

## IFPI Finland Digital Sales Reporting Template

### January-December 2008

| Format                            | Trade Value      | Trade Value      | 2008/2007<br>Growth % |
|-----------------------------------|------------------|------------------|-----------------------|
|                                   | 2008             | 2007             | Value                 |
| All pop + classical               |                  |                  |                       |
| <b>A la Carte Payment Model</b>   |                  |                  |                       |
| <b>Internet Downloads</b>         |                  |                  |                       |
| Audio Single Track                | 944 441          | 845 310          | 11,7%                 |
| Audio Full Album                  | 976 240          | 738 201          | 32,2%                 |
| Music Video                       | 5 908            | 23 658           | -75,0%                |
| Other Downloads                   | 11 373           | 1 149            | 889,8%                |
| <b>TOTAL DOWNLOADS</b>            | <b>1 937 962</b> | <b>1 608 318</b> | <b>20,5%</b>          |
| Streams                           | 2 741            | 52 212           | -94,8%                |
|                                   |                  |                  |                       |
| <b>Mobile Digital Content</b>     |                  |                  |                       |
| Master Ringtones                  | 541 706          | 744 893          | -27,3%                |
| Audio Single Track                | 101 725          | 157 211          | -35,3%                |
| Ringback Tunes                    | 146              | 5 820            | -97,5%                |
| Music Video                       | 751              | 1 824            | -58,8%                |
| Other Mobile (artist related)     | 4 081            | 9 884            | -58,7%                |
| <b>TOTAL Mobile Sales</b>         | <b>648 409</b>   | <b>919 632</b>   | <b>-29,5%</b>         |
| Streams                           | 1 122            | 496              | 126,2%                |
| <b>Total A la Carte</b>           |                  |                  |                       |
| <b>TOTAL</b>                      | <b>2 590 234</b> | <b>2 580 658</b> | <b>0,4%</b>           |
|                                   |                  |                  |                       |
| <b>Subscription Payment Model</b> |                  |                  |                       |
| Internet Subscription Income      | 18 692           | 5 745            | 225,4%                |
| Mobile Subscription Income        | 3 414            | 6 663            | -48,8%                |
| <b>Total Subscription</b>         |                  |                  |                       |
| <b>TOTAL</b>                      | <b>22 106</b>    | <b>12 408</b>    | <b>78,2%</b>          |
|                                   |                  |                  |                       |
| <b>TOTAL Digital</b>              |                  |                  |                       |
| <b>TOTAL</b>                      | <b>2 612 340</b> | <b>2 593 066</b> | <b>0,7%</b>           |