

## IFPI Finland Digital Sales Reporting Template

### August 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	77 058	59 110	30,4%
Audio Full Album	71 388	47 314	50,9%
Music Video	550	9	6011,1%
Other Downloads	108	24	350,0%
<b>TOTAL DOWNLOADS</b>	<b>149 104</b>	<b>106 457</b>	<b>40,1%</b>
Streams	158	529	-70,1%
<b>Mobile Digital Content</b>			
Master Ringtones	43 529	65 322	-33,4%
Audio Single Track	7 890	18 495	-57,3%
Ringback Tunes	3	420	-99,3%
Music Video	162	213	-23,9%
Other Mobile (artist related)	115	428	-73,1%
<b>TOTAL Mobile Sales</b>	<b>51 699</b>	<b>84 878</b>	<b>-39,1%</b>
Streams	0	0	0,0%
<b>Total A la Carte</b>			
<b>TOTAL</b>	<b>200 961</b>	<b>191 864</b>	<b>4,7%</b>
<b>Subscription Payment Model</b>			
Internet Subscription Income	1 209	809	49,4%
Mobile Subscription Income	590	1 196	-50,7%
<b>Total Subscription</b>			
<b>TOTAL</b>	<b>1 799</b>	<b>2 005</b>	<b>-10,3%</b>
Other Digital Music Content	12 121	0	0,0%
<b>TOTAL Digital</b>			
<b>TOTAL</b>	<b>214 881</b>	<b>193 869</b>	<b>10,8%</b>