

New deal completion

CDD adviser to PUMA Private Equity on the investment into MUSO

adaptomy

In brief:

Adaptomy pre-investment CDD adviser to Puma Private Equity on the investment into MUSO.

“It was a pleasure to work with Adaptomy on this investment, Will and Geraint brought a systematic and highly effective form of Commercial Due Diligence to the process. Their collaborative approach has provided a solid platform for accelerated planning and post-investment scale-up.”

Harriet Rosethorn, Investment Manager, PUMA Private Equity

Who:

MUSO’s technology measures hundreds of billions of visits to piracy websites each year and provides unrivalled consumption and audience data that allows rightsholders to better protect their content from piracy but also increase their revenues.

What:

Adaptomy provided Commercial Due Diligence to support PUMA Private Equity £3.3m investment in MUSO.

Systematic scale-up and growth

Deal overview

Adaptomy was delighted to support the Puma Private Equity £3.2m investment into MUSO, a data company that provides a complete and trusted view of global piracy and unlicensed media consumption. The investment will support the establishment of MUSO’s marketing function and build out its sales teams in both the United Kingdom and United States.

MUSO has seen a 25% increase in general digital piracy year-on-year, when comparing H1 of 2021 to H1 of 2022. Its unique and transformative data is fast becoming a must have data-currency for entertainment companies and is already used by the likes of Amazon Studios, National Association of Theatre Owners (NATO), NOS, Lionsgate, MNRK (formally eOne Music), Sony Interactive Entertainment Europe, and more.

Teams

MUSO measures unlicensed demand for digital content, tracking billions of visits, views and downloads every day. MUSO empowers customers with data that drives ROI and value, whether protecting IP or executing game-changing content strategies.

PUMA Private Equity has a long track record of supporting companies with untapped growth potential, investing into businesses and adding value by helping management achieve transformational change.

“Our customers are using our data to acquire and commission content, unlock new marketing opportunities, leverage value in licensing negotiations, maximise and optimise windowing strategies. MUSO is a game-changer to the entertainment industries approach to piracy. We are turning the tables on two decades of losses and creating value-driven opportunities from this challenging inevitability of digital consumption.

“This investment from PUMA Private Equity comes at an incredibly transformative time for MUSO. Piracy continues to be a major problem for rightsholders, and we are committed to implementing new strategies that allow us to not only protect content but to provide increased commercial value by measuring understanding and activating our audience data. We will be deploying this investment into expanding our sales and marketing teams and activities to highlight MUSO’s valuable products and data to the global entertainment industries.”

Andy Chatterley, CEO, MUSO

“Using adaptomy’s unique, modularised, and systematic DNA methodology for Commercial Due Diligence we were able to provide PUMA with a consolidated view of MUSO significant commercial capability and untapped opportunity. It was a pleasure working with such talented teams in MUSO and PUMA.

Thanks to Harriet Rosethorn and Kelvin Reader at PUMA for a clear and precise brief and to the MUSO team of Andy Chatterley, James Mason, Peter Clothier and Jodi O’Toole (links) for enthusiastically supporting us in developing a clear, consolidated commercial perspective.”

William Wright, CEO, Adaptomy