

# *IFPI Bransjestatistikk*

## November 2008

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

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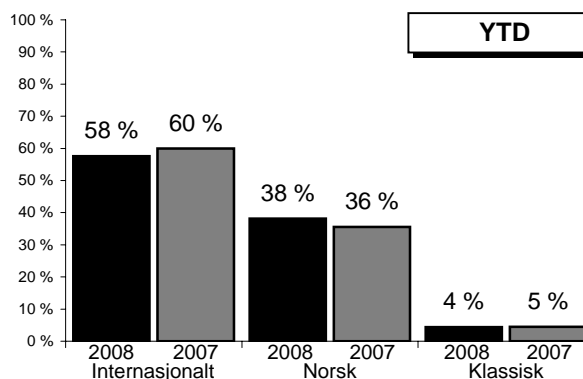
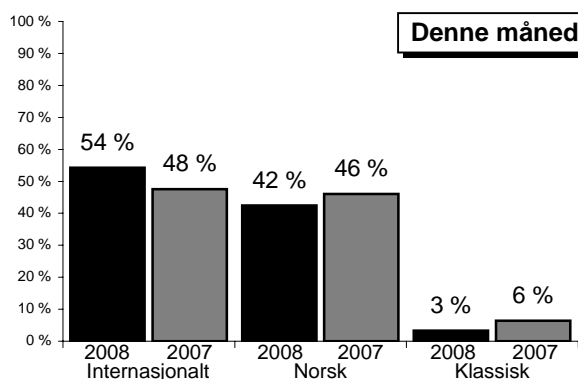
## Nøkkel tall (Salg fra leverandør til forhandler)

Volumtall offentliggjøres ikke

| Denne Måned      | Antall (tusen) |              |             | Verdi (NOK millioner) |              |              |
|------------------|----------------|--------------|-------------|-----------------------|--------------|--------------|
|                  | 2008           | 2007         | Endring     | 2008                  | 2007         | Endring      |
| CD               |                |              |             | 79,6                  | 90,0         | -12 %        |
| MC/LP            |                |              |             | 0,2                   | 0,1          | 155 %        |
| SACD             |                |              |             | 0,1                   | 0,1          | 12 %         |
| DVD-Audio        |                |              |             | 0,0                   | 0,4          | -97 %        |
| Other            |                |              |             | 0,0                   | 1,8          | -99 %        |
| <b>Tot.album</b> |                |              |             | <b>79,9</b>           | <b>92,4</b>  | <b>-13 %</b> |
| Singler          |                |              |             | 0,1                   | 0,2          | -52 %        |
| DVD Musikk       |                |              |             | 1,5                   | 5,8          | -74 %        |
| Nedlasting       | 1 860          | 496          | 275 %       | 6,2                   | 4,3          | 44 %         |
| <b>Totalt</b>    | <b>3 064</b>   | <b>1 969</b> | <b>56 %</b> | <b>87,8</b>           | <b>102,7</b> | <b>-15 %</b> |

| Akkumulert (YTD) | Antall (tusen) |               |              | Verdi (NOK millioner) |              |              |
|------------------|----------------|---------------|--------------|-----------------------|--------------|--------------|
|                  | 2008           | 2007          | Endring      | 2008                  | 2007         | Endring      |
| CD               |                |               |              | 469,0                 | 540,4        | -13 %        |
| MC/LP            |                |               |              | 1,6                   | 0,7          | 135 %        |
| SACD             |                |               |              | 1,0                   | 1,1          | -6 %         |
| DVD-Audio        |                |               |              | 1,8                   | 2,3          | -20 %        |
| Other            |                |               |              | 1,0                   | 6,0          | -83 %        |
| <b>Tot.album</b> |                |               |              | <b>474,4</b>          | <b>550,4</b> | <b>-14 %</b> |
| Singler          |                |               |              | 1,0                   | 1,9          | -50 %        |
| DVD Musikk       |                |               |              | 18,2                  | 22,6         | -20 %        |
| Nedlasting       | 34 341         | 4 947         | 594 %        | 51,3                  | 38,0         | 35 %         |
| <b>Totalt</b>    | <b>42 471</b>  | <b>14 207</b> | <b>199 %</b> | <b>544,9</b>          | <b>613,0</b> | <b>-11 %</b> |

Totalsalget av album fordeler seg verdimessig slik:





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## Nedlasting (alle tall i tusen)

Volumtall offentliggjøres ikke

| Denne Måned          | Antall       |            |              | Verdi        |              |              |
|----------------------|--------------|------------|--------------|--------------|--------------|--------------|
|                      | 2008         | 2007       | Endring      | 2008         | 2007         | Endring      |
| <b>Internett</b>     | Single Track |            |              | 2 986        | 1 595        | 87 %         |
|                      | Album        |            |              | 2 183        | 1 116        | 96 %         |
|                      | Streams      |            |              | 26           | 12           | 118 %        |
|                      | Other        |            |              | 7            | 1            | 679 %        |
| <b>Tot.Internett</b> |              |            |              | <b>5 203</b> | <b>2 725</b> | <b>91 %</b>  |
| <b>Mobil</b>         | Single Track |            |              | 771          | 776          | -1 %         |
|                      | Truetones    |            |              | 143          | 418          | -66 %        |
|                      | Streams      |            |              | 17           | 3            | 427 %        |
|                      | Other        |            |              | 77           | 378          | -80 %        |
| <b>Tot.Mobil</b>     |              |            |              | <b>1 008</b> | <b>1 576</b> | <b>-36 %</b> |
| Abonnement*          |              |            |              | 25           | 25           | 1 %          |
| Other                |              |            |              | 0            | 0            |              |
| <b>Totalt</b>        | <b>1 860</b> | <b>496</b> | <b>275 %</b> | <b>6 236</b> | <b>4 325</b> | <b>44 %</b>  |

| Akkumulert (YTD)     | Antall        |              |              | Verdi         |               |              |
|----------------------|---------------|--------------|--------------|---------------|---------------|--------------|
|                      | 2008          | 2007         | Endring      | 2008          | 2007          | Endring      |
| <b>Internett</b>     | Single Track  |              |              | 23 166        | 12 809        | 81 %         |
|                      | Album         |              |              | 13 865        | 7 710         | 80 %         |
|                      | Streams       |              |              | 1 060         | 106           | 900 %        |
|                      | Other         |              |              | 57            | 1 252         | -95 %        |
| <b>Tot.Internett</b> |               |              |              | <b>38 148</b> | <b>21 877</b> | <b>74 %</b>  |
| <b>Mobil</b>         | Single Track  |              |              | 7 604         | 7 885         | -4 %         |
|                      | Truetones     |              |              | 3 949         | 5 088         | -22 %        |
|                      | Streams       |              |              | 295           | 401           | -27 %        |
|                      | Other         |              |              | 1 110         | 2 545         | -56 %        |
| <b>Tot.Mobil</b>     |               |              |              | <b>12 958</b> | <b>15 920</b> | <b>-19 %</b> |
| Abonnement*          |               |              |              | 242           | 248           | -2 %         |
| Other                |               |              |              | 0             | 0             |              |
| <b>Totalt</b>        | <b>34 341</b> | <b>4 948</b> | <b>594 %</b> | <b>51 348</b> | <b>38 045</b> | <b>35 %</b>  |

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