

## IFPI Finland Digital Sales

### January-March 2011

Figures include licensing and other new income.

	Trade Value	Trade Value	2011/2010 Growth %
	2011	2010	Value
<b>Online Downloads</b>			
<b>Internet Downloads</b>			
Audio Single Track	286 786	331 425	-13,5%
Audio Full Album	316 766	332 699	-4,8%
Music Video	3	38	-92,1%
Other Downloads	0	912	-100,0%
Streams	3 726	1 516	145,8%
<b>TOTAL DOWNLOADS</b>	<b>607 281</b>	<b>666 590</b>	<b>-8,9%</b>
<b>Mobile Downloads</b>			
Master Ringtones	86 273	70 250	22,8%
Audio Single Track	2 657	5 414	-50,9%
Ringback Tunes	18	9	100,0%
Music Video	8	121	-93,4%
Other Mobile (artist related)	1	3	-66,7%
Streams	16	588	-97,3%
<b>TOTAL Mobile Sales</b>	<b>88 973</b>	<b>76 385</b>	<b>16,5%</b>
<b>TOTAL</b>	<b>696 254</b>	<b>742 975</b>	<b>-6,3%</b>
<b>Subscription Income</b>			
Non-Bundled Subscriptions - Online	897 642	24 247	3602,1%
Non-Bundled Subscriptions - Mobile	37 395	943	3865,5%
Bundled Subscriptions	403 587	627 101	-35,6%
<b>TOTAL</b>	<b>1 338 624</b>	<b>652 291</b>	<b>105,2%</b>
<b>Ad-Supported Income</b>	<b>30 639</b>	<b>298 241</b>	<b>-89,7%</b>
<b>Unearned Advances &amp; One-Off Payments</b>	<b>40</b>	<b>21 043</b>	<b>-99,8%</b>
<b>Other Digital Music Content</b>	<b>535</b>	<b>446</b>	<b>20,0%</b>
<b>TOTAL Digital</b>	<b>2 066 092</b>	<b>1 714 996</b>	<b>20,5%</b>