

## IFPI Finland Digital Sales Reporting Template

**October 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	75 404	80 422	-6,2%
Audio Full Album	92 758	113 346	-18,2%
Music Video	531	6 000	-91,2%
Other Downloads	1 739	10	17290,0%
<b>TOTAL DOWNLOADS</b>	<b>170 432</b>	<b>199 778</b>	<b>-14,7%</b>
Streams	3 230	630	412,7%
<b>Mobile Digital Content</b>			
Master Ringtones	35 044	72 596	-51,7%
Audio Single Track	6 857	14 525	-52,8%
Ringback Tunes	7	486	-98,6%
Music Video	87	197	-55,8%
Other Mobile (artist related)	203	393	-48,3%
<b>TOTAL Mobile Sales</b>	<b>42 198</b>	<b>88 197</b>	<b>-52,2%</b>
Streams	0	0	0,0%
<b>Total A la Carte</b>			
<b>TOTAL</b>	<b>215 860</b>	<b>288 605</b>	<b>-25,2%</b>
<b>Subscription Payment Model</b>			
Internet Subscription Income	473	973	-51,4%
Mobile Subscription Income	16	1 090	-98,5%
<b>Total Subscription</b>			
<b>TOTAL</b>	<b>489</b>	<b>2 063</b>	<b>-76,3%</b>
<b>Other</b>			
Other Digital Music Content	0	0	0,0%
<b>TOTAL Digital</b>			
<b>TOTAL</b>	<b>216 349</b>	<b>290 668</b>	<b>-25,6%</b>