

IFPI Finland Digital Sales Reporting Template

January-July 2008

Format	Trade Value	Trade Value	2008/2007 Growth %
	2008	2007	Value
All pop + classical			
A la Carte Payment Model			
Internet Downloads			
Audio Single Track	512 747	468 845	9,4%
Audio Full Album	469 167	360 045	30,3%
Music Video	3 508	39	8894,9%
Other Downloads	293	1 078	-72,8%
TOTAL DOWNLOADS	985 715	830 007	18,8%
Streams	33 409	5 583	498,4%
Mobile Digital Content			
Master Ringtones	325 719	399 278	-18,4%
Audio Single Track	98 458	53 497	84,0%
Ringback Tunes	94	3 994	-97,6%
Music Video	1 020	985	3,6%
Other Mobile (artist related)	2 544	7 609	-66,6%
TOTAL Mobile Sales	427 835	465 363	-8,1%
Streams	1 122	273	311,0%
Total A la Carte			
TOTAL	1 448 081	1 301 226	11,3%
Subscription Payment Model			
Internet Subscription Income	7 206	1 618	345,4%
Mobile Subscription Income	2 622	2 505	4,7%
Total Subscription			
TOTAL	9 828	4 123	138,4%
TOTAL Digital			
TOTAL	1 457 909	1 305 349	11,7%