

## IFPI Digital Sales Reporting Template

January-July 2007

Format	Unit Sale	Unit Sale	2007/2006 Growth %
	2007	2006	Units
All pop + classical			
<b>A la Carte Payment Model</b>			
<b>Internet Downloads</b>			
Audio Single Track	648 952	356 917	81,8%
Audio Full Album	56 181	23 449	139,6%
Music Video	59	12	391,7%
Other Downloads	0	8 970	-100,0%
<b>TOTAL DOWNLOADS</b>	<b>705 192</b>	<b>389 348</b>	<b>81,1%</b>
Streams	119 119	1 131 413	-89,5%
<b>Mobile Digital Content</b>			
Master Ringtones	472 583	392 515	20,4%
Audio Single Track	68 715	13 317	416,0%
Ringback Tunes	4 404	4 342	1,4%
Music Video	1 247	0	0,0%
Other Mobile (artist related)	9 822	7 222	36,0%
<b>TOTAL Mobile Sales</b>	<b>556 771</b>	<b>417 396</b>	<b>33,4%</b>
Streams	27 925	0	0,0%
<b>Total A la Carte</b>			
<b>TOTAL</b>	<b>1 409 007</b>	<b>1 938 157</b>	<b>-27,3%</b>

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