CUMULATIVE SALES

January-August 2011

	National		International		Total	
		euro		euro	packages	euro
TOTAL AUDIO					**2 754 591**	**16 628 527**
previous year					3 354 476	18 540 223
change %					-17,9 %	-10,3 %
TOTAL MUSIC VIDEO					**79 481**	**684 117**
previous year					199 926	1 565 284
change %					-60,2 %	-56,3 %
TOTAL PHYSICAL SALES		**11 389 973**		**5 922 671**	**2 834 072**	**17 312 644**
previous year		12 328 015		7 777 492	3 554 402	20 105 507
Index		92,4 %		76,2 %	79,7 %	86,1 %
						euro
TOTAL DIGITAL SALES						**5 309 185**
previous year						4 646 649
change %						14,3 %
						euro
TOTAL SALES						**22 621 829**
previous year						24 752 156
index						91,4 %
Digital sales share of the total sales				Total	% euro	**23,47 %**