

IFPI Finland Digital Sales Reporting Template

January-October 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	742 967	674 479	10,2%
Audio Full Album	705 375	570 562	23,6%
Music Video	5 390	6 048	-10,9%
Other Downloads	2 241	1 124	99,4%
TOTAL DOWNLOADS	1 455 973	1 252 213	16,3%
Streams	37 407	6 942	438,9%
Mobile Digital Content			
Master Ringtones	457 610	610 821	-25,1%
Audio Single Track	119 571	111 074	7,6%
Ringback Tunes	116	5 283	-97,8%
Music Video	1 354	1 576	-14,1%
Other Mobile (artist related)	3 011	8 818	-65,9%
TOTAL Mobile Sales	581 662	737 572	-21,1%
Streams	1 122	273	311,0%
Total A la Carte			
TOTAL	2 076 164	1 997 000	4,0%
Subscription Payment Model			
Internet Subscription Income	9 723	4 098	137,3%
Mobile Subscription Income	3 286	5 545	-40,7%
Total Subscription			
TOTAL	13 009	9 643	34,9%
Other			
Other Digital Music Content	26 470	0	0,0%
TOTAL Digital			
TOTAL	2 115 643	2 006 643	5,4%