

## IFPI Finland Digital Sales

### March 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	109 774	89 762	22,3%
Audio Full Album	102 275	100 090	2,2%
Music Video	1	17 940	-100,0%
Other Downloads	156	809	-80,7%
Streams	567	4 266	-86,7%
<b>TOTAL DOWNLOADS</b>	<b>212 773</b>	<b>212 867</b>	<b>0,0%</b>
<b>Mobile Downloads</b>			
Master Ringtones	28 295	32 398	-12,7%
Audio Single Track	1 365	6 249	-78,2%
Ringback Tunes	9	2	350,0%
Music Video	17	83	-79,5%
Other Mobile (artist related)	1	16	-93,8%
Streams	0	0	0,0%
<b>TOTAL Mobile Sales</b>	<b>29 687</b>	<b>38 748</b>	<b>-23,4%</b>
<b>TOTAL</b>	<b>242 460</b>	<b>251 615</b>	<b>-3,6%</b>
<b>Subscription Income</b>			
Non-Bundled Subscriptions - Online	5 988	3 671	63,1%
Non-Bundled Subscriptions - Mobile	185	13	1323,1%
Bundled Subscriptions	227 281	257	88336,2%
<b>TOTAL</b>	<b>233 454</b>	<b>3 941</b>	<b>5823,7%</b>
<b>Ad-Supported Income</b>	<b>102 925</b>	<b>163 918</b>	<b>-37,2%</b>
<b>Unearned Advances &amp; One-Off Payments</b>	<b>19 270</b>	<b>7 316</b>	<b>163,4%</b>
<b>Other Digital Music Content</b>	<b>183</b>	<b>522</b>	<b>-64,9%</b>
<b>TOTAL Digital</b>	<b>598 292</b>	<b>427 312</b>	<b>40,0%</b>