

## IFPI Digital Sales Reporting Template

### January 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	85 758	67 637	26,8%
Audio Full Album	73 989	53 048	39,5%
Music Video	957	7	13571,4%
Other Downloads	105	0	0,0%
<b>TOTAL DOWNLOADS</b>	<b>160 809</b>	<b>120 692</b>	<b>33,2%</b>
Streams	17 026	329	5075,1%
<b>Mobile Digital Content</b>			
Master Ringtones	55 030	57 015	-3,5%
Audio Single Track	39 629	3 703	970,2%
Ringback Tunes	20	588	-96,6%
Music Video	288	0	0,0%
Other Mobile (artist related)	368	250	47,2%
<b>TOTAL Mobile Sales</b>	<b>95 335</b>	<b>61 556</b>	<b>54,9%</b>
Streams	667	0	0,0%
<b>Total A la Carte</b>			
<b>TOTAL</b>	<b>273 837</b>	<b>182 577</b>	<b>50,0%</b>
<b>Subscription Payment Model</b>			
Internet Subscription Income	915	26	3419,2%
Mobile Subscription Income	551	0	0,0%
<b>Total Subscription</b>			
<b>TOTAL</b>	<b>1 466</b>	<b>26</b>	<b>5538,5%</b>
<b>TOTAL Digital</b>			
<b>TOTAL</b>	<b>275 303</b>	<b>182 603</b>	<b>50,8%</b>