

## IFPI Digital Sales Reporting Template

October 2007

Format	Unit Sale	Unit Sale	2007/2006 Growth %
	2007	2006	Units
All pop + classical			
<b>A la Carte Payment Model</b>			
<b>Internet Downloads</b>			
Audio Single Track	109 100	64 268	69,8%
Audio Full Album	16 437	5 429	202,8%
Music Video	4 000	6	66566,7%
Other Downloads	5	0	0,0%
<b>TOTAL DOWNLOADS</b>	<b>129 542</b>	<b>69 703</b>	<b>85,8%</b>
Streams	7 606	2 478	206,9%
<b>Mobile Digital Content</b>			
Master Ringtones	81 426	73 052	11,5%
Audio Single Track	20 248	869	2230,0%
Ringback Tunes	537	829	-35,2%
Music Video	181	0	0,0%
Other Mobile (artist related)	660	1 319	-50,0%
<b>TOTAL Mobile Sales</b>	<b>103 052</b>	<b>76 069</b>	<b>35,5%</b>
Streams	0	0	0,0%
<b>Total A la Carte</b>			
<b>TOTAL</b>	<b>240 200</b>	<b>148 250</b>	<b>62,0%</b>