

## IFPI Finland Digital Sales

### January-July 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	717 937	696 995	3,0%
Audio Full Album	731 787	695 023	5,3%
Music Video	42	143	-70,6%
Other Downloads	26	2 235	-98,8%
Streams	10 746	4 323	148,6%
<b>TOTAL DOWNLOADS</b>	<b>1 460 538</b>	<b>1 398 719</b>	<b>4,4%</b>
<b>Mobile Downloads</b>			
Master Ringtones	128 246	140 327	-8,6%
Audio Single Track	5 926	15 164	-60,9%
Ringback Tunes	40	11	263,6%
Music Video	254	191	33,0%
Other Mobile (artist related)	4	39	-89,7%
Streams	101	588	-82,8%
<b>TOTAL Mobile Sales</b>	<b>134 571</b>	<b>156 320</b>	<b>-13,9%</b>
<b>TOTAL</b>	<b>1 595 109</b>	<b>1 555 039</b>	<b>2,6%</b>
<b>Subscription Income</b>			
Non-Bundled Subscriptions - Online	2 335 547	31 057	7420,2%
Non-Bundled Subscriptions - Mobile	46 355	943	4815,7%
Bundled Subscriptions	542 879	1 671 239	-67,5%
<b>TOTAL</b>	<b>2 924 781</b>	<b>1 703 239</b>	<b>71,7%</b>
<b>Ad-Supported Income</b>	<b>49 036</b>	<b>957 217</b>	<b>-94,9%</b>
<b>Unearned Advances &amp; One-Off Payments</b>	<b>48</b>	<b>65 230</b>	<b>-99,9%</b>
<b>Other Digital Music Content</b>	<b>621</b>	<b>22 803</b>	<b>-97,3%</b>
<b>TOTAL Digital</b>	<b>4 569 595</b>	<b>4 303 528</b>	<b>6,2%</b>