

Month	Unique song downloads (000s)	Exponential smoothing forecast	Forecast error	Squared forecast error	Smoothing constant
June	100	100.02	−0.02	0.00	
July	115	100.01	14.99	224.56	
August	87	102.26	−15.26	232.95	
September	120	99.97	20.03	401.07	Mean square forecast error
October	100	102.98	−2.98	8.86	
November	97	102.53	−5.53	30.59	
December	120	101.70	18.30	334.85	
		Totals	62.97	2223.39	247.04