

MUSO Platform Launches For TV Content At MIPCOM

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Leading online anti-piracy company MUSO is launching its platform at MIPCOM 2013, providing TV network, entertainment content and live sport providers with the same market-leading platform already employed by over 1,000 leading companies in film and music?.

Established in 2009, MUSO's complete anti-piracy solution assists companies in effectively protecting and monetising their content online. Offering a complete package of search, takedown and optimisation on search engines like Google, MUSO provides rights holders with both a self-managed and fully managed solution. MUSO's comprehensive online dashboard gives a transparent view of the entire online market, allowing users the ability to automatically search and remove infringing 'pirated' content across billions of illegal pages. The dashboard displays up-to-the-minute activity on all infringing content removed and the targeted sources of potential online piracy.

Alongside the core anti-piracy service is a high-performance live event platform, which allows real-time optimisation and takedown during live broadcast, which has already been employed by companies such as Showtime and Primetime.

"Making the MUSO platform available to TV networks and other content creators will allow them to access our market-leading full solution service, helping to drive and monetise content online in the most efficient way available, at the most cost-effective price available on the market", remarks MUSO's Christopher Elkins (Head of Film services). "We're excited to be launching at MIPCOM and demonstrating first-hand just how effective MUSO is at directing viewers away from illegal content and back to legal services".

MUSO uniquely represents thousands of rights holders around the world in different media sectors, from independent music companies, filmmakers and distributors to global media corporations, as well as software and publishing, making the task of protecting premium content against illegal downloading a fast, simple and cost-efficient process.??

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