

## IFPI Finland Digital Sales Reporting Template

### January-September 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	667 563	594 057	12,4%
Audio Full Album	612 617	457 216	34,0%
Music Video	4 859	48	10022,9%
Other Downloads	502	1 114	-54,9%
<b>TOTAL DOWNLOADS</b>	<b>1 285 541</b>	<b>1 052 435</b>	<b>22,1%</b>
Streams	34 177	6 312	441,5%
<b>Mobile Digital Content</b>			
Master Ringtones	422 566	538 225	-21,5%
Audio Single Track	112 714	96 549	16,7%
Ringback Tunes	109	4 797	-97,7%
Music Video	1 267	1 379	-8,1%
Other Mobile (artist related)	2 808	8 425	-66,7%
<b>TOTAL Mobile Sales</b>	<b>539 464</b>	<b>649 375</b>	<b>-16,9%</b>
Streams	1 122	273	311,0%
<b>Total A la Carte</b>			
<b>TOTAL</b>	<b>1 860 304</b>	<b>1 708 395</b>	<b>8,9%</b>
<b>Subscription Payment Model</b>			
Internet Subscription Income	9 250	3 125	196,0%
Mobile Subscription Income	3 270	4 455	-26,6%
<b>Total Subscription</b>			
<b>TOTAL</b>	<b>12 520</b>	<b>7 580</b>	<b>65,2%</b>
<b>Other</b>			
Other Digital Music Content	26 470	0	0,0%
<b>TOTAL Digital</b>			
<b>TOTAL</b>	<b>1 899 294</b>	<b>1 715 975</b>	<b>10,7%</b>