

## IFPI Finland Digital Sales Reporting Template

### January-June 2008

Format	Trade Value	Trade Value	2008/2007 Growth %
	2008	2007	Value
All pop + classical			
<b>A la Carte Payment Model</b>			
<b>Internet Downloads</b>			
Audio Single Track	446 676	404 220	10,5%
Audio Full Album	403 125	309 686	30,2%
Music Video	2 945	35	8314,3%
Other Downloads	239	1 078	-77,8%
<b>TOTAL DOWNLOADS</b>	<b>852 985</b>	<b>715 019</b>	<b>19,3%</b>
Streams	33 247	5 050	558,4%
<b>Mobile Digital Content</b>			
Master Ringtones	286 288	325 110	-11,9%
Audio Single Track	90 681	33 984	166,8%
Ringback Tunes	86	3 519	-97,6%
Music Video	926	678	36,6%
Other Mobile (artist related)	2 235	7 120	-68,6%
<b>TOTAL Mobile Sales</b>	<b>380 216</b>	<b>370 411</b>	<b>2,6%</b>
Streams	1 122	273	311,0%
<b>Total A la Carte</b>			
<b>TOTAL</b>	<b>1 267 570</b>	<b>1 090 753</b>	<b>16,2%</b>
<b>Subscription Payment Model</b>			
Internet Subscription Income	5 900	908	549,8%
Mobile Subscription Income	2 023	1 396	44,9%
<b>Total Subscription</b>			
<b>TOTAL</b>	<b>7 923</b>	<b>2 304</b>	<b>243,9%</b>
<b>TOTAL Digital</b>			
<b>TOTAL</b>	<b>1 275 493</b>	<b>1 093 057</b>	<b>16,7%</b>