

IFPI Finland Digital Sales

January-December 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	1 110 039	1 146 099	-3,1%
Audio Full Album	1 207 139	1 221 361	-1,2%
Music Video	1 746	19 769	-91,2%
Other Downloads	2 426	18 791	-87,1%
Streams	8 261	10 903	-24,2%
TOTAL DOWNLOADS	2 329 611	2 416 923	-3,6%
Mobile Downloads			
Master Ringtones	218 187	319 983	-31,8%
Audio Single Track	25 601	59 839	-57,2%
Ringback Tunes	11	424	-97,4%
Music Video	249	785	-68,3%
Other Mobile (artist related)	51	4 131	-98,8%
Streams	588	252	133,3%
TOTAL Mobile Sales	244 687	385 414	-36,5%
TOTAL	2 574 298	2 802 337	-8,1%
Subscription Income			
Non-Bundled Subscriptions - Online	36 501	168 983	-78,4%
Non-Bundled Subscriptions - Mobile	42 436	21 496	97,4%
Bundled Subscriptions	2 860 270	190 352	1402,6%
TOTAL	2 939 207	380 831	671,8%
Ad-Supported Income	2 206 786	785 291	181,0%
Unearned Advances & One-Off Payments	98 784	199 258	-50,4%
Other Digital Music Content	23 304	13 807	68,8%
TOTAL Digital	7 842 379	4 181 524	87,5%