

IFPI Finland Digital Sales Reporting Template

January-August 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	589 805	527 955	11,7%
Audio Full Album	540 555	407 359	32,7%
Music Video	4 058	48	8354,2%
Other Downloads	401	1 102	-63,6%
TOTAL DOWNLOADS	1 134 819	936 464	21,2%
Streams	33 567	6 112	449,2%
Mobile Digital Content			
Master Ringtones	369 248	464 600	-20,5%
Audio Single Track	106 348	71 992	47,7%
Ringback Tunes	97	4 414	-97,8%
Music Video	1 182	1 198	-1,3%
Other Mobile (artist related)	2 659	8 037	-66,9%
TOTAL Mobile Sales	479 534	550 241	-12,9%
Streams	1 122	273	311,0%
Total A la Carte			
TOTAL	1 649 042	1 493 090	10,4%
Subscription Payment Model			
Internet Subscription Income	8 415	2 427	246,7%
Mobile Subscription Income	3 212	3 701	-13,2%
Total Subscription			
TOTAL	11 627	6 128	89,7%
Other			
Other Digital Music Content	12 121	0	0,0%
TOTAL Digital			
TOTAL	1 672 790	1 499 218	11,6%