



# The Publishing Industry Piracy Report 2022

Protecting the value of ebooks and publishing media from digital piracy

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This report has been prepared using data collected by MUSO. MUSO is a technology and data company that provides the most complete view of global digital piracy and unlicensed media consumption.

MUSO helps thousands of rights-holders, trade bodies and governments to understand the true picture of digital piracy. MUSO technology can help companies protect content, measure and monetise the piracy audience.

This document focuses on the publishing sector and piracy trends measured across 2022.

## Introduction

Digital piracy of publishing media, which includes manga, ebooks, educational books, newspaper and general digital publishing media, has seen exponential growth since 2020. As a sector, publishing has now overtaken film piracy to become the second most popular behind TV content. As of December 2022, twice as many people now visit publishing piracy websites compared to visits to film piracy websites each month.

Unsurprisingly, piracy has resulted in immeasurable damage and loss to the entertainment industries. MUSO's data driven approach to piracy enables authors, publishers and media owners to take the most impactful approach to content protection.

Section 1:

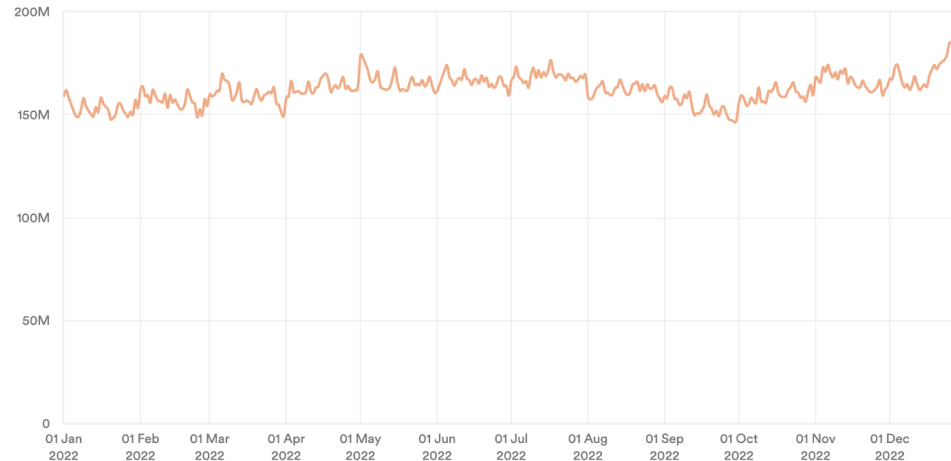
# Digital Piracy in the Publishing Industry

# Digital Piracy in the Publishing Industry

The data highlighted is taken from MUSO Discover's Piracy by Industry dataset, which measures industry-wide demand across a wide range of piracy sites: streaming, torrent, web download and stream-ripping sites.

MUSO measured 215 billion visits to piracy websites in 2022, which is an 18% increase year-on-year when compared to 2021 across all media industries. Drilling down into the data, there were 59.2 billion visits to publishing piracy websites in 2022, which is a 37.1% increase in 2022 vs 2021.

DAILY VISITS TO PIRACY WEBSITES FOR PUBLISHING ACROSS 2022.



Rank	Industry	Visits
1.	● Publishing	59,243,178,631

Visits to publishing piracy websites have grown by

# 37.1%

in 2022 vs 2021

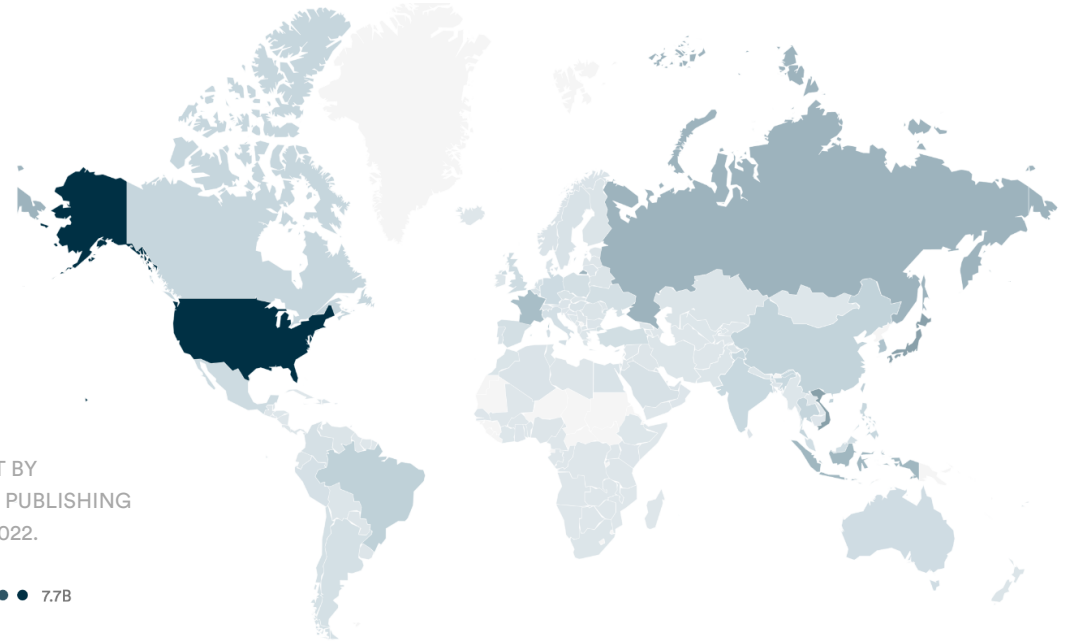
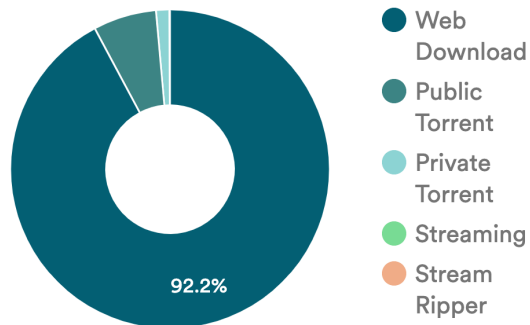
**59.2 BILLION** visits to publishing piracy websites in 2022

# Piracy Delivery Methods

Over the past decade, piracy behaviours have shifted in line with technological development.

For publishing content, 92.2% of site traffic is for web download sites, which include online reading sites.

PERCENTAGE SPLIT BY DELIVERY METHOD FOR PUBLISHING CONTENT, GLOBAL VIEW 2022.



DEMAND SPLIT BY COUNTRY FOR PUBLISHING CONTENT IN 2022.

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# Geographical Data

Geographically, the United States provides the highest audience demand for publishing piracy, accounting for 13.07% of traffic, followed by Vietnam at 5.84% and Japan at 5.81%.

Rank	Country	Visits
1.	The United States of America	7,740,729,455 13.07%
2.	Viet Nam	3,459,443,940 5.84%
3.	Japan	3,440,786,052 5.81%
4.	The Russian Federation	2,868,280,979 4.84%
5.	Indonesia	2,769,831,018 4.68%
6.	France	2,532,510,886 4.27%
7.	South Korea	2,286,858,840 3.86%
8.	Taiwan, Republic of China	1,747,136,395 2.95%
9.	Brazil	1,680,120,628 2.84%
10.	China	1,584,814,700 2.68%
11.	Thailand	1,490,879,510 2.52%
12.	Canada	1,422,357,487 2.40%
13.	Philippines	1,400,535,516 2.36%
14.	India	1,346,655,397 2.27%
15.	Mexico	1,110,472,872 1.87%



# The Long-Term View

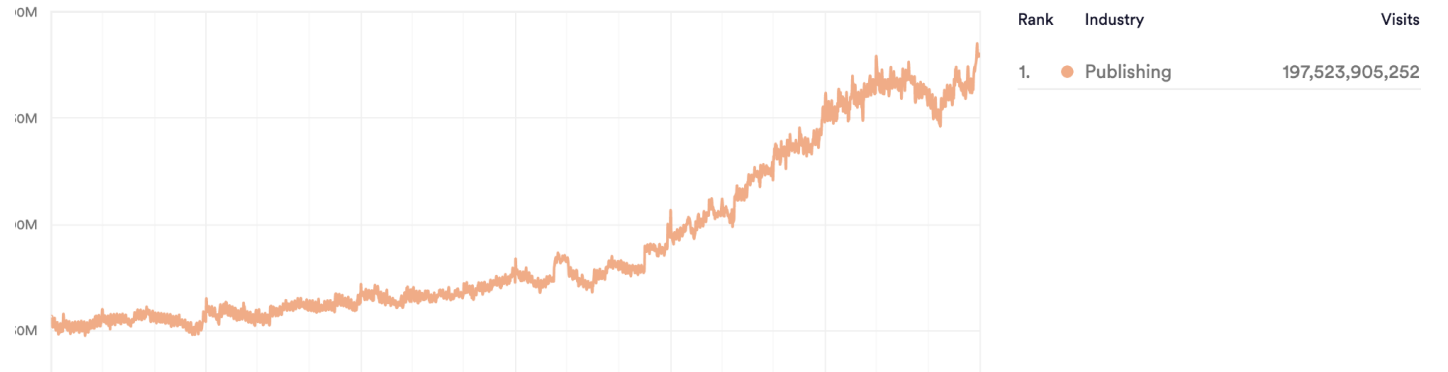
MUSO's Piracy By Industry dataset allows a view of piracy demand back to Jan 2017.

In the chart to the right we can see that publishing piracy has seen a dramatic increase in demand since 2017 with the sharpest growth happening since 2020. If we compare 2017 vs 2022, MUSO has measured a 201% increase in demand for publishing piracy.

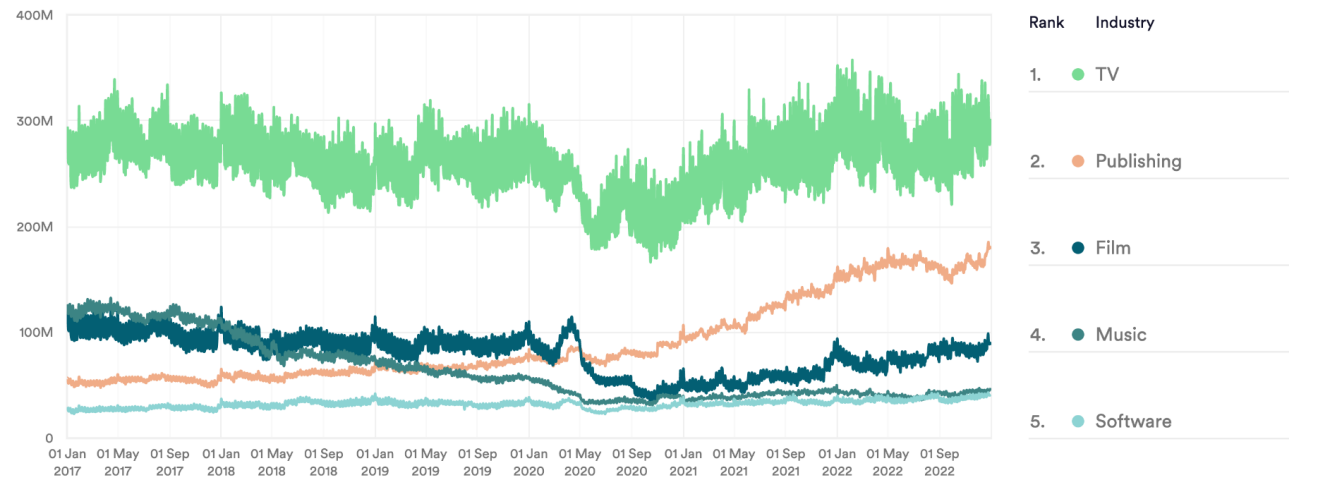
Significantly, in 2020 publishing overtook film as the second most in-demand media sector for digital piracy.

**201% increase in demand for publishing piracy 2017 vs 2022**

5-YEAR VIEW OF PIRACY DEMAND FOR PUBLISHING CONTENT FROM 2017 TO 2022.

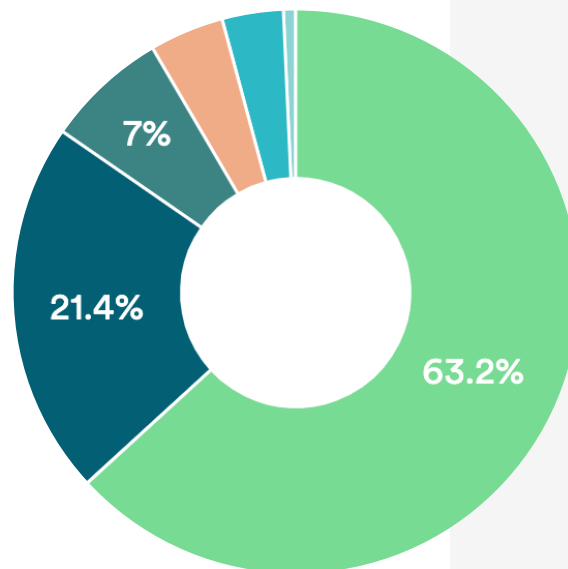


5-YEAR VIEW OF PIRACY DEMAND FOR ALL MEDIA SECTORS FROM 2017 TO 2022.



# Traffic Sources

Globally 63.2% of traffic for publishing piracy is direct to the sites and only 21.4% is from search engines, suggesting that almost two-thirds of the audience already know the piracy sites they use to access publishing content.



TRAFFIC SOURCE FOR PUBLISHING PIRACY IN 2022.

- Direct: 63.2%
- Search: 21.4%
- Referrals: 7%
- Social: 4.2%
- Display Ads: 3.5%
- Mail: 0.7%

“this suggests that almost two-thirds of the audience already know the piracy sites they use to access publishing content”



Section 2:

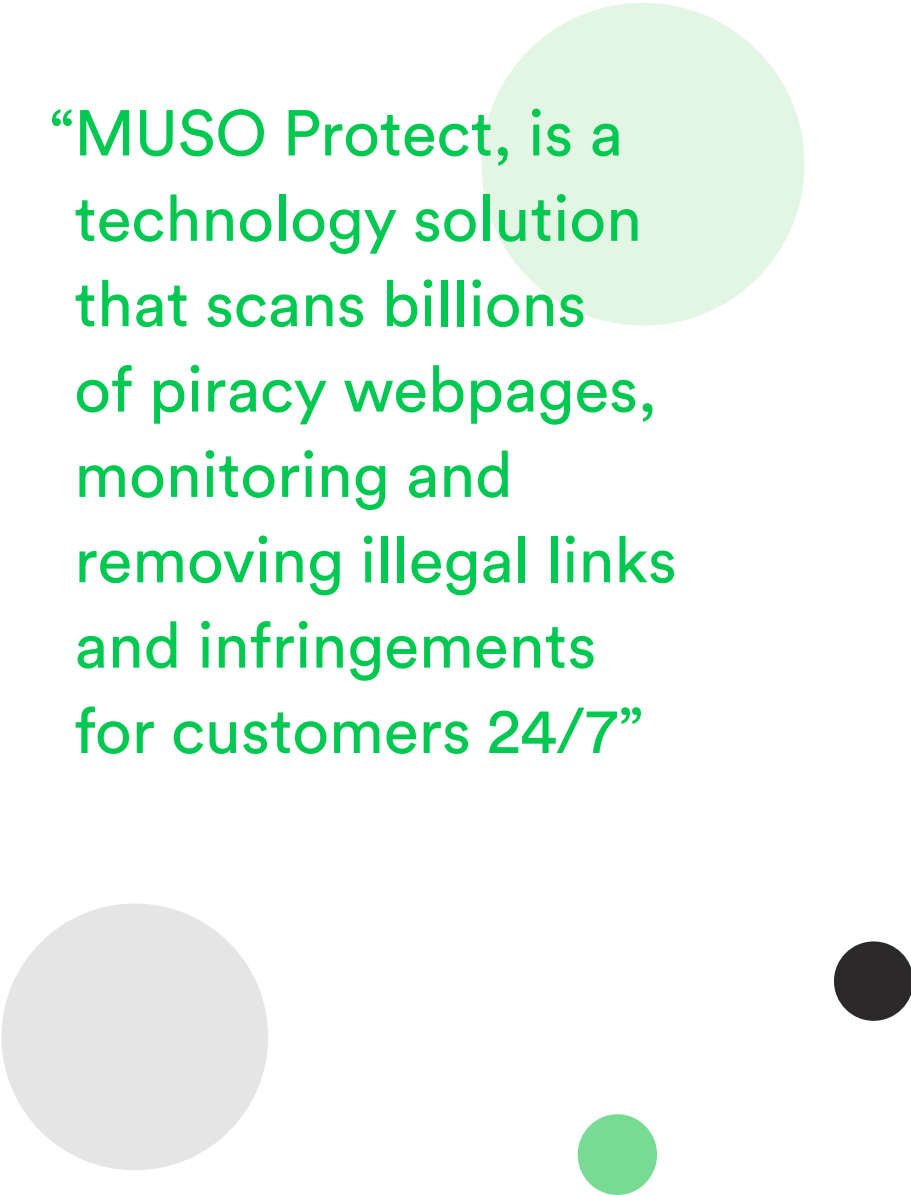
# Tackling the Problem

# Tackling The Problem

The issue of piracy in publishing is complex and multifaceted with various approaches identified to address it. These include differential pricing, investing in SEO, enforcing legal measures and technology solutions.

MUSO's proprietary automated anti-piracy service for the publishing industry, MUSO Protect, is a technology solution that scans billions of piracy webpages, monitoring and removing illegal links and infringements for customers 24/7.

MUSO Protect automatically monitors for piracy, illegal links and infringements, and issues takedown notices, removing piracy at scale across a wide range of piracy websites and search listings. MUSO provides reporting for rights holders to understand piracy levels associated with their titles.

A large light green circle is positioned behind the quote text. In the bottom right corner, there are three overlapping circles: a large light gray one, a medium green one, and a small black one.

“MUSO Protect, is a technology solution that scans billions of piracy webpages, monitoring and removing illegal links and infringements for customers 24/7”

# Use cases

MUSO's anti-piracy system is used by thousands of global rightsholders. Within the publishing industry we work directly with authors, publishers, newspaper and magazine groups, educational publishers and manga and manhwa publishers.

- **PUBLISHERS:**

MUSO's scalable solution enables publishers to protect their content at scale across large and varied catalogues and takes the heavy lifting out of monitoring and protecting their content.

- **AUTHORS:**

MUSO's Protect service provides authors with an automated and cost effective solution to protect one book or their entire catalogue from piracy, so they can get on with being creative.

- **PAYWALL:**

MUSO enables print and news media organisations to protect their revenues behind paywalls by reducing the availability of unlicensed copies of their daily newspapers and magazines.

- **IMPLEMENTING ANTI-PIRACY MEASURES:**

MUSO's data driven approach enables customers to implement anti-piracy measures to better protect their content and ensure that it is being distributed and monetised legally.

- **TARGETED ENFORCEMENT:**

Clearly identifying piracy hotspots allows for a more effective focus of anti-piracy efforts and enforcement activities and creates impactful content protection strategies.

## Conclusion

Piracy in the publishing industry continues to be a critical issue for publishers and self published authors. Visits to publishing piracy websites increased significantly in 2022 and when comparing 2017 to 2022, grew by 201%.

MUSO's data indicates that piracy demand will continue to increase across 2023, as digital formats continue to proliferate and economic pressures drive users to read or download content via piracy sites illegally.

MUSO would encourage a range of robust anti-piracy strategies to counter the impact of this economic loss. Amongst the range of actions that can be taken to address the issue, technology solutions exist that automate the monitoring and removal of infringing content at scale and shoulder the huge cost and admin burden of this time consuming work.

MUSO Protect enables publishers and independent authors to protect their books and digital media and in a time when demand via piracy is increasing. It is more important than ever to reduce the availability of unlicensed copies of your catalogue, maximise your revenues and, if you are a self published author, drive traffic to legal options like Amazon Kindle.



## 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.

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