

1 SEMESTRE 2016/2015 (.000 €)	TRADE VALUE SEMESTRE 2016		% su totale mkt	% digitale	TRADE VALUE SEMESTRE 2015		% su totale mkt	% digitale	Δ 2016/2015
<b>Totale MKT fisico</b>		<b>32.481</b>	<b>49%</b>			<b>37.374</b>	<b>57%</b>		<b>-13%</b>
<i>Totale digital download (e mobile)</i>		7.609	11%	22%		10.821	17%	38%	<b>-30%</b>
<b>Subscription Streams Income</b>	19.292			57%	11.483			41%	<b>68%</b>
<b>Ad-Supported Streams Income</b>	6.991			21%	5.872			21%	<b>19%</b>
<i>Totale streaming</i>		26.283	40%	78%		17.355	26%	62%	<b>51%</b>
<b>Totale Mkt digitale</b>		<b>33.891</b>	<b>51%</b>			<b>28.176</b>	<b>43%</b>		<b>20%</b>
<b>Totale Mkt</b>		<b>66.373</b>				<b>65.550</b>			<b>1%</b>
<b>Vinile</b>		<b>3.414</b>	<b>5%</b>			<b>2.392</b>	<b>4%</b>		<b>43%</b>