CUMULATIVE SALES

October 2010

	National		International		Total	
		euro		euro	packages	euro
TOTAL AUDIO					**407 563**	**3 766 835**
previous year					624 252	5 267 070
change %					-34,7 %	-28,5 %
TOTAL MUSIC VIDEO					**17 518**	**205 751**
previous year					26 463	259 424
change %					-33,8 %	-20,7 %
TOTAL PHYSICAL SALES		**2 795 671**		**1 176 915**	**425 081**	**3 972 586**
previous year		3 456 540		2 070 033	650 720	5 526 573
Index		80,9 %		56,9 %	65,3 %	71,9 %
						euro
TOTAL DIGITAL SALES						**667 751**
previous year						327 638
change %						103,8 %
						euro
TOTAL SALES						**4 640 337**
previous year						5 854 211
index						79,3 %
Digital sales share of the total sales				Total	% euro	**14,39 %**