CUMULATIVE SALES

January-September 2010

	National		International		Total	
		euro		euro	packages	euro
TOTAL AUDIO					**3 786 812**	**22 104 614**
previous year					3 417 307	24 301 162
change %					10,8 %	-9,0 %
TOTAL MUSIC VIDEO					**216 989**	**1 757 137**
previous year					232 090	2 422 888
change %					-6,5 %	-27,5 %
TOTAL PHYSICAL SALES		**14 486 780**		**9 374 971**	**4 003 801**	**23 861 751**
previous year		16 581 963		10 157 721	3 651 470	26 739 684
Index		87,4 %		92,3 %	109,6 %	89,2 %
						euro
TOTAL DIGITAL SALES						**5 366 430**
previous year						2 907 665
change %						84,6 %
						euro
TOTAL SALES						**29 228 181**
previous year						29 647 349
index						98,6 %
Digital sales share of the total sales				Total	% euro	**18,36 %**