

# MKT IT 2020

2020 vs 2019

Music Revenue (€ Millions, Trade Value) - Dato IFPI	2020	Share Total Phy & Digital	Share Total MKT	2019	Share Total Phy & Digital	Delta
CDs	24.156			37.240,5		-35,14%
Vinyl	15.026,7			14.659,5		2,5%
Other Phy	883,7			1.492,9		-40,81%
<b>Total Physical</b>	<b>40.066,4</b>	<b>19%</b>	<b>15%</b>	<b>53.392,9</b>	<b>28%</b>	<b>-24,96%</b>
Subscription audio streams income	104.541,2			80.558,6		29,77%
Ad-Supported audio streams income	38.895,4			29.558,4		31,59%
Video streams income	22.553			18.046,4		24,97%
<b>Total Streaming</b>	<b>165.989,6</b>	<b>78%</b>	<b>64%</b>	<b>128.163,4</b>	<b>67%</b>	<b>29,51%</b>
Download	6.380,4			8.695,9		-26,63%
Mobile	105,1			222,4		-52,74%
<b>Total Other Digital</b>	<b>6.485,5</b>	<b>3%</b>	<b>3%</b>	<b>8.918,3</b>	<b>5%</b>	<b>-27,28%</b>
<b>Total Digital</b>	<b>172.475,1</b>	<b>81%</b>	<b>67%</b>	<b>137.081,7</b>	<b>72%</b>	<b>25,82%</b>
<b>Total MKT PHY + DIGITAL</b>	<b>212.541,5</b>		<b>82%</b>	<b>190.474,6</b>		<b>11,59%</b>
Performance Rights	38.434,4		15%	55.976,6		-31,34%
Synch	7.595		3%	8.443,7		-10,05%
<b>TOTAL MKT</b>	<b>258.570,9</b>			<b>254.894,91</b>		<b>1,44%</b>