

Month	Unique song downloads (000s)	Simple moving average	Forecast error	Squared forecast error	
July	115	101.67	13.33	177.78	
August	87	103.33	−16.33	266.78	
September	120	100.67	19.33	373.78	Mean square forecast error
October	100	107.33	−7.33	53.78	
November	97	102.33	−5.33	28.44	
December	120	105.67	14.33	205.44	
		Totals	4.67	1379.78	153.31