

		AGGREGATO ANNO 2008/2009			
		Trade Value 09	Trade value 3 Q 08 rettificato	Delta 08/09	Delta % 08/09
Online Downloads	Audio Single Track	4.749.625	4.083.239	666.386	16%
	Audio Full Album	4.512.826	3.417.218	1.095.608	32%
	Music Video	33.875	14.413	19.462	135%
	Other	153	328	-175	-53%
	Streams	1.915.970	1.510.830	405.140	27%
	TOTAL	11.212.449	9.026.028	2.186.421	24%
Mobile Downloads					
	Master Ringtones	1.569.705	2.754.518	-1.184.813	-43%
	Audio Single Track	1.944.567	1.925.662	18.905	1%
	Ringback Tunes	108.357	121.409	-13.052	-11%
	Music Video	77.489	150.917	-73.428	-49%
	Other Music/Artist Product	27.085	310.357	-283.272	-91%
	Streams	87.731	148.249	-60.518	-41%
	TOTAL	3.814.934	5.411.112	-1.596.178	-29%
Subscription Income					
	Non-Bundled Subscriptions - Online	978.619	30.454	948.165	3113%
	Non-Bundled Subscriptions - Mobile	158.954	208.151	-49.197	-24%
	Bundled Subscriptions	411.640	0	411.640	100%
	TOTAL	1.549.213	238.605	1.310.608	549%
Ad-Supported Income					
	Ad-Supported Income	734.722	0	734.722	100%
Unearned Advances & One-Off Payments					
	Unearned Advances & One-Off Payments	2.168.260	346.433	1.821.827	526%
Other					
	Other Digital Music Content	966.534	1.109.659	-143.125	-13%
	Total digital sales	20.446.113	16.131.837	4.314.276	27%