

## IFPI Digital Sales Reporting Template

July 2007

| Format                          | Unit Sale      | Unit Sale      | 2007/2006<br>Growth % |
|---------------------------------|----------------|----------------|-----------------------|
|                                 | 2007           | 2006           | Units                 |
| All pop + classical             |                |                |                       |
| <b>A la Carte Payment Model</b> |                |                |                       |
| <b>Internet Downloads</b>       |                |                |                       |
| Audio Single Track              | 88 940         | 64 064         | 38,8%                 |
| Audio Full Album                | 8 034          | 3 389          | 137,1%                |
| Music Video                     | 4              | 7              | -42,9%                |
| Other Downloads                 | 0              | 0              | 0,0%                  |
| <b>TOTAL DOWNLOADS</b>          | <b>96 978</b>  | <b>67 460</b>  | <b>43,8%</b>          |
| Streams                         | 15 799         | 3 075          | 413,8%                |
| <b>Mobile Digital Content</b>   |                |                |                       |
| Master Ringtones                | 96 480         | 56 916         | 69,5%                 |
| Audio Single Track              | 24 448         | 2 077          | 1077,1%               |
| Ringback Tunes                  | 508            | 479            | 6,1%                  |
| Music Video                     | 637            | 0              | 0,0%                  |
| Other Mobile (artist related)   | 643            | 2 576          | -75,0%                |
| <b>TOTAL Mobile Sales</b>       | <b>122 716</b> | <b>62 048</b>  | <b>97,8%</b>          |
| Streams                         | 0              | 0              | 0,0%                  |
| <b>Total A la Carte</b>         | <b>235 493</b> | <b>132 583</b> | <b>77,6%</b>          |
| <b>TOTAL</b>                    | <b>235 493</b> | <b>132 583</b> | <b>77,6%</b>          |