

## IFPI Finland Digital Sales Reporting Template

### January-July 2008

Format	Trade Value	Trade Value	2008/2007 Growth %
	2008	2007	Value
<b>All pop + classical</b>			
<b>A la Carte Payment Model</b>			
<b>Internet Downloads</b>			
Audio Single Track	512 747	468 845	9,4%
Audio Full Album	469 167	360 045	30,3%
Music Video	3 508	39	8894,9%
Other Downloads	293	1 078	-72,8%
<b>TOTAL DOWNLOADS</b>	<b>985 715</b>	<b>830 007</b>	<b>18,8%</b>
Streams	33 409	5 583	498,4%
<b>Mobile Digital Content</b>			
Master Ringtones	325 719	399 278	-18,4%
Audio Single Track	98 458	53 497	84,0%
Ringback Tunes	94	3 994	-97,6%
Music Video	1 020	985	3,6%
Other Mobile (artist related)	2 544	7 609	-66,6%
<b>TOTAL Mobile Sales</b>	<b>427 835</b>	<b>465 363</b>	<b>-8,1%</b>
Streams	1 122	273	311,0%
<b>Total A la Carte</b>	<b>1 448 081</b>	<b>1 301 226</b>	<b>11,3%</b>
<b>Subscription Payment Model</b>			
Internet Subscription Income	7 206	1 618	345,4%
Mobile Subscription Income	2 622	2 505	4,7%
<b>Total Subscription</b>	<b>9 828</b>	<b>4 123</b>	<b>138,4%</b>
<b>TOTAL Digital</b>	<b>1 457 909</b>	<b>1 305 349</b>	<b>11,7%</b>