

## IFPI Digital Sales Reporting Template

January-October 2007

Format	Unit Sale	Unit Sale	2007/2006 Growth %
	2007	2006	Units
All pop + classical			
<b>A la Carte Payment Model</b>			
<b>Internet Downloads</b>			
Audio Single Track	930 475	526 647	76,7%
Audio Full Album	87 729	36 469	140,6%
Music Video	4 064	34	11852,9%
Other Downloads	50	8 970	-99,4%
<b>TOTAL DOWNLOADS</b>	<b>1 022 318</b>	<b>572 120</b>	<b>78,7%</b>
Streams	137 453	1 137 557	-87,9%
<b>Mobile Digital Content</b>			
Master Ringtones	744 200	598 245	24,4%
Audio Single Track	161 394	15 764	923,8%
Ringback Tunes	5 830	6 732	-13,4%
Music Video	1 814	0	0,0%
Other Mobile (artist related)	11 904	13 234	-10,0%
<b>TOTAL Mobile Sales</b>	<b>925 142</b>	<b>633 975</b>	<b>45,9%</b>
Streams	27 925	0	0,0%
<b>Total A la Carte</b>			
<b>TOTAL</b>	<b>2 112 838</b>	<b>2 343 652</b>	<b>-9,8%</b>

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