

## IFPI Finland Digital Sales

### January-August 2010

Figures include licensing and other new income.

	Trade Value	Trade Value	2010/2009 Growth %
	2010	2009	Value
<b>Online Downloads</b>			
<b>Internet Downloads</b>			
Audio Single Track	744 916	761 828	-2,2%
Audio Full Album	736 054	798 097	-7,8%
Music Video	143	19 599	-99,3%
Other Downloads	2 319	14 503	-84,0%
Streams	5 693	7 909	-28,0%
<b>TOTAL DOWNLOADS</b>	<b>1 489 125</b>	<b>1 601 936</b>	<b>-7,0%</b>
<b>Mobile Downloads</b>			
Master Ringtones	157 541	233 424	-32,5%
Audio Single Track	16 431	45 807	-64,1%
Ringback Tunes	11	6	83,3%
Music Video	191	625	-69,4%
Other Mobile (artist related)	41	3 889	-98,9%
Streams	588	104	465,4%
<b>TOTAL Mobile Sales</b>	<b>174 803</b>	<b>283 855</b>	<b>-38,4%</b>
<b>TOTAL</b>	<b>1 663 928</b>	<b>1 885 791</b>	<b>-11,8%</b>
<b>Subscription Income</b>			
Non-Bundled Subscriptions - Online	31 100	111 611	-72,1%
Non-Bundled Subscriptions - Mobile	943	163	478,5%
Bundled Subscriptions	1 797 415	1 599	112308,7%
<b>TOTAL</b>	<b>1 829 458</b>	<b>113 373</b>	<b>1513,7%</b>
<b>Ad-Supported Income</b>	<b>1 065 230</b>	<b>463 976</b>	<b>129,6%</b>
<b>Unearned Advances &amp; One-Off Payments</b>	<b>65 230</b>	<b>151 212</b>	<b>-56,9%</b>
<b>Other Digital Music Content</b>	<b>22 803</b>	<b>1 271</b>	<b>1694,1%</b>
<b>TOTAL Digital</b>	<b>4 646 649</b>	<b>2 615 623</b>	<b>77,6%</b>