

IFPI Finland Digital Sales Reporting Template

February 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	74 806	67 384	11,0%
Audio Full Album	65 838	45 722	44,0%
Music Video	802	17	4617,6%
Other Downloads	81	0	0,0%
TOTAL DOWNLOADS	141 527	113 123	25,1%
Streams	15 541	1 511	928,5%
Mobile Digital Content			
Master Ringtones	62 986	47 489	32,6%
Audio Single Track	22 454	3 825	487,0%
Ringback Tunes	41	740	-94,5%
Music Video	188	0	0,0%
Other Mobile (artist related)	508	384	32,3%
TOTAL Mobile Sales	86 177	52 438	64,3%
Streams	455	0	0,0%
Total A la Carte			
TOTAL	243 700	167 072	45,9%
Subscription Payment Model			
Internet Subscription Income	616	0	0,0%
Mobile Subscription Income	183	4	4475,0%
Total Subscription			
TOTAL	799	4	19875,0%
TOTAL Digital			
TOTAL	244 499	167 076	46,3%