

Digital Music Market 2008: Consumer Level

	million €			million units		
	2008	2007	%	2008	2007	%
Tracks	5,71	5,50	3,8%	5,77	5,56	3,8%
Albums	5,76	3,60	60,0%	0,48	0,30	58,4%
Internet Sales (track level)	11,48	9,11	26,0%	11,53	9,20	25,3%
Ringtones	2,66	4,65	-42,8%	0,76	1,33	-42,8%
Downloads	0,053	0,05	13,2%	0,03	0,02	13,2%
Mobile Sales	2,71	4,70	-42,3%	0,79	1,35	-41,9%
Totaal Digital Sales (B2C)	14,19	13,81	2,8%	12,32	10,55	16,7%

Other Digital Revenues (B2B)*	4,69	1,57	199,5%
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* Exclude all direct sales to consumers

Total Digital Market	18,88	15,37	22,8%
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Source: BEA / GfK Retail and Technology Benelux B.V.

Top 5 most downloaded track 2008

ARTIEST	TITEL
AMY MACDONALD	THIS IS THE LIFE
LAURENT WOLF FEAT. ERIC CARTER	NO STRESS
MADONNA & JUSTIN TIMBERLAKE	4 MINUTES
DUFFY	MERCY
YAEL NAIM	NEW SOUL

Source: Ultratop / GfK Retail and Technology Benelux B.V.

Top 5 most downloaded local track 2008

ARTIEST	TITEL
MILOW	AYO TECHNOLOGY
DEUS	THE ARCHITECT
NATALIA MEETS EN VOGUE	GLAMOROUS
KATE RYAN	ELLA ELLE L'A
MILOW	YOU DONT KNOW

Source: Ultratop / GfK Retail and Technology Benelux B.V.