

IFPI Finland Digital Sales

January 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 | 111 406 | 110 484 | 0,8% |
| Audio Full Album | 119 144 | 129 023 | -7,7% |
| Music Video | 0 | 184 | -100,0% |
| Other Downloads | 479 | 7 136 | -93,3% |
| Streams | 432 | 322 | 34,2% |
| TOTAL DOWNLOADS | 231 461 | 247 149 | -6,3% |
| Mobile Downloads | | | |
| Master Ringtones | 20 843 | 41 933 | -50,3% |
| Audio Single Track | 2 041 | 9 557 | -78,6% |
| Ringback Tunes | 0 | 0 | 0,0% |
| Music Video | 10 | 140 | -92,9% |
| Other Mobile (artist related) | 1 | 934 | -99,9% |
| Streams | 0 | 0 | 0,0% |
| TOTAL Mobile Sales | 22 895 | 52 564 | -56,4% |
| TOTAL | 254 356 | 299 713 | -15,1% |
| Subscription Income | | | |
| Non-Bundled Subscriptions - Online | 4 900 | 61 649 | -92,1% |
| Non-Bundled Subscriptions - Mobile | 451 | 13 | 3369,2% |
| Bundled Subscriptions | 195 197 | 89 | |
| TOTAL | 200 548 | 61 751 | 224,8% |
| Ad-Supported Income | 105 949 | 12 926 | 719,7% |
| Unearned Advances & One-Off Payments | 0 | 113 358 | -100,0% |
| Other Digital Music Content | 92 | 0 | 0,0% |
| TOTAL Digital | 560 945 | 487 748 | 15,0% |