CUMULATIVE SALES

January-July 2010

	National		International		Total	
		euro		euro	packages	euro
TOTAL AUDIO					**3 098 786**	**16 723 638**
previous year					2 416 475	16 198 753
change %					28,2 %	3,2 %
TOTAL MUSIC VIDEO					**181 937**	**1 377 727**
previous year					178 010	1 861 287
change %					2,2 %	-26,0 %
TOTAL PHYSICAL SALES	**11 445 563**		**6 655 802**		**3 280 723**	**18 101 365**
previous year	10 843 706		7 231 847		2 596 548	18 075 553
Index	105,6 %		92,0 %		126,3 %	100,1 %
						euro
TOTAL DIGITAL SALES						**4 303 528**
previous year						2 351 494
change %						83,0 %
						euro
TOTAL SALES						**22 404 893**
previous year						20 411 534
index						109,8 %
Digital sales share of the total sales				Total	% euro	**19,21 %**