

IFPI Finland Digital Sales

January-July 2010

Figures include licensing and other new income.

	Trade Value	Trade Value	2010/2009 Growth %
	2010	2009	Value
Online Downloads			
Internet Downloads			
Audio Single Track	696 995	666 576	4,6%
Audio Full Album	695 023	715 668	-2,9%
Music Video	143	19 522	-99,3%
Other Downloads	2 235	13 951	-84,0%
Streams	4 323	7 534	-42,6%
TOTAL DOWNLOADS	1 398 719	1 423 251	-1,7%
Mobile Downloads			
Master Ringtones	140 327	210 450	-33,3%
Audio Single Track	15 164	41 818	-63,7%
Ringback Tunes	11	3	266,7%
Music Video	191	580	-67,1%
Other Mobile (artist related)	39	3 877	-99,0%
Streams	588	52	1030,8%
TOTAL Mobile Sales	156 320	256 780	-39,1%
TOTAL	1 555 039	1 680 031	-7,4%
Subscription Income			
Non-Bundled Subscriptions - Online	31 057	105 935	-70,7%
Non-Bundled Subscriptions - Mobile	943	162	482,1%
Bundled Subscriptions	1 671 239	1 599	104417,8%
TOTAL	1 703 239	107 696	1481,5%
Ad-Supported Income	957 217	415 610	130,3%
Unearned Advances & One-Off Payments	65 230	147 057	-55,6%
Other Digital Music Content	22 803	1 100	1973,0%
TOTAL Digital	4 303 528	2 351 494	83,0%