

## IFPI Finland Digital Sales Reporting Template

### November 2008

| Format                            | Trade Value    | Trade Value    | 2008/2007<br>Growth % |
|-----------------------------------|----------------|----------------|-----------------------|
|                                   | 2008           | 2007           | Value                 |
| All pop + classical               |                |                |                       |
| <b>A la Carte Payment Model</b>   |                |                |                       |
| <b>Internet Downloads</b>         |                |                |                       |
| Audio Single Track                | 83 265         | 76 208         | 9,3%                  |
| Audio Full Album                  | 95 729         | 82 957         | 15,4%                 |
| Music Video                       | 464            | 17 558         | -97,4%                |
| Other Downloads                   | 6 763          | 5              | 135160,0%             |
| <b>TOTAL DOWNLOADS</b>            | <b>186 221</b> | <b>176 728</b> | <b>5,4%</b>           |
| Streams                           | 1 764          | 334            | 428,1%                |
|                                   |                |                |                       |
| <b>Mobile Digital Content</b>     |                |                |                       |
| Master Ringtones                  | 46 604         | 73 721         | -36,8%                |
| Audio Single Track                | 5 349          | 22 103         | -75,8%                |
| Ringback Tunes                    | 8              | 404            | -98,0%                |
| Music Video                       | 96             | 161            | -40,4%                |
| Other Mobile (artist related)     | 77             | 487            | -84,2%                |
| <b>TOTAL Mobile Sales</b>         | <b>52 134</b>  | <b>96 876</b>  | <b>-46,2%</b>         |
| Streams                           | 0              | 108            | -100,0%               |
| <b>Total A la Carte</b>           |                |                |                       |
| <b>TOTAL</b>                      | <b>240 119</b> | <b>274 046</b> | <b>-12,4%</b>         |
|                                   |                |                |                       |
| <b>Subscription Payment Model</b> |                |                |                       |
| Internet Subscription Income      | 497            | 1 027          | -51,6%                |
| Mobile Subscription Income        | 8              | 477            | -98,3%                |
| <b>Total Subscription</b>         |                |                |                       |
| <b>TOTAL</b>                      | <b>505</b>     | <b>1 504</b>   | <b>-66,4%</b>         |
|                                   |                |                |                       |
| <b>TOTAL Digital</b>              |                |                |                       |
| <b>TOTAL</b>                      | <b>240 624</b> | <b>275 550</b> | <b>-12,7%</b>         |