

IFPI Finland Digital Sales Reporting Template

August 2008

Format	Trade Value	Trade Value	2008/2007 Growth %
	2008	2007	Value
All pop + classical			
A la Carte Payment Model			
Internet Downloads			
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%
TOTAL DOWNLOADS	149 104	106 457	40,1%
Streams	158	529	-70,1%
Mobile Digital Content			
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%
TOTAL Mobile Sales	51 699	84 878	-39,1%
Streams	0	0	0,0%
Total A la Carte			
TOTAL	200 961	191 864	4,7%
Subscription Payment Model			
Internet Subscription Income	1 209	809	49,4%
Mobile Subscription Income	590	1 196	-50,7%
Total Subscription			
TOTAL	1 799	2 005	-10,3%
Other Digital Music Content	12 121	0	0,0%
TOTAL Digital			
TOTAL	214 881	193 869	10,8%