

Digital Sales

Periodo:

2006

2007

Territorio: Italia

Valore	Valore	Scostamento	Scostamento %
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A la Carte Payment Model

Internet Downloads	Audio Single Track	2.673	3.164	491	18%
	Audio Full Album	1.618	2.320	702	43%
	Music Video	4	58	54	1350%
	Other	125	9	-116	-93%
	TOTAL DOWNLOADS	4.420	5.551	1.131	26%
	Streams	367	974	607	165%

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Mobile Digital Content	Master Ringtones	4.049	3.987	-62	-2%
	Audio Single Track	3.925	2.667	-1.258	-32%
	Ringback Tunes	483	383	-100	-21%
	Music Video	1.013	481	-532	-53%
	Other Music/Artist Product	215	405	190	88%
	TOTAL Mobile Sales	9.685	7.923	-1.762	-18%
	Streams	52	170	118	227%

Total A la Carte	TOTAL	14.524	14.618	94	1%
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