

## IFPI Finland Digital Sales

### October 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	93 709	90 005	4,1%
Audio Full Album	116 471	99 801	16,7%
Music Video	44	28	57,1%
Other Downloads	110	1 553	-92,9%
Streams	501	833	-39,9%
<b>TOTAL DOWNLOADS</b>	<b>210 835</b>	<b>192 220</b>	<b>9,7%</b>
<b>Mobile Downloads</b>			
Master Ringtones	12 132	23 990	-49,4%
Audio Single Track	2 537	3 128	-18,9%
Ringback Tunes	0	0	0,0%
Music Video	21	47	-55,3%
Other Mobile (artist related)	3	153	-98,0%
Streams	0	74	-100,0%
<b>TOTAL Mobile Sales</b>	<b>14 693</b>	<b>27 392</b>	<b>-46,4%</b>
<b>TOTAL</b>	<b>225 528</b>	<b>219 612</b>	<b>2,7%</b>
<b>Subscription Income</b>			
Non-Bundled Subscriptions - Online	2 428	17 251	-85,9%
Non-Bundled Subscriptions - Mobile	0	1	-100,0%
Bundled Subscriptions	277 780	70	396728,6%
<b>TOTAL</b>	<b>280 208</b>	<b>17 322</b>	<b>1517,6%</b>
<b>Ad-Supported Income</b>	<b>161 772</b>	<b>75 211</b>	<b>115,1%</b>
<b>Unearned Advances &amp; One-Off Payments</b>	<b>85</b>	<b>15 348</b>	<b>-99,4%</b>
<b>Other Digital Music Content</b>	<b>158</b>	<b>145</b>	<b>9,0%</b>
<b>TOTAL Digital</b>	<b>667 751</b>	<b>327 638</b>	<b>103,8%</b>