

IFPI Bransjestatistikk

August 2008

| | |
|----------------------|--------|
| Nøkkeltall | Side 2 |
| Bransjerapport Album | Side 3 |
| Nedlasting | Side 4 |

August 2008

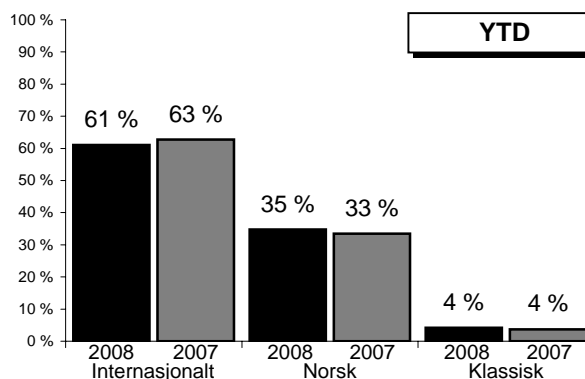
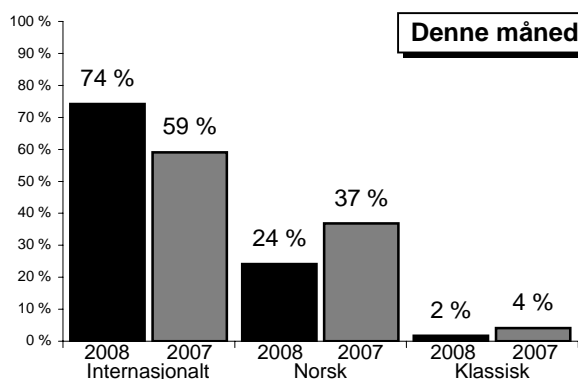
Nøkkel tall (Salg fra leverandør til forhandler)

Volumtall offentliggjøres ikke

| Denne Måned | Antall (tusen) | | | Verdi (NOK millioner) | | |
|------------------|----------------|--------------|--------------|-----------------------|-------------|-------------|
| | 2008 | 2007 | Endring | 2008 | 2007 | Endring |
| CD | | | | 36,5 | 39,9 | -8 % |
| MC/LP | | | | 0,1 | 0,0 | 238 % |
| SACD | | | | 0,1 | 0,1 | -32 % |
| DVD-Audio | | | | 0,1 | 0,1 | 13 % |
| Other | | | | 0,8 | 1,2 | -29 % |
| Tot.album | | | | 37,7 | 41,4 | -9 % |
| Singler | | | | 0,1 | 0,1 | -43 % |
| DVD Musikk | | | | 1,5 | 1,5 | 2 % |
| Nedlasting | 3 435 | 357 | 861 % | 5,2 | 3,3 | 58 % |
| Totalt | 4 079 | 1 084 | 276 % | 44,5 | 46,2 | -4 % |

| Akkumulert (YTD) | Antall (tusen) | | | Verdi (NOK millioner) | | |
|------------------|----------------|--------------|--------------|-----------------------|--------------|--------------|
| | 2008 | 2007 | Endring | 2008 | 2007 | Endring |
| CD | | | | 278,4 | 313,3 | -11 % |
| MC/LP | | | | 0,8 | 0,4 | 105 % |
| SACD | | | | 0,6 | 0,7 | -12 % |
| DVD-Audio | | | | 1,3 | 1,2 | 5 % |
| Other | | | | 0,5 | 3,5 | -86 % |
| Tot.album | | | | 281,6 | 319,1 | -12 % |
| Singler | | | | 0,8 | 1,4 | -46 % |
| DVD Musikk | | | | 12,6 | 11,9 | 6 % |
| Nedlasting | 23 377 | 3 438 | 580 % | 35,7 | 25,7 | 39 % |
| Totalt | 28 486 | 8 936 | 219 % | 330,6 | 358,1 | -8 % |

Totalsalget av album fordeler seg verdimessig slik:



| | | |
|--------------------------------|-----------------------------|--|
| BRANSJERAPPORT | PERIODE: August 2008 | TOTAL VOLUM DENNE MÅNED: 4 079 |
| TYPE: ALBUM VOLUM/VERDI | SELSKAP: ALLE | TOTAL VERDI DENNE MÅNED: 44 502 |

Alle tall angitt i tusener

| | DENNE MÅNED | | | | | | HITTL I ÅR | | | | | | | | | | | | |
|-----------------------|-------------|-------|-------|--------|--------|-------|--------------|-------|------|---|-------|------|---------|---------|-------|--|--|--|--|
| | VOLUM | | | VERDI | | | Snitt NOK | VOLUM | | | VERDI | | | | | | | | |
| | 2008 | 2007 | % | 2008 | 2007 | % | | 2008 | 2007 | % | 2008 | 2007 | % | | | | | | |
| <i>Internasjonalt</i> | | | | | | | | | | | | | | | | | | | |
| CD | | | | 26 651 | 22 857 | 117 % | | | | | | | 168 365 | 191 917 | 88 % | | | | |
| MC/LP | | | | 107 | 27 | 399 % | | | | | | | 487 | 325 | 150 % | | | | |
| SACD | | | | 9 | 10 | 87 % | | | | | | | 58 | 217 | 27 % | | | | |
| DVD-A | | | | 145 | 129 | 112 % | | | | | | | 1 230 | 1 166 | 105 % | | | | |
| OTHER | | | | 834 | 1 178 | 71 % | | | | | | | 439 | 3 369 | 13 % | | | | |
| PREMIUMS | | | | 25 | 23 | 107 % | | | | | | | 449 | 367 | 122 % | | | | |
| KLUBB/REA | | | | 204 | 217 | 94 % | | | | | | | 854 | 2 934 | 29 % | | | | |
| SUM | | | | 27 974 | 24 441 | 114 % | | | | | | | 171 882 | 200 295 | 86 % | | | | |
| <i>Nasjonalt</i> | | | | | | | | | | | | | | | | | | | |
| CD | | | | - | - | | | | | | | | - | - | | | | | |
| MC/LP | | | | 8 465 | 14 723 | 57 % | | | | | | | 96 465 | 101 493 | 95 % | | | | |
| SACD | | | | 19 | 11 | 185 % | | | | | | | 309 | 76 | 408 % | | | | |
| DVD-A | | | | - | - | | | | | | | | 1 | 1 | 39 % | | | | |
| OTHER | | | | 3 | 2 | 180 % | | | | | | | 26 | 26 | 100 % | | | | |
| PREMIUMS | | | | 6 | 3 | 212 % | | | | | | | 53 | 36 | 148 % | | | | |
| KLUBB/REA | | | | 158 | 225 | 70 % | | | | | | | 3 191 | 3 085 | 103 % | | | | |
| SUM | | | | 451 | 251 | 180 % | | | | | | | -2 162 | 2 146 | | | | | |
| SUM | | | | 9 102 | 15 214 | 60 % | | | | | | | 97 883 | 106 862 | 92 % | | | | |
| <i>Klassisk</i> | | | | | | | | | | | | | | | | | | | |
| CD | | | | - | - | | | | | | | | - | - | | | | | |
| MC/LP | | | | 560 | 1 584 | 35 % | | | | | | | 10 310 | 10 203 | 101 % | | | | |
| SACD | | | | - | - | 154 % | | | | | | | 1 | 2 | 88 % | | | | |
| DVD-A | | | | 40 | 69 | 58 % | | | | | | | 391 | 256 | 153 % | | | | |
| OTHER | | | | - | - | | | | | | | | - | 1 | 67 % | | | | |
| PREMIUMS | | | | - | - | | | | | | | | - | 55 | | | | | |
| KLUBB/REA | | | | 41 | 44 | 92 % | | | | | | | 1 205 | 1 376 | 88 % | | | | |
| SUM | | | | 1 | 1 | 59 % | | | | | | | -92 | 6 | | | | | |
| SUM | | | | 642 | 1 699 | 38 % | | | | | | | 11 816 | 11 899 | 99 % | | | | |
| <i>Prisklasser</i> | | | | | | | | | | | | | | | | | | | |
| CD lav | | | | - | - | | | | | | | | - | - | | | | | |
| CD mid | | | | 1 125 | 1 145 | 98 % | | | | | | | 13 148 | 11 505 | 114 % | | | | |
| CD full | | | | 4 195 | 6 342 | 66 % | | | | | | | 34 221 | 47 049 | 73 % | | | | |
| MC/LP lav | | | | 30 357 | 31 678 | 96 % | | | | | | | 227 771 | 245 060 | 93 % | | | | |
| MC/LP mid | | | | 1 | 1 | 213 % | | | | | | | 8 | 9 | 92 % | | | | |
| MC/LP full | | | | 9 | 2 | 458 % | | | | | | | 70 | 25 | 273 % | | | | |
| SACD lav | | | | 116 | 35 | 333 % | | | | | | | 720 | 368 | 196 % | | | | |
| SACD mid | | | | - | - | | | | | | | | - | 1 | | | | | |
| SACD full | | | | 1 | 2 | 51 % | | | | | | | 13 | 34 | 38 % | | | | |
| DVD-A lav | | | | 48 | 78 | 62 % | | | | | | | 437 | 439 | 100 % | | | | |
| DVD-A mid | | | | 1 | 53 | 2 % | | | | | | | 17 | 210 | 8 % | | | | |
| DVD-A full | | | | 3 | 2 | 129 % | | | | | | | 53 | 27 | 195 % | | | | |
| OTHER lav | | | | 144 | 76 | 190 % | | | | | | | 1 186 | 955 | 124 % | | | | |
| OTHER mid | | | | - | - | | | | | | | | - | - | | | | | |
| OTHER full | | | | 6 | - | | | | | | | | 6 | 187 | 3 % | | | | |
| LAVPRIS | | | | 834 | 1 180 | 71 % | | | | | | | 486 | 3 273 | 15 % | | | | |
| MIDPRIS | | | | 1 127 | 1 198 | 94 % | | | | | | | 13 174 | 11 724 | 112 % | | | | |
| FULLPRIS | | | | 4 213 | 6 347 | 66 % | | | | | | | 34 363 | 47 323 | 73 % | | | | |
| KLUBB | | | | 31 498 | 33 046 | 95 % | | | | | | | 230 600 | 250 096 | 92 % | | | | |
| PREMIUMS | | | | 633 | 443 | 143 % | | | | | | | -1 525 | 4 833 | | | | | |
| REA | | | | 223 | 293 | 76 % | | | | | | | 4 845 | 4 827 | 100 % | | | | |
| SUM | | | | 23 | 27 | 87 % | | | | | | | 125 | 253 | 50 % | | | | |
| <i>Lydbærer</i> | | | | | | | | | | | | | | | | | | | |
| CD | | | | - | - | | | | | | | | - | - | | | | | |
| MC/LP | | | | 36 544 | 39 922 | 92 % | | | | | | | 278 371 | 313 278 | 89 % | | | | |
| SACD | | | | 127 | 37 | 339 % | | | | | | | 831 | 406 | 205 % | | | | |
| DVD-A | | | | 56 | 83 | 68 % | | | | | | | 622 | 711 | 88 % | | | | |
| OTHER | | | | 148 | 131 | 113 % | | | | | | | 1 258 | 1 192 | 105 % | | | | |
| TOT. ALBUM | | | | 844 | 1 181 | 71 % | | | | | | | 499 | 3 469 | 14 % | | | | |
| TOT. SGL/MAXI | | | | 37 718 | 41 354 | 91 % | | | | | | | 281 581 | 319 057 | 88 % | | | | |
| TOT. DVD-MUSIKK | | | | 60 | 105 | 57 % | | | | | | | 771 | 1 434 | 54 % | | | | |
| TOT. NEDLASTING | 3 435 | 357 | 961 % | 1 496 | 1 459 | 102 % | | | | | | | 12 563 | 11 862 | 106 % | | | | |
| SUM TOTAL | 4 079 | 1 084 | 376 % | 44 502 | 46 218 | 96 % | | | | | | | 23 377 | 3 438 | 680 % | | | | |
| | | | | | | | | | | | | | 28 486 | 8 937 | 319 % | | | | |
| | | | | | | | | | | | | | 330 621 | 358 082 | 92 % | | | | |

August 2008

Nedlasting (alle tall i tusen)

Volumtall offentliggjøres ikke

| Denne Måned | Antall | | | Verdi | | |
|----------------------|--------------|------------|--------------|--------------|--------------|--------------|
| | 2008 | 2007 | Endring | 2008 | 2007 | Endring |
| Internett | Single Track | | | 2 907 | 1 643 | 77 % |
| | Album | | | 1 561 | 724 | 116 % |
| | Streams | | | 107 | 2 | 4753 % |
| | Other | | | 9 | 0 | |
| Tot.Internett | | | | 4 583 | 2 369 | 93 % |
| Mobil | Single Track | | | 131 | 180 | -27 % |
| | Truetones | | | 261 | 729 | -64 % |
| | Streams | | | 70 | 5 | 1357 % |
| | Other | | | 166 | 3 | 5995 % |
| Tot.Mobil | | | | 628 | 917 | -32 % |
| Abonnement* | | | | 18 | 14 | 31 % |
| Other | | | | 0 | 0 | |
| Totalt | 3 435 | 357 | 861 % | 5 229 | 3 300 | 58 % |

| Akkumulert (YTD) | Antall | | | Verdi | | |
|----------------------|---------------|--------------|--------------|---------------|---------------|--------------|
| | 2008 | 2007 | Endring | 2008 | 2007 | Endring |
| Internett | Single Track | | | 16 112 | 8 584 | 88 % |
| | Album | | | 9 021 | 4 871 | 85 % |
| | Streams | | | 779 | 71 | 996 % |
| | Other | | | 48 | 1 251 | -96 % |
| Tot.Internett | | | | 25 959 | 14 777 | 76 % |
| Mobil | Single Track | | | 5 444 | 5 734 | -5 % |
| | Truetones | | | 3 433 | 3 384 | 1 % |
| | Streams | | | 249 | 389 | -36 % |
| | Other | | | 431 | 1 317 | -67 % |
| Tot.Mobil | | | | 9 557 | 10 824 | -12 % |
| Abonnement* | | | | 190 | 128 | 48 % |
| Other | | | | 0 | 0 | |
| Totalt | 23 377 | 3 438 | 580 % | 35 706 | 25 729 | 39 % |

* For abonnementsbaserte salg beregnes kun verdi. Inkluderer salg via Internett og til mobil.