

IFPI Finland Digital Sales Reporting Template

January-February 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 | 160 564 | 135 021 | 18,9% |
| Audio Full Album | 139 827 | 98 770 | 41,6% |
| Music Video | 1 759 | 24 | 7229,2% |
| Other Downloads | 186 | 0 | 0,0% |
| TOTAL DOWNLOADS | 302 336 | 233 815 | 29,3% |
| Streams | 32 567 | 1 840 | 1669,9% |
| | | | |
| Mobile Digital Content | | | |
| Master Ringtones | 118 016 | 104 504 | 12,9% |
| Audio Single Track | 62 083 | 7 528 | 724,7% |
| Ringback Tunes | 61 | 1 328 | -95,4% |
| Music Video | 476 | 0 | 0,0% |
| Other Mobile (artist related) | 876 | 634 | 38,2% |
| TOTAL Mobile Sales | 181 512 | 113 994 | 59,2% |
| Streams | 1 122 | 0 | 0,0% |
| Total A la Carte | | | |
| TOTAL | 517 537 | 349 649 | 48,0% |
| | | | |
| Subscription Payment Model | | | |
| Internet Subscription Income | 1 531 | 26 | 5788,5% |
| Mobile Subscription Income | 734 | 4 | 18250,0% |
| Total Subscription | | | |
| TOTAL | 2 265 | 30 | 7450,0% |
| | | | |
| TOTAL Digital | | | |
| TOTAL | 519 802 | 349 679 | 48,7% |
| | | | |