

IFPI Finland Digital Sales Reporting Template

January-December 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	944 441	845 310	11,7%
Audio Full Album	976 240	738 201	32,2%
Music Video	5 908	23 658	-75,0%
Other Downloads	11 373	1 149	889,8%
TOTAL DOWNLOADS	1 937 962	1 608 318	20,5%
Streams	2 741	52 212	-94,8%
Mobile Digital Content			
Master Ringtones	541 706	744 893	-27,3%
Audio Single Track	101 725	157 211	-35,3%
Ringback Tunes	146	5 820	-97,5%
Music Video	751	1 824	-58,8%
Other Mobile (artist related)	4 081	9 884	-58,7%
TOTAL Mobile Sales	648 409	919 632	-29,5%
Streams	1 122	496	126,2%
Total A la Carte			
TOTAL	2 590 234	2 580 658	0,4%
Subscription Payment Model			
Internet Subscription Income	18 692	5 745	225,4%
Mobile Subscription Income	3 414	6 663	-48,8%
Total Subscription			
TOTAL	22 106	12 408	78,2%
TOTAL Digital			
TOTAL	2 612 340	2 593 066	0,7%