

IFPI Digital Sales Reporting Template

January-August 2007

Format	Unit Sale	Unit Sale	2007/2006 Growth %
	2007	2006	Units
All pop + classical			
A la Carte Payment Model			
Internet Downloads			
Audio Single Track	730 751	409 030	78,7%
Audio Full Album	63 531	26 647	138,4%
Music Video	64	23	178,3%
Other Downloads	26	8 970	-99,7%
TOTAL DOWNLOADS	794 372	444 670	78,6%
Streams	127 509	1 133 702	-88,8%
Mobile Digital Content			
Master Ringtones	547 686	468 526	16,9%
Audio Single Track	93 045	13 798	574,3%
Ringback Tunes	4 888	5 135	-4,8%
Music Video	1 461	0	0,0%
Other Mobile (artist related)	10 341	10 290	0,5%
TOTAL Mobile Sales	657 421	497 749	32,1%
Streams	27 925	0	0,0%
TOTAL	1 607 227	2 076 121	-22,6%

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