

## IFPI Finland Digital Sales

### July 2010

Figures include licensing and other new income.

	Trade Value	Trade Value	2010/2009 Growth %
	2010	2009	Value
<b>Online Downloads</b>			
<b>Internet Downloads</b>			
Audio Single Track	90 014	100 042	-10,0%
Audio Full Album	88 599	96 198	-7,9%
Music Video	38	178	-78,7%
Other Downloads	865	553	56,4%
Streams	625	57	996,5%
<b>TOTAL DOWNLOADS</b>	<b>180 141</b>	<b>197 028</b>	<b>-8,6%</b>
<b>Mobile Downloads</b>			
Master Ringtones	20 564	31 844	-35,4%
Audio Single Track	2 148	5 442	-60,5%
Ringback Tunes	0	0	0,0%
Music Video	16	61	-73,8%
Other Mobile (artist related)	9	156	-94,2%
Streams	0	52	-100,0%
<b>TOTAL Mobile Sales</b>	<b>22 737</b>	<b>37 555</b>	<b>-39,5%</b>
<b>TOTAL</b>	<b>202 878</b>	<b>234 583</b>	<b>-13,5%</b>
<b>Subscription Income</b>			
Non-Bundled Subscriptions - Online	2 892	5 127	-43,6%
Non-Bundled Subscriptions - Mobile	0	118	-100,0%
Bundled Subscriptions	272 183	317	
<b>TOTAL</b>	<b>275 075</b>	<b>5 562</b>	<b>4845,6%</b>
<b>Ad-Supported Income</b>	<b>232 396</b>	<b>41 857</b>	<b>455,2%</b>
<b>Unearned Advances &amp; One-Off Payments</b>	<b>7 265</b>	<b>2 590</b>	<b>180,5%</b>
<b>Other Digital Music Content</b>	<b>1 477</b>	<b>418</b>	<b>253,3%</b>
<b>TOTAL Digital</b>	<b>719 091</b>	<b>285 010</b>	<b>152,3%</b>