CUMULATIVE SALES

January-August 2010

	National		International		Total	
		euro		euro	packages	euro
TOTAL AUDIO					**3 359 180**	**18 591 131**
previous year					2 798 762	18 585 092
change %					20,0 %	0,0 %
TOTAL MUSIC VIDEO					**195 222**	**1 514 376**
previous year					195 112	2 033 694
change %					0,1 %	-25,5 %
TOTAL PHYSICAL SALES		**12 328 015**		**7 777 492**	**3 554 402**	**20 105 507**
previous year		12 642 277		7 992 023	2 995 937	20 634 300
Index		97,5 %		97,3 %	118,6 %	97,4 %
						euro
TOTAL DIGITAL SALES						**4 646 649**
previous year						2 615 623
change %						77,6 %
						euro
TOTAL SALES						**24 752 156**
previous year						23 249 923
index						106,5 %
Digital sales share of the total sales				Total	% euro	**18,77 %**