

## IFPI Finland Digital Sales Reporting Template

January 2009

Format	Trade Value	Trade Value	2009/2008 Growth %
	2009	2008	Value
All pop + classical			
<b>A la Carte Payment Model</b>			
<b>Internet Downloads</b>			
Audio Single Track	102 111	93 934	8,7%
Audio Full Album	126 269	81 298	55,3%
Music Video	184	957	-80,8%
Other Downloads	7 136	105	6696,2%
<b>TOTAL DOWNLOADS</b>	<b>235 700</b>	<b>176 294</b>	<b>33,7%</b>
Streams	322	143	125,2%
<b>Mobile Digital Content</b>			
Master Ringtones	41 265	56 712	-27,2%
Audio Single Track	9 557	23 045	-58,5%
Ringback Tunes	0	20	-100,0%
Music Video	140	84	66,7%
Other Mobile (artist related)	934	694	34,6%
<b>TOTAL Mobile Sales</b>	<b>51 896</b>	<b>80 555</b>	<b>-35,6%</b>
Streams	0	667	-100,0%
<b>Total A la Carte</b>			
<b>TOTAL</b>	<b>287 918</b>	<b>257 659</b>	<b>11,7%</b>
<b>Subscription Payment Model</b>			
Internet Subscription Income	61 649	1 314	4591,7%
Mobile Subscription Income	13	551	-97,6%
<b>Total Subscription</b>			
<b>TOTAL</b>	<b>61 662</b>	<b>1 865</b>	<b>3206,3%</b>
<b>Other</b>			
Other Digital Music Content	126 373	0	0,0%
<b>TOTAL Digital</b>			
<b>TOTAL</b>	<b>475 953</b>	<b>259 524</b>	<b>83,4%</b>