CUMULATIVE SALES

January-October 2010

	National		International		Total	
		euro		euro	packages	euro
TOTAL AUDIO					**4 194 375**	**25 871 449**
previous year					4 041 559	29 568 232
change %					3,8 %	-12,5 %
TOTAL MUSIC VIDEO					**234 507**	**1 962 888**
previous year					258 553	2 682 312
change %					-9,3 %	-26,8 %
TOTAL PHYSICAL SALES		**17 282 451**		**10 551 886**	**4 428 882**	**27 834 337**
previous year		20 038 503		12 227 754	4 302 190	32 266 257
Index		86,2 %		86,3 %	102,9 %	86,3 %
						euro
TOTAL DIGITAL SALES						**6 034 181**
previous year						3 235 303
change %						86,5 %
						euro
TOTAL SALES						**33 868 518**
previous year						35 501 560
index						95,4 %
Digital sales share of the total sales				Total	% euro	**17,82 %**