CUMULATIVE SALES

January-July 2011

	National		International		Total	
		euro		euro	packages	euro
TOTAL AUDIO					**2 498 915**	**14 797 782**
previous year					3 094 137	16 673 281
change %					-19,2 %	-11,2 %
TOTAL MUSIC VIDEO					**66 810**	**573 060**
previous year					186 586	1 428 084
change %					-64,2 %	-59,9 %
TOTAL PHYSICAL SALES		**10 175 757**		**5 195 085**	**2 565 725**	**15 370 842**
previous year		11 445 563		6 655 802	3 280 723	18 101 365
Index		88,9 %		78,1 %	78,2 %	84,9 %
						euro
TOTAL DIGITAL SALES						**4 569 595**
previous year						4 303 528
change %						6,2 %
						euro
TOTAL SALES						**19 940 437**
previous year						22 404 893
index						89,0 %
Digital sales share of the total sales				Total	% euro	**22,92 %**