

IFPI Finland Digital Sales Reporting Template

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	75 404	80 422	-6,2%
Audio Full Album	92 758	113 346	-18,2%
Music Video	531	6 000	-91,2%
Other Downloads	1 739	10	17290,0%
TOTAL DOWNLOADS	170 432	199 778	-14,7%
Streams	3 230	630	412,7%
Mobile Digital Content			
Master Ringtones	35 044	72 596	-51,7%
Audio Single Track	6 857	14 525	-52,8%
Ringback Tunes	7	486	-98,6%
Music Video	87	197	-55,8%
Other Mobile (artist related)	203	393	-48,3%
TOTAL Mobile Sales	42 198	88 197	-52,2%
Streams	0	0	0,0%
Total A la Carte			
TOTAL	215 860	288 605	-25,2%
Subscription Payment Model			
Internet Subscription Income	473	973	-51,4%
Mobile Subscription Income	16	1 090	-98,5%
Total Subscription			
TOTAL	489	2 063	-76,3%
Other			
Other Digital Music Content	0	0	0,0%
TOTAL Digital			
TOTAL	216 349	290 668	-25,6%