

## IFPI Finland Digital Sales

### January 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	95 959	117 298	-18,2%
Audio Full Album	117 142	125 500	-6,7%
Music Video	1	0	0,0%
Other Downloads	0	479	-100,0%
Streams	0	432	-100,0%
<b>TOTAL DOWNLOADS</b>	<b>213 102</b>	<b>243 709</b>	<b>-12,6%</b>
<b>Mobile Downloads</b>			
Master Ringtones	16 715	21 246	-21,3%
Audio Single Track	795	2 041	-61,0%
Ringback Tunes	0	0	0,0%
Music Video	4	10	-60,0%
Other Mobile (artist related)	1	1	0,0%
Streams	0	196	-100,0%
<b>TOTAL Mobile Sales</b>	<b>17 515</b>	<b>23 494</b>	<b>-25,4%</b>
<b>TOTAL</b>	<b>230 617</b>	<b>267 203</b>	<b>-13,7%</b>
<b>Subscription Income</b>			
Non-Bundled Subscriptions - Online	162 871	9 119	1686,1%
Non-Bundled Subscriptions - Mobile	1 974	451	337,7%
Bundled Subscriptions	183 803	195 197	-5,8%
<b>TOTAL</b>	<b>348 648</b>	<b>204 767</b>	<b>70,3%</b>
<b>Ad-Supported Income</b>	<b>117 231</b>	<b>102 666</b>	<b>14,2%</b>
<b>Unearned Advances &amp; One-Off Payments</b>	<b>40</b>	<b>0</b>	<b>0,0%</b>
<b>Other Digital Music Content</b>	<b>374</b>	<b>92</b>	<b>306,5%</b>
<b>TOTAL Digital</b>	<b>696 910</b>	<b>574 728</b>	<b>21,3%</b>