

## IFPI Finland Digital Sales

## September 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	78 535	97 113	-19,1%
Audio Full Album	87 458	90 298	-3,1%
Music Video	1 494	75	1892,0%
Other Downloads	160	896	-82,1%
Streams	430	193	122,8%
<b>TOTAL DOWNLOADS</b>	<b>168 077</b>	<b>188 575</b>	<b>-10,9%</b>
<b>Mobile Downloads</b>			
Master Ringtones	18 254	20 980	-13,0%
Audio Single Track	1 803	3 648	-50,6%
Ringback Tunes	0	1	-100,0%
Music Video	16	35	-54,3%
Other Mobile (artist related)	3	16	-81,3%
Streams	0	0	0,0%
<b>TOTAL Mobile Sales</b>	<b>20 076</b>	<b>24 680</b>	<b>-18,7%</b>
<b>TOTAL</b>	<b>188 153</b>	<b>213 255</b>	<b>-11,8%</b>
<b>Subscription Income</b>			
Non-Bundled Subscriptions - Online	2 795	6 586	-57,6%
Non-Bundled Subscriptions - Mobile	6 960	1 198	481,0%
Bundled Subscriptions	271 434	331	81904,2%
<b>TOTAL</b>	<b>281 189</b>	<b>8 115</b>	<b>3365,1%</b>
<b>Ad-Supported Income</b>	<b>250 012</b>	<b>60 774</b>	<b>311,4%</b>
<b>Unearned Advances &amp; One-Off Payments</b>	<b>271</b>	<b>9 753</b>	<b>-97,2%</b>
<b>Other Digital Music Content</b>	<b>156</b>	<b>145</b>	<b>7,6%</b>
<b>TOTAL Digital</b>	<b>719 781</b>	<b>292 042</b>	<b>146,5%</b>