

IFPI Finland Digital Sales Reporting Template

January-November 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	826 232	750 687	10,1%
Audio Full Album	801 104	653 519	22,6%
Music Video	5 854	23 606	-75,2%
Other Downloads	9 004	1 129	697,5%
TOTAL DOWNLOADS	1 642 194	1 428 941	14,9%
Streams	39 171	7 276	438,4%
Mobile Digital Content			
Master Ringtones	504 214	684 542	-26,3%
Audio Single Track	124 920	133 177	-6,2%
Ringback Tunes	124	5 687	-97,8%
Music Video	1 450	1 737	-16,5%
Other Mobile (artist related)	3 088	9 305	-66,8%
TOTAL Mobile Sales	633 796	834 448	-24,0%
Streams	1 122	381	194,5%
Total A la Carte			
TOTAL	2 316 283	2 271 046	2,0%
Subscription Payment Model			
Internet Subscription Income	10 220	5 125	99,4%
Mobile Subscription Income	3 294	6 022	-45,3%
Total Subscription			
TOTAL	13 514	11 147	21,2%
TOTAL Digital			
TOTAL	2 356 267	2 282 193	3,2%