



2024 Piracy Trends and Insights



May 2025

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The global piracy landscape continues to evolve, shaped by factors such as the increasing availability of digital content, ongoing economic challenges in some regions, and rapid technological advancements. This report provides a comprehensive overview of piracy trends in 2024, analyzing key data and identifying emerging patterns across different content categories.

Introduction

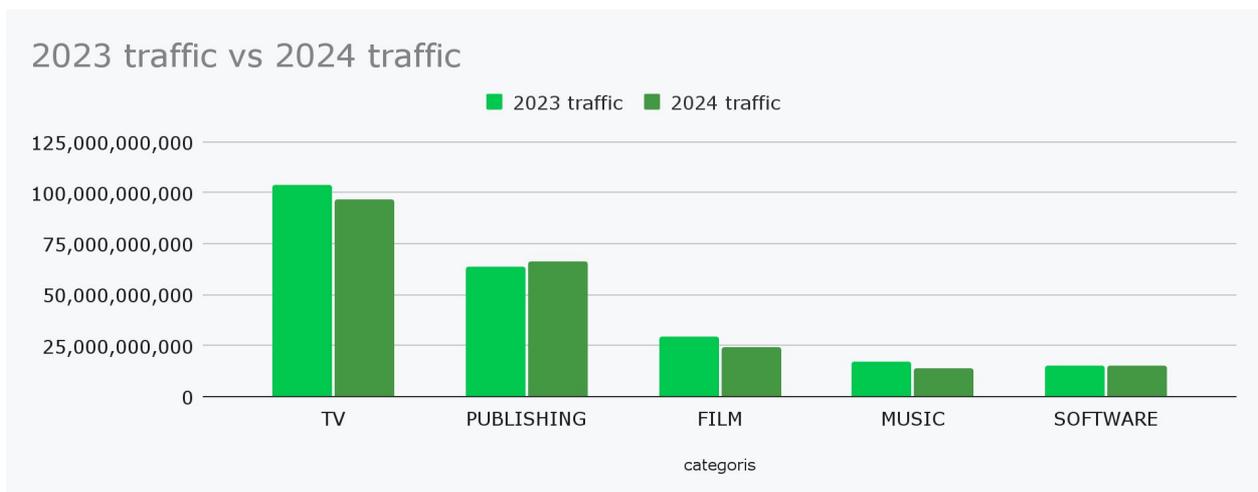
In 2024, MUSO recorded 216.3 billion visits to piracy websites. This marks a 5.72% decline from 2023 and represents a nuanced shift in the global piracy landscape. While the topline number suggests progress, it masks critical sector-level surges and highlights growing pressure points especially in publishing.



*MUSO - Piracy by Industry data visits by media sector during 2024

Piracy Trends by Content Category

- TV Piracy:** TV piracy remains the dominant form of unlicensed content consumption, with a total of 96.8 billion visits globally. This represents a 6.8% decrease. The continued demand for episodic content, particularly Anime, is a key driver.
- Publishing Piracy:** Publishing piracy experienced an increase in 2024, with visits rising to 66.4 billion. This represents a 4.3% increase. The rise of Manga and digital self-publishing contributes to this growth.
- Film Piracy:** Film piracy declined in 2024, with visits dropping to 24.3 billion, a 18% decrease. This decline may be attributed to the increasing availability of legal streaming options and a decrease in major film releases due to production delays.
- Software Piracy:** In 2024, software piracy declined to 14.9 billion visits, a 2.1% decrease. The shift towards cloud-based subscription models continues to impact software piracy.
- Music Piracy:** Music piracy saw a decline, falling to 13.9 billion visits, a 18.6% decrease. The growth of licensed streaming services has likely contributed to this decline.



Piracy in 2024 has been shaped by three converging forces:

- Content access fragmentation, particularly in streaming
- Ongoing demand for digital-first formats, especially Manga and episodic TV
- Economic disparities across regions impacting legal adoption

Total Piracy Visits: A Modest Decline Conceals a Deeper Shift



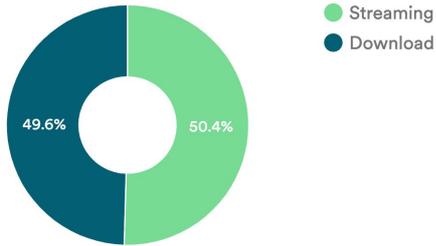
The average number of visits per internet user also fell slightly, from 68.15 to 64.25. This drop is concentrated in film, music, and software sectors—where access models have matured—while publishing and TV remain resilient.

Piracy Trends by Content Category

Content Category	2024 Visits (B)	2023 Visits (B)	Change (%)
TV	96.79	103.85	-6.8 ▼
Publishing	66.38	63.62	+4.3 ▲
Film	24.27	29.61	-18.0 ▼
Software	14.88	15.2	-2.1 ▼
Music	13.98	17.16	-18.6 ▼

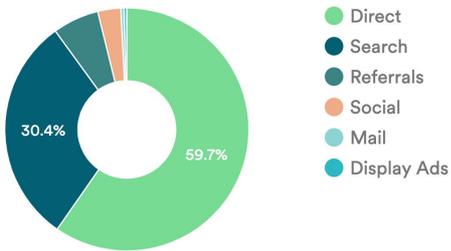
- TV remains the largest category. Publishing is the only sector with year-on-year growth.
- Film, software, and music all declined—reflecting better legal access and content availability.

Delivery Methods and Access Patterns



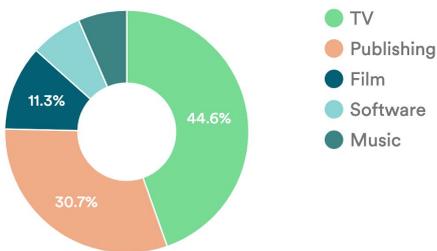
Delivery Method

- Streaming: 50.4%
- Download: 49.6%



Traffic Source

- Direct: 59.7%
- Search: 30.4%
- Other (social, referrals, mail, display): <10%



Content Share by Industry

- TV: 44.6%
- Publishing: 30.7%
- Film: 11.3%
- Software: 6.9%
- Music: 6.4%

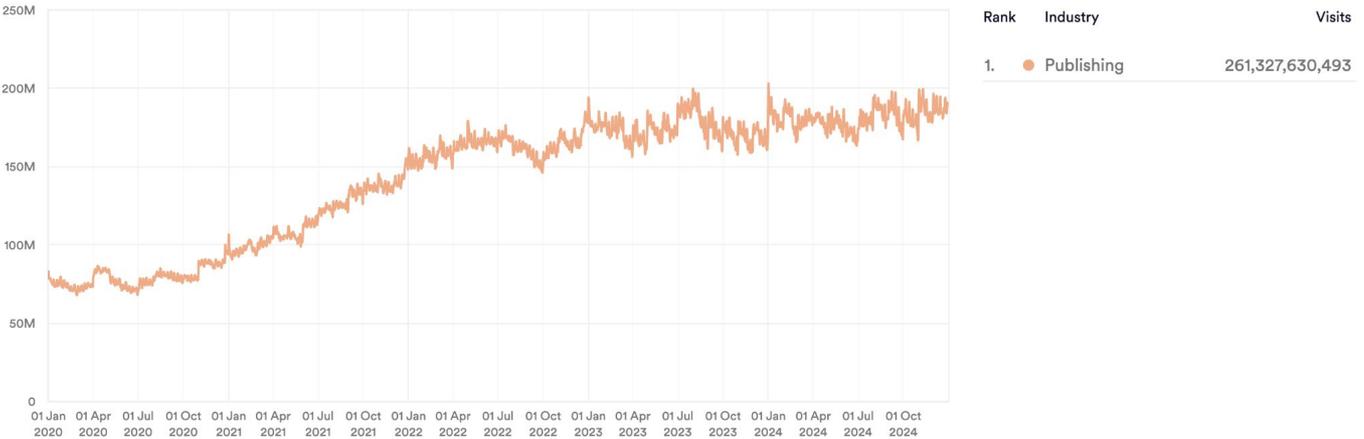
Regional Piracy Trends

A significant portion of piracy traffic originates from the United States, followed by India and Russia.

Rank	Country	Visits	Share of Total
1	The United States of America	26,679,214,984	12.33%
2	India	17,560,992,167	8.12%
3	The Russian Federation	15,400,262,370	7.12%
4	Indonesia	12,114,573,694	5.60%
5	Viet Nam	7,444,579,576	3.44%
6	Turkey	5,931,005,707	2.74%
7	Canada	5,826,063,765	2.69%
8	The United Kingdom	5,818,363,122	2.69%
9	France	5,640,841,163	2.61%
10	Ukraine	5,428,856,175	2.51%
11	China	5,235,660,655	2.42%
12	Germany	5,079,289,441	2.35%
13	Mexico	4,416,892,068	2.04%
14	Brazil	4,106,688,056	1.90%
15	Thailand	3,912,527,708	1.81%

Publishing: The Rise of Digital Reading Demand

MUSO's five-year view (2020–2024) shows a continuous rise in publishing piracy, reaching over 261 billion total visits.



* MUSO - Piracy by Industry data visits for the publishing sector during Jan 1st 2020 to December 31st 2024

In 2024 alone, Manga accounted for over 70% of all publishing piracy.

The breakdown of categories shows:

Rank	Category	Share of Total
1	Manga	70.15%
2	Publishing (General)	14.82%
3	Web Fiction	7.39%
4	Books	5.10%
5	Audiobooks	1.55%
6	Educational	0.82%
7	Magazines & Newspapers	0.09%
8	Sheet Music	0.07%

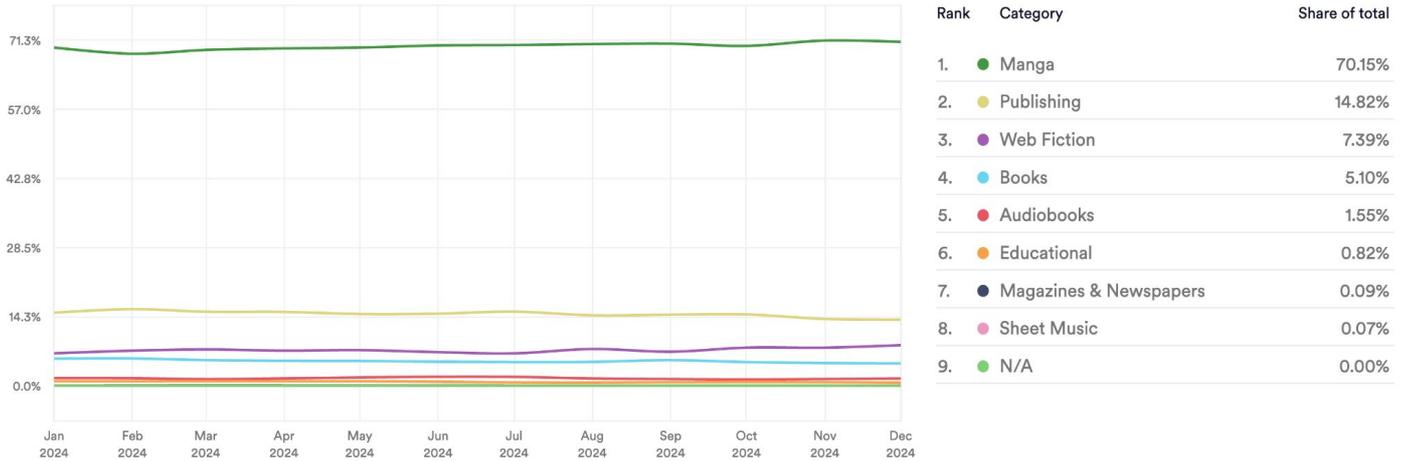
This growth is driven by:

- Global demand for Manga
- Fan-translated content arriving faster than official releases
- Explosive rise in serialized web fiction and self-publishing

2024 saw a 4.3% increase in publishing piracy, underscoring this is no longer an emerging trend—it is a dominant digital behaviour.

Publishing: The Rise of Digital Reading Demand

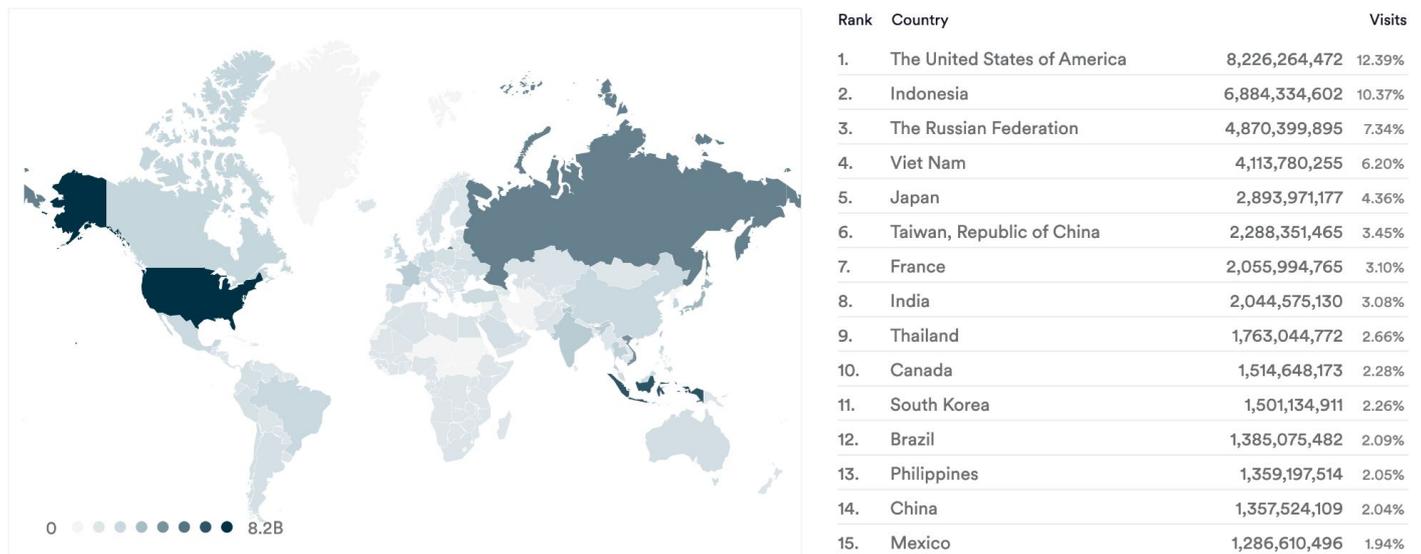
Manga is a global cultural phenomenon as well as an unmet commercial signal of unmet audience demand.



* MUSO - Piracy by Industry data share of total visit by publishing content type sector during Jan 1st 2024 to December 31st 2024

Country-Level Insights

In 2024, publishing piracy traffic was globally distributed, with the top contributing countries as follows:

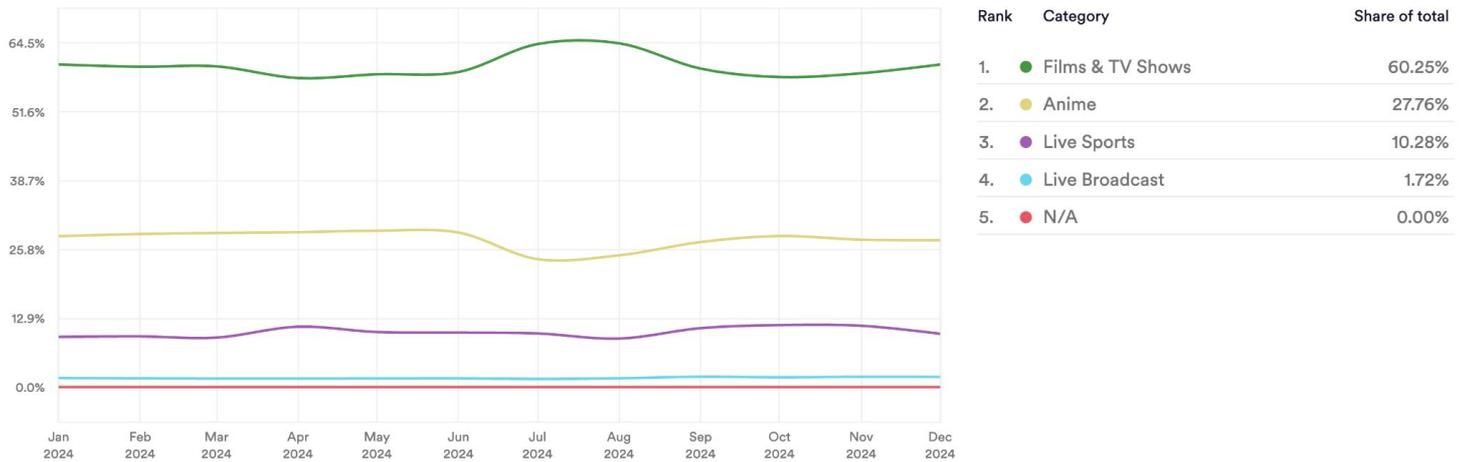


Publishing piracy spans mature digital economies and mobile-first regions alike.

TV Piracy: Fragmentation Continues to Fuel Growth

Despite a decline in volume, TV piracy remains the largest category at 96.8 billion visits. In 2024, TV content accounted for 44.6% of all piracy traffic, reflecting enduring global demand for episodic, long-form, and Anime content.

The breakdown of TV piracy subcategories shows:



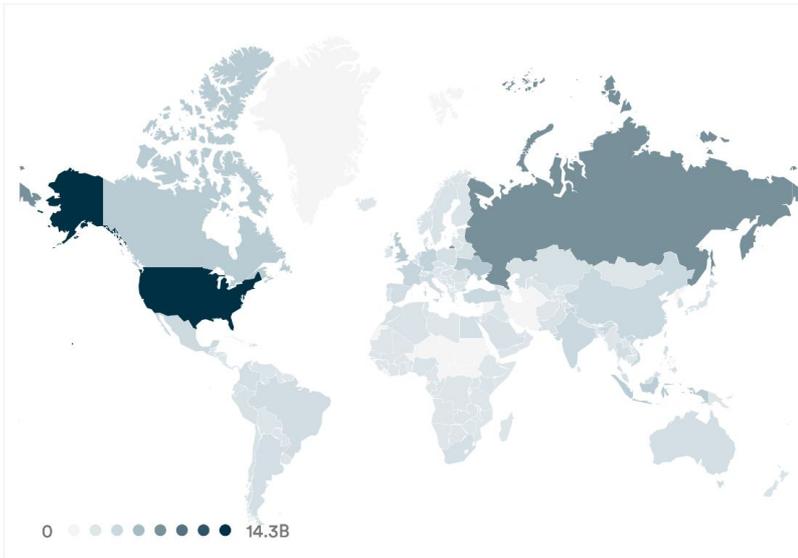
* MUSO - Piracy by Industry data share of total visit by TV content type sector during Jan 1st 2024 to December 31st 2024

Rank	Category	Share of Total
1	Films & TV Shows	60.25%
2	Anime	27.76%
3	Live Sports	10.28%
4	Live Broadcast	1.72%

- Anime remains the second-largest driver of TV piracy globally. Its high-frequency release model and delayed localisation cycles make it especially susceptible to unlicensed distribution.
- TV piracy continues to thrive because the official market remains fractured.

Country-Level TV Piracy

The map and table below illustrate the global spread of TV piracy in 2024:



Rank	Country	Visits	Share of Global
1.	The United States of America	14,332,900,048	14.81%
2.	The Russian Federation	7,306,782,969	7.55%
3.	Ukraine	3,805,130,003	3.93%
4.	The United Kingdom	3,703,311,221	3.83%
5.	Canada	3,560,232,976	3.68%
6.	Indonesia	3,432,246,138	3.55%
7.	Germany	2,883,769,876	2.98%
8.	France	2,624,321,559	2.71%
9.	Turkey	2,413,100,653	2.49%
10.	China	2,371,923,762	2.45%
11.	India	2,360,510,156	2.44%
12.	Viet Nam	2,316,119,104	2.39%
13.	Mexico	2,071,997,783	2.14%
14.	Italy	1,627,975,041	1.68%
15.	Brazil	1,589,971,133	1.64%

Rank	Country	Visits	Share of Global
1	United States	14.33B	14.81%
2	Russia	7.31B	7.55%
3	Ukraine	3.81B	3.93%
4	United Kingdom	3.70B	3.83%
5	Canada	3.56B	3.68%

TV piracy is not a regional anomaly. It is embedded in the global media ecosystem, where high-value episodic content meets fragmented access models. Anime is the leading driver, with episodic formats creating long-tail demand. Key forces include:

- Fragmentation across streaming platforms
- Geo-restrictions and windowing
- Cultural timing gaps in international releases

TV piracy shows resilience because the official market remains fractured. Users turn to piracy when legal access requires multiple subscriptions or comes with regional delays.

Film Piracy: The Post-Strike Fallout

Film piracy declined 18% year-on-year to 24.3 billion visits. While access models have improved (especially with day-and-date releases), content volume fell significantly due to:

- The 2023 Hollywood writers' and actors' strikes, which delayed many high-profile productions
- A lighter blockbuster calendar reduced piracy peaks tied to major theatrical events
- The drop in demand is as much about what wasn't released as it is about access.

Software and Music Piracy: The Impact of Platform Maturity

Both sectors saw significant declines:

- Software: - 2.1%
- Music: - 18.6%

Drivers include:

- Subscription-based cloud software
- Secure app ecosystems
- The decline of stream-ripping
- Wide adoption of licensed platforms like Spotify and Apple Music.

However, mobile software and regional pricing issues remain unresolved, particularly in Southeast Asia and Eastern Europe.

Film ROI Modelling: The Hidden Cost of Unlicensed Demand

- MUSO's Film Piracy ROI Calculator allows producers to quantify the commercial impact of piracy. By measuring visits by country, applying local ticket pricing, and adjusting for digital vs theatrical phases, the model calculates potential lost revenue.
- In one 2024 case study, a high-profile release showed an estimated \$440 million in additional revenue opportunity, assuming full conversion of piracy views to legitimate access across theatrical and digital windows.
- Even partial conversion scenarios (e.g. 10 – 30%) represent significant unrealised value, particularly for globally marketed blockbusters.

Site Blocking, Intelligence, and Protection Strategy

- For those implementing or investing in site blocking and protection strategies, MUSO's Piracy by Industry data platform provides a crucial edge. With monthly updated insights at the country and category level, alongside access to site-level intelligence, our data empowers rightsholders, regulators, and ISPs to prioritise action where it has the most impact.
- This report only scratches the surface. Behind the scenes, MUSO tracks active piracy domains in real time, across geographies and formats. If you are running or planning a protection strategy, ensure it's powered by the most current and complete piracy data available.
- 👉 To explore MUSO's site-level intelligence, protection tools, or platform access, get in touch at hello@muso.com

Conclusion: Piracy as a Demand Signal

Piracy persists not because consumers reject legitimacy, but because legitimate options still fail to meet expectations in price, access, or timing. The data from 2024 makes this clear:

- Publishing piracy is now structurally driven, not seasonal
- TV remains hampered by platform fragmentation
- Film piracy reflects real-time release trends
- Music and software sectors show what success looks like when access models evolve
- Piracy insights can directly inform revenue recovery strategies

Piracy is a map of unmet audience demand and a signal of where the industry must go next.