Pelispedia data.

#### Portuguese vs Spanish language sites

As in 2017 & 2018, the top Portuguese language website remains **comandotorrents.com**, followed by **seriesflixhd.com**, **tuaserie.com**, **mmfilmes.tv** and **megaseriehd.com** by demand ranking. Across both TV & film demand, we see comandotorrents.com gaining popularity across LATAM, averaging as the 5th or 6th most popular piracy site across Latin America in 2019.

## Summary

Despite a perceived rise in demand for IPTV/ISD (illicit streaming device) devices and mobile application software for piracy delivery and distribution, consumption of unlicensed content via public websites has quantifiably never been higher across Latin America.

In carrying out a large scale, quantitative data analysis of digital piracy demand across public piracy websites since January 2017, we are able to highlight a distinctly observed trend in an overall rise in demand for unlicensed high quality TV and film content via this distribution format, and in particular a very significant demand for websites utilising video streaming as their principal delivery method.

In addition, the depth and quality of content distributed by top LATAM piracy websites, and the speed of distribution post-release is very important in driving traffic towards a certain piracy website. 'Content is king' may be an industry slogan, but in differentiating the licensed, legal offer vs the piracy offer, the major piracy destinations have also clearly heeded its advice, using an obvious lack of windowing or regional licensing restrictions as core value proposition when building out their content offerings.

Next to content and user experience, branding has also become a central element in building piracy 'brand loyalty', and it is significant to observe the agile behaviour the top piracy sites continue to demonstrate in circumnavigating any technical means to disrupt or restrict the flow of visits. Many of the top sites in our analysis directly or indirectly operate with a large range of sub-domains and copycat websites, eager to attract web traffic displaced from the primary domain, should the domain IP becomes blocked or disabled through industry activity within a specific region.

Much progress has been made in a challenging environment for media owners. But taking a forward looking view, clearly it remains critical for the Latin American media sector to continue to explore ways in heightening its capability to slow - and ultimately reverse - a persistent trend of growth in piracy demand via public websites, as observed within our analysis since January 2017. With a heightened focus on limiting both the availability and longer term viability of piracy websites, cost management, and more specifically, a refocusing of costs and investment into long term business drivers, will become critical to the success of such activity. Using data to qualify and quantify piracy impact also has a significant potential to accelerate such initiatives, and help the industry to adopt a long term approach with measures that are both cost-effective, scalable and holistic.

Going forward, as media owners and content platforms prioritise the delivery of even better and more compelling offers for these audiences, the nascent VOD streaming market for TV and film in Latin America will shift gears. Undoubtedly, building new and improved internal capabilities will be even more essential to enable those engaged in piracy control to tangentially improve the industry's response, flexibility and innovation in redefining the landscape for legal content to thrive across Latin America.





## Attributes

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## MUSO

**Decades of experience in content protection.** We're a tech company born out of a passion for great content.

**We believe in the opportunity in piracy.** Our data is collected from piracy users; these are dedicated fans with a propensity to spend.

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