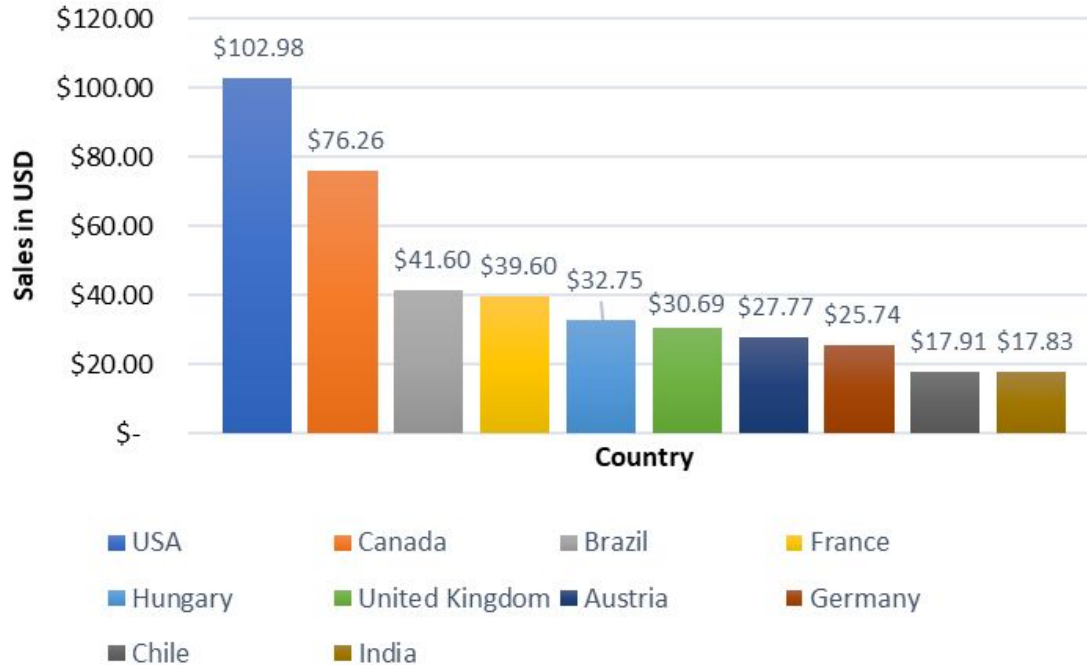


2010 Total Sales - Top 10 Countries

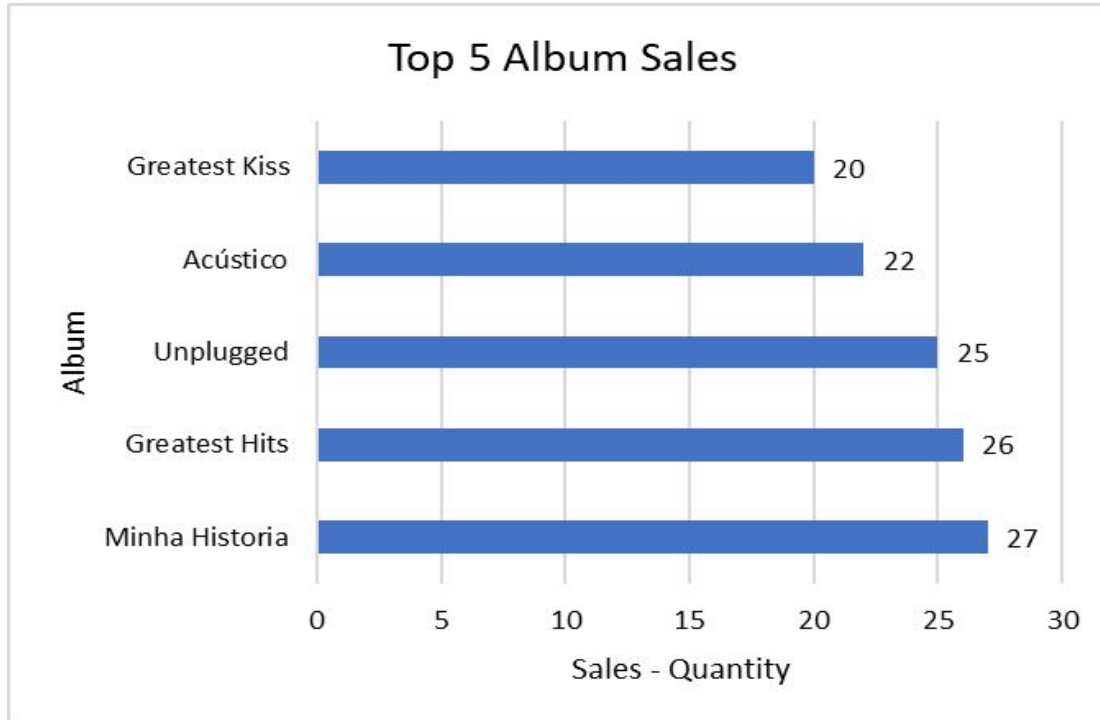
2010 Total Sales by Country



The United States led countries with sales for 2010. Canada was second. No individual country came close to the sales of either US or Canada.

However, the combined totals of Brazil, France, and Hungary are greater than the total of US sales. These smaller markets have a large impact on revenue when combined.

Top 5 Albums Sold per Quantity - Based on Individual Songs Sold From the Album



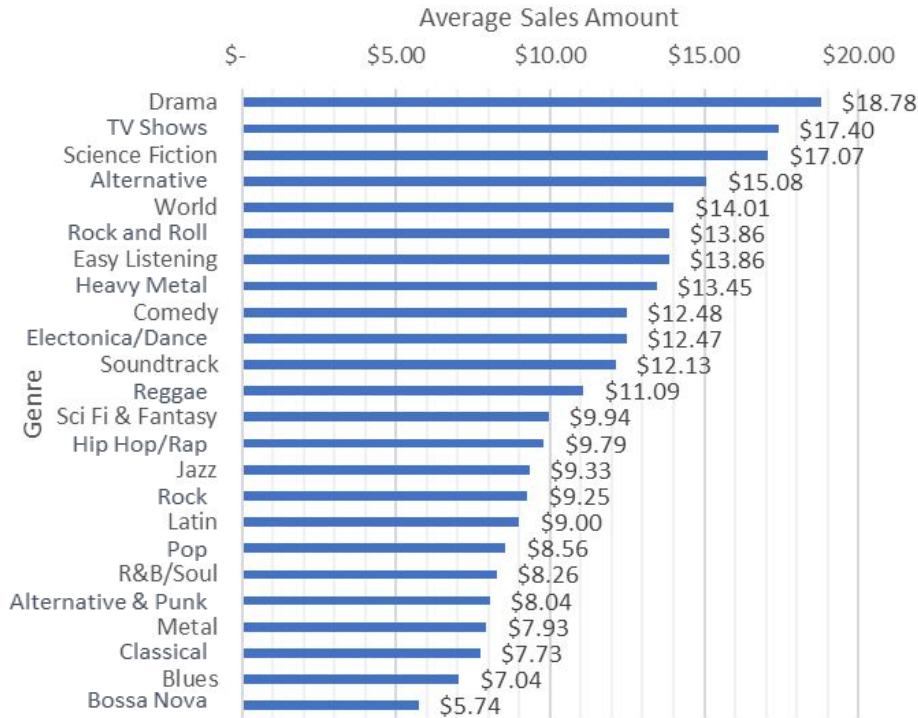
The top 3 selling albums based on quantity of individual songs sold from the album is Minha Historia, followed by Greatest Hits, and Unplugged.

Only 1 individual song sale separates the top 3 selling albums.

*Chinook can consider selling these Albums, or more tracks from these albums, due to popularity of the individual songs sales.

Average Sales Amount per Genre

Average Sales by Genre

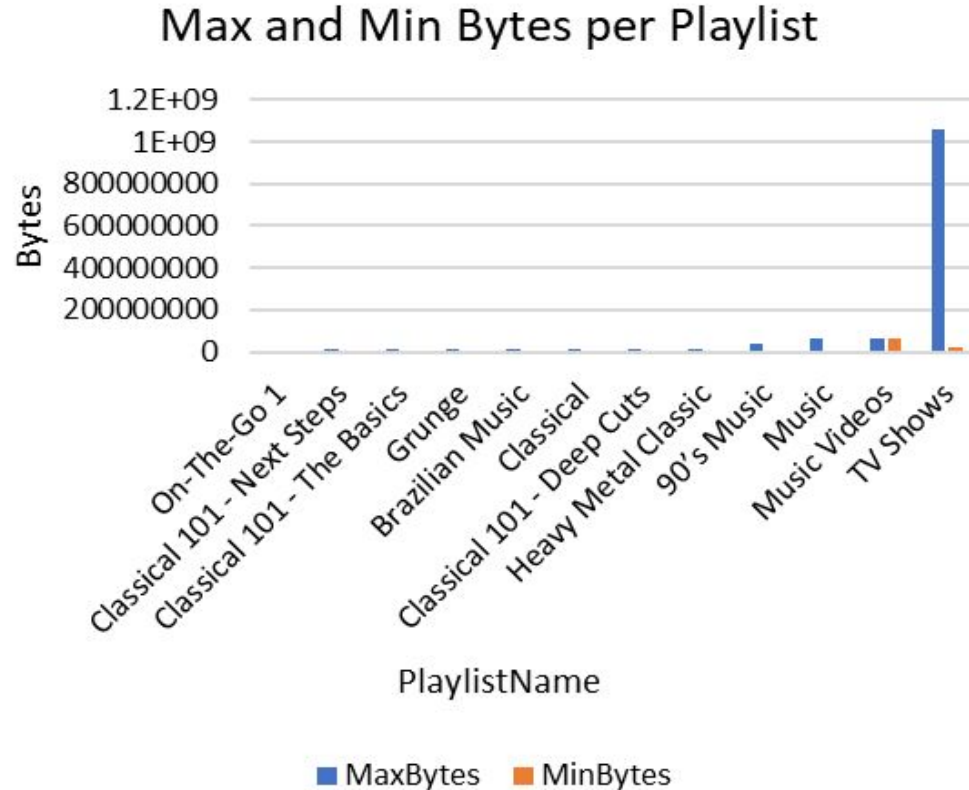


The top three genres are Drama, TV Shows, and Science Fiction.

The genres with the lowest sales average are Classical, Blues and Bossa Nova.

This data in relation to slide 4, TV Shows has the largest playlist size and the second highest performing sales average.

Maximum and Minimum Bytes per Playlist



TV Shows playlist has an extremely large maximum level of bytes compared to all other playlist.

The max and min are equal for 2 playlists: On-The-Go 1 and Music Videos. Chinook should consider expanding these playlists to include more content variety.