

## IFPI Finland Digital Sales

### January-August 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	846 206	744 916	13,6%
Audio Full Album	876 241	736 054	19,0%
Music Video	108	143	-24,5%
Other Downloads	26	2 319	-98,9%
Streams	12 856	5 693	125,8%
<b>TOTAL DOWNLOADS</b>	<b>1 735 437</b>	<b>1 489 125</b>	<b>16,5%</b>
<b>Mobile Downloads</b>			
Master Ringtones	141 005	157 541	-10,5%
Audio Single Track	6 860	16 431	-58,2%
Ringback Tunes	40	11	263,6%
Music Video	254	191	33,0%
Other Mobile (artist related)	7	41	-82,9%
Streams	1 047	588	78,1%
<b>TOTAL Mobile Sales</b>	<b>149 213</b>	<b>174 803</b>	<b>-14,6%</b>
<b>TOTAL</b>	<b>1 884 650</b>	<b>1 663 928</b>	<b>13,3%</b>
<b>Subscription Income</b>			
Non-Bundled Subscriptions - Online	2 769 231	31 100	8804,3%
Non-Bundled Subscriptions - Mobile	46 474	943	4828,3%
Bundled Subscriptions	558 650	1 797 415	-68,9%
<b>TOTAL</b>	<b>3 374 355</b>	<b>1 829 458</b>	<b>84,4%</b>
<b>Ad-Supported Income</b>	<b>49 507</b>	<b>1 065 230</b>	<b>-95,4%</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>625</b>	<b>22 803</b>	<b>-97,3%</b>
<b>TOTAL Digital</b>	<b>5 309 185</b>	<b>4 646 649</b>	<b>14,3%</b>