

## IFPI Finland Digital Sales

### November 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	95 399	93 729	1,8%
Audio Full Album	113 745	123 250	-7,7%
Music Video	45	32	40,6%
Other Downloads	-174	788	-122,1%
Streams	767	1 496	-48,7%
<b>TOTAL DOWNLOADS</b>	<b>209 782</b>	<b>219 295</b>	<b>-4,3%</b>
<b>Mobile Downloads</b>			
Master Ringtones	17 660	19 485	-9,4%
Audio Single Track	3 167	3 971	-20,2%
Ringback Tunes	0	1	-100,0%
Music Video	12	20	-40,0%
Other Mobile (artist related)	3	20	-85,0%
Streams	0	74	-100,0%
<b>TOTAL Mobile Sales</b>	<b>20 842</b>	<b>23 571</b>	<b>-11,6%</b>
<b>TOTAL</b>	<b>230 624</b>	<b>242 866</b>	<b>-5,0%</b>
<b>Subscription Income</b>			
Non-Bundled Subscriptions - Online	115	14 663	-99,2%
Non-Bundled Subscriptions - Mobile	2 353	7 773	-69,7%
Bundled Subscriptions	275 115	71 347	285,6%
<b>TOTAL</b>	<b>277 583</b>	<b>93 783</b>	<b>196,0%</b>
<b>Ad-Supported Income</b>	<b>420 657</b>	<b>80 186</b>	<b>424,6%</b>
<b>Unearned Advances &amp; One-Off Payments</b>	<b>11 285</b>	<b>363</b>	<b>3008,8%</b>
<b>Other Digital Music Content</b>	<b>93</b>	<b>7 363</b>	<b>-98,7%</b>
<b>TOTAL Digital</b>	<b>940 242</b>	<b>424 561</b>	<b>121,5%</b>