CUMULATIVE SALES

July 2010

	National		International		Total	
		euro		euro	packages	euro
TOTAL AUDIO					**415 234**	**1 767 402**
previous year					279 068	1 937 722
change %					48,8 %	-8,8 %
TOTAL MUSIC VIDEO					**20 859**	**196 577**
previous year					20 857	198 897
change %					0,0 %	-1,2 %
TOTAL PHYSICAL SALES		**999 608**		**964 371**	**436 093**	**1 963 979**
previous year		1 144 427		992 286	299 929	2 136 713
Index		87,3 %		97,2 %	145,4 %	91,9 %
						euro
TOTAL DIGITAL SALES						**719 091**
previous year						285 010
change %						152,3 %
						euro
TOTAL SALES						**2 683 070**
previous year						2 421 629
index						110,8 %
Digital sales share of the total sales				Total	% euro	**26,80 %**