

IFPI Finland Digital Sales Reporting Template

January-June 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	446 676	404 220	10,5%
Audio Full Album	403 125	309 686	30,2%
Music Video	2 945	35	8314,3%
Other Downloads	239	1 078	-77,8%
TOTAL DOWNLOADS	852 985	715 019	19,3%
Streams	33 247	5 050	558,4%
Mobile Digital Content			
Master Ringtones	286 288	325 110	-11,9%
Audio Single Track	90 681	33 984	166,8%
Ringback Tunes	86	3 519	-97,6%
Music Video	926	678	36,6%
Other Mobile (artist related)	2 235	7 120	-68,6%
TOTAL Mobile Sales	380 216	370 411	2,6%
Streams	1 122	273	311,0%
Total A la Carte			
TOTAL	1 267 570	1 090 753	16,2%
Subscription Payment Model			
Internet Subscription Income	5 900	908	549,8%
Mobile Subscription Income	2 023	1 396	44,9%
Total Subscription			
TOTAL	7 923	2 304	243,9%
TOTAL Digital			
TOTAL	1 275 493	1 093 057	16,7%