

IFPI Finland Digital Sales

January-October 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	917 160	948 946	-3,3%
Audio Full Album	939 983	988 196	-4,9%
Music Video	1 681	19 702	-91,5%
Other Downloads	2 589	16 952	-84,7%
Streams	6 624	8 935	-25,9%
TOTAL DOWNLOADS	1 868 037	1 982 731	-5,8%
Mobile Downloads			
Master Ringtones	187 927	278 394	-32,5%
Audio Single Track	20 771	52 583	-60,5%
Ringback Tunes	11	7	57,1%
Music Video	228	707	-67,8%
Other Mobile (artist related)	47	4 058	-98,8%
Streams	588	178	230,3%
TOTAL Mobile Sales	209 572	335 927	-37,6%
TOTAL	2 077 609	2 318 658	-10,4%
Subscription Income			
Non-Bundled Subscriptions - Online	36 323	135 448	-73,2%
Non-Bundled Subscriptions - Mobile	7 903	1 362	480,2%
Bundled Subscriptions	2 346 629	2 000	117231,5%
TOTAL	2 390 855	138 810	1622,4%
Ad-Supported Income	1 477 014	599 961	146,2%
Unearned Advances & One-Off Payments	65 586	176 313	-62,8%
Other Digital Music Content	23 117	1 561	1380,9%
TOTAL Digital	6 034 181	3 235 303	86,5%