

IFPI Bransjestatistikk

September 2008

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

September 2008

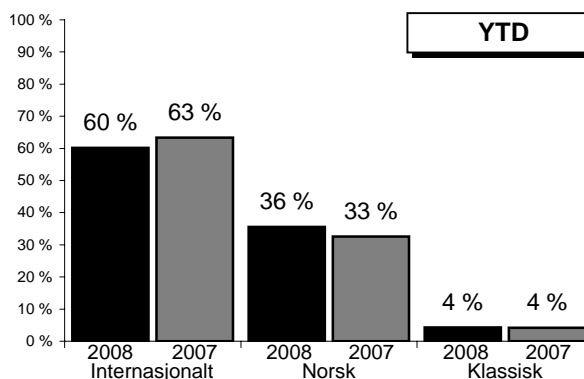
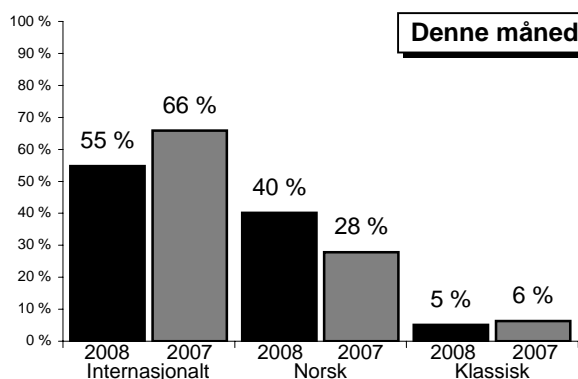
Nøkkeltall (Salg fra leverandør til forhandler)

Volumtall offentliggjøres ikke

| Denne Måned | Antall (tusen) | | | Verdi (NOK millioner) | | |
|------------------|----------------|--------------|--------------|-----------------------|-------------|--------------|
| | 2008 | 2007 | Endring | 2008 | 2007 | Endring |
| CD | | | | 45,7 | 64,3 | -29 % |
| MC/LP | | | | 0,3 | 0,1 | 457 % |
| SACD | | | | 0,1 | 0,1 | -32 % |
| DVD-Audio | | | | 0,3 | 0,1 | 179 % |
| Other | | | | 0,2 | 0,7 | -75 % |
| Tot.album | | | | 46,5 | 65,2 | -29 % |
| Singler | | | | 0,0 | 0,1 | -64 % |
| DVD Musikk | | | | 2,2 | 2,2 | 1 % |
| Nedlasting | 3 824 | 539 | 609 % | 4,4 | 3,6 | 22 % |
| Totalt | 4 567 | 1 575 | 190 % | 53,2 | 71,2 | -25 % |

| Akkumulert (YTD) | Antall (tusen) | | | Verdi (NOK millioner) | | |
|------------------|----------------|---------------|--------------|-----------------------|--------------|--------------|
| | 2008 | 2007 | Endring | 2008 | 2007 | Endring |
| CD | | | | 324,1 | 377,5 | -14 % |
| MC/LP | | | | 1,1 | 0,5 | 144 % |
| SACD | | | | 0,7 | 0,8 | -14 % |
| DVD-Audio | | | | 1,5 | 1,3 | 19 % |
| Other | | | | 0,7 | 4,2 | -84 % |
| Tot.album | | | | 328,1 | 384,3 | -15 % |
| Singler | | | | 0,8 | 1,6 | -48 % |
| DVD Musikk | | | | 14,8 | 14,1 | 5 % |
| Nedlasting | 27 201 | 3 978 | 584 % | 40,1 | 29,3 | 37 % |
| Totalt | 33 053 | 10 512 | 214 % | 383,8 | 429,2 | -11 % |

Totalsalget av album fordeler seg verdimessig slik:



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 | | | | 24 202 | 41 908 | 58 % | | | | | | | 192 566 | 233 825 | 82 % | | | | |
| MC/LP | | | | 216 | 26 | 820 % | | | | | | | 704 | 352 | 200 % | | | | |
| SACD | | | | 3 | 7 | 46 % | | | | | | | 62 | 224 | 28 % | | | | |
| DVD-A | | | | 273 | 95 | 287 % | | | | | | | 1 503 | 1 261 | 119 % | | | | |
| OTHER | | | | 182 | 725 | 25 % | | | | | | | 621 | 4 094 | 15 % | | | | |
| PREMIUMS | | | | 38 | 33 | 116 % | | | | | | | 487 | 399 | 122 % | | | | |
| KLUBB/REA | | | | 551 | 172 | 320 % | | | | | | | 1 405 | 3 107 | 45 % | | | | |
| SUM | | | | 25 465 | 42 966 | 59 % | | | | | | | 197 347 | 243 261 | 81 % | | | | |
| <i>Nasjonalt</i> | | | | - | - | | | | | | | | - | - | | | | | |
| CD | | Ikke offentliggjort | | 18 264 | 17 491 | 104 % | | | | | | | 114 729 | 118 985 | 96 % | | | | |
| MC/LP | | | | 36 | 25 | 142 % | | | | | | | 345 | 101 | 342 % | | | | |
| SACD | | | | 4 | - | | | | | | | | 5 | 1 | 345 % | | | | |
| DVD-A | | | | 4 | 4 | 102 % | | | | | | | 29 | 29 | 100 % | | | | |
| OTHER | | | | 3 | 10 | 27 % | | | | | | | 56 | 46 | 122 % | | | | |
| PREMIUMS | | | | 199 | 348 | 57 % | | | | | | | 3 390 | 3 433 | 99 % | | | | |
| KLUBB/REA | | | | 172 | 262 | 66 % | | | | | | | -1 990 | 2 407 | | | | | |
| SUM | | | | 18 681 | 18 140 | 103 % | | | | | | | 116 564 | 125 002 | 93 % | | | | |
| <i>Klassisk</i> | | | | - | - | | | | | | | | - | - | | | | | |
| CD | | | | 2 316 | 3 960 | 58 % | | | | | | | 12 627 | 14 163 | 89 % | | | | |
| MC/LP | | | | - | - | 217 % | | | | | | | 2 | 2 | 93 % | | | | |
| SACD | | | | 44 | 72 | 61 % | | | | | | | 436 | 328 | 133 % | | | | |
| DVD-A | | | | - | - | 18 % | | | | | | | - | 1 | 47 % | | | | |
| OTHER | | | | - | - | | | | | | | | - | 55 | | | | | |
| PREMIUMS | | | | 24 | 77 | 32 % | | | | | | | 1 229 | 1 454 | 85 % | | | | |
| KLUBB/REA | | | | 1 | 2 | 31 % | | | | | | | -91 | 8 | | | | | |
| SUM | | | | 2 386 | 4 112 | 58 % | | | | | | | 14 202 | 16 011 | 89 % | | | | |
| <i>Prisklasser</i> | | | | - | - | | | | | | | | - | - | | | | | |
| CD lav | | | | 1 123 | 1 479 | 76 % | | | | | | | 14 271 | 12 984 | 110 % | | | | |
| CD mid | | | | 4 353 | 5 042 | 86 % | | | | | | | 38 575 | 52 090 | 74 % | | | | |
| CD full | | | | 39 306 | 56 838 | 69 % | | | | | | | 267 076 | 301 899 | 88 % | | | | |
| MC/LP lav | | | | 1 | 1 | 88 % | | | | | | | 10 | 10 | 91 % | | | | |
| MC/LP mid | | | | 5 | 4 | 151 % | | | | | | | 75 | 29 | 258 % | | | | |
| MC/LP full | | | | 246 | 47 | 526 % | | | | | | | 966 | 415 | 233 % | | | | |
| SACD lav | | | | - | - | | | | | | | | - | 1 | | | | | |
| SACD mid | | | | 2 | 3 | 44 % | | | | | | | 15 | 38 | 39 % | | | | |
| SACD full | | | | 50 | 76 | 67 % | | | | | | | 488 | 515 | 95 % | | | | |
| DVD-A lav | | | | 1 | 20 | 6 % | | | | | | | 19 | 230 | 8 % | | | | |
| DVD-A mid | | | | 3 | 64 | 5 % | | | | | | | 56 | 91 | 61 % | | | | |
| DVD-A full | | | | 272 | 15 | 1862 % | | | | | | | 1 458 | 970 | 150 % | | | | |
| OTHER lav | | | | - | - | | | | | | | | - | - | | | | | |
| OTHER mid | | | | 7 | - | | | | | | | | 13 | 187 | 7 % | | | | |
| OTHER full | | | | 178 | 735 | 24 % | | | | | | | 663 | 4 008 | 17 % | | | | |
| LAVPRIS | | | | 1 125 | 1 501 | 75 % | | | | | | | 14 299 | 13 225 | 108 % | | | | |
| MIDPRIS | | | | 4 371 | 5 113 | 85 % | | | | | | | 38 733 | 52 436 | 74 % | | | | |
| FULLPRIS | | | | 40 051 | 57 710 | 69 % | | | | | | | 270 651 | 307 806 | 88 % | | | | |
| KLUBB | | | | 695 | 400 | 174 % | | | | | | | -830 | 5 233 | | | | | |
| PREMIUMS | | | | 261 | 458 | 57 % | | | | | | | 5 106 | 5 286 | 97 % | | | | |
| REA | | | | 29 | 37 | 79 % | | | | | | | 154 | 290 | 53 % | | | | |
| <i>Lydbærer</i> | | | | - | - | | | | | | | | - | - | | | | | |
| CD | | | | 45 728 | 64 251 | 71 % | | | | | | | 324 099 | 377 529 | 86 % | | | | |
| MC/LP | | | | 289 | 52 | 557 % | | | | | | | 1 120 | 458 | 244 % | | | | |
| SACD | | | | 55 | 80 | 68 % | | | | | | | 677 | 791 | 86 % | | | | |
| DVD-A | | | | 276 | 99 | 279 % | | | | | | | 1 534 | 1 292 | 119 % | | | | |
| OTHER | | | | 185 | 736 | 25 % | | | | | | | 685 | 4 206 | 16 % | | | | |
| TOT. ALBUM | | | | 46 533 | 65 219 | 71 % | | | | | | | 328 114 | 384 275 | 85 % | | | | |
| TOT. SGL/MAXI | | | | 47 | 132 | 36 % | | | | | | | 818 | 1 566 | 52 % | | | | |
| TOT. DVD-MUSIKK | | | | 2 206 | 2 194 | 101 % | | | | | | | 14 768 | 14 057 | 105 % | | | | |
| TOT. NEDLASTING | 3 824 | 539 | 709 % | 4 404 | 3 613 | 122 % | | | | | | 27 201 | 3 978 | 684 % | 40 111 | 29 342 | 137 % | | |
| SUM TOTAL | 4 567 | 1 576 | 290 % | 53 190 | 71 157 | 75 % | | | | | | 33 053 | 10 512 | 314 % | 383 811 | 429 240 | 89 % | | |

September 2008

Nedlasting (alle tall i tusen)

Volumtall offentliggjøres ikke

| Denne Måned | Antall | | | Verdi | | |
|----------------------|--------------|------------|--------------|--------------|--------------|--------------|
| | 2008 | 2007 | Endring | 2008 | 2007 | Endring |
| Internett | Single Track | | | 1 845 | 1 362 | 36 % |
| | Album | | | 1 163 | 674 | 73 % |
| | Streams | | | 136 | 15 | 831 % |
| | Other | | | 2 | 0 | |
| Tot.Internett | | | | 3 146 | 2 050 | 53 % |
| Mobil | Single Track | | | 911 | 793 | 15 % |
| | Truetones | | | 205 | 719 | -72 % |
| | Streams | | | 12 | 5 | 119 % |
| | Other | | | 126 | 8 | 1443 % |
| Tot.Mobil | | | | 1 254 | 1 525 | -18 % |
| Abonnement* | | | | 4 | 37 | -88 % |
| Other | | | | 0 | 0 | |
| Totalt | 3 824 | 539 | 609 % | 4 404 | 3 613 | 22 % |

| Akkumulert (YTD) | Antall | | | Verdi | | |
|----------------------|---------------|--------------|--------------|---------------|---------------|--------------|
| | 2008 | 2007 | Endring | 2008 | 2007 | Endring |
| Internett | Single Track | | | 17 958 | 9 945 | 81 % |
| | Album | | | 10 184 | 5 545 | 84 % |
| | Streams | | | 915 | 86 | 968 % |
| | Other | | | 49 | 1 251 | -96 % |
| Tot.Internett | | | | 29 105 | 16 827 | 73 % |
| Mobil | Single Track | | | 6 356 | 6 527 | -3 % |
| | Truetones | | | 3 638 | 4 103 | -11 % |
| | Streams | | | 261 | 394 | -34 % |
| | Other | | | 557 | 1 325 | -58 % |
| Tot.Mobil | | | | 10 811 | 12 349 | -12 % |
| Abonnement* | | | | 194 | 166 | 17 % |
| Other | | | | 0 | 0 | |
| Totalt | 27 201 | 3 978 | 584 % | 40 111 | 29 342 | 37 % |

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