

## IFPI Digital Sales Reporting Template

November 2007

Format	Unit Sale	Unit Sale	2007/2006 Growth %
	2007	2006	Units
International pop music			
<b>A la Carte Payment Model</b>			
<b>Internet Downloads</b>			
Audio Single Track	108 275	75 621	43,2%
Audio Full Album	13 213	6 077	117,4%
Music Video	10 558	5	211060,0%
Other Downloads	8	0	0,0%
<b>TOTAL DOWNLOADS</b>	<b>132 054</b>	<b>81 703</b>	<b>61,6%</b>
<b>Mobile Digital Content</b>			
Master Ringtones	90 022	66 608	35,2%
Audio Single Track	20 188	2 497	708,5%
Ringback Tunes	454	412	10,2%
Music Video	157	0	0,0%
Other Mobile (artist related)	1 117	714	56,4%
<b>TOTAL Mobile Sales</b>	<b>111 938</b>	<b>70 231</b>	<b>59,4%</b>
<b>TOTAL</b>	<b>243 992</b>	<b>151 934</b>	<b>60,6%</b>
Streams	6 577	3 009	118,6%