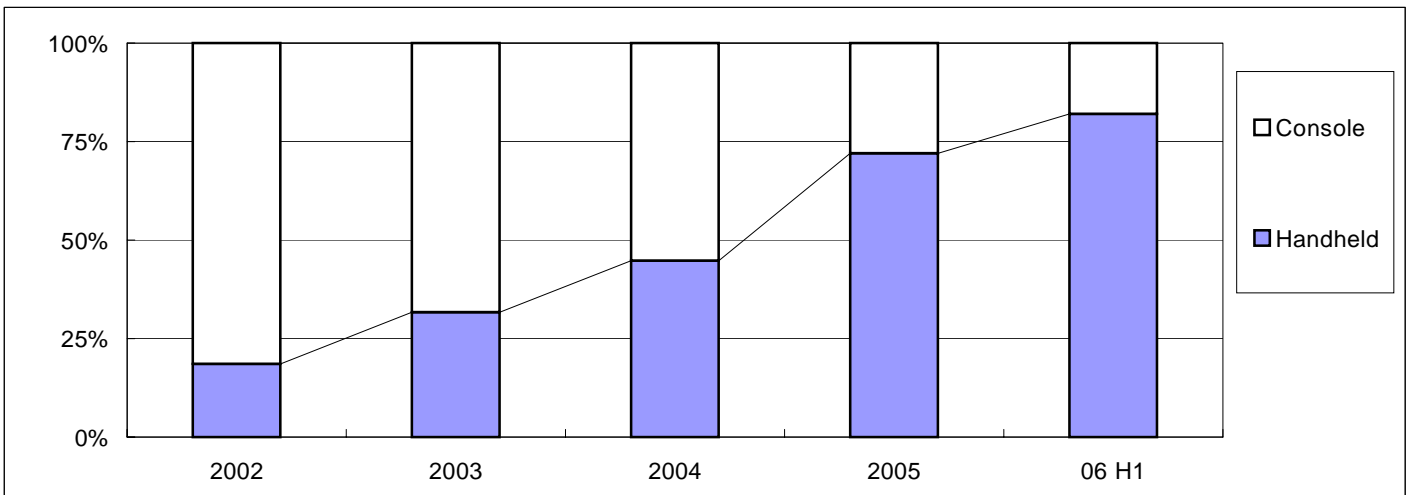
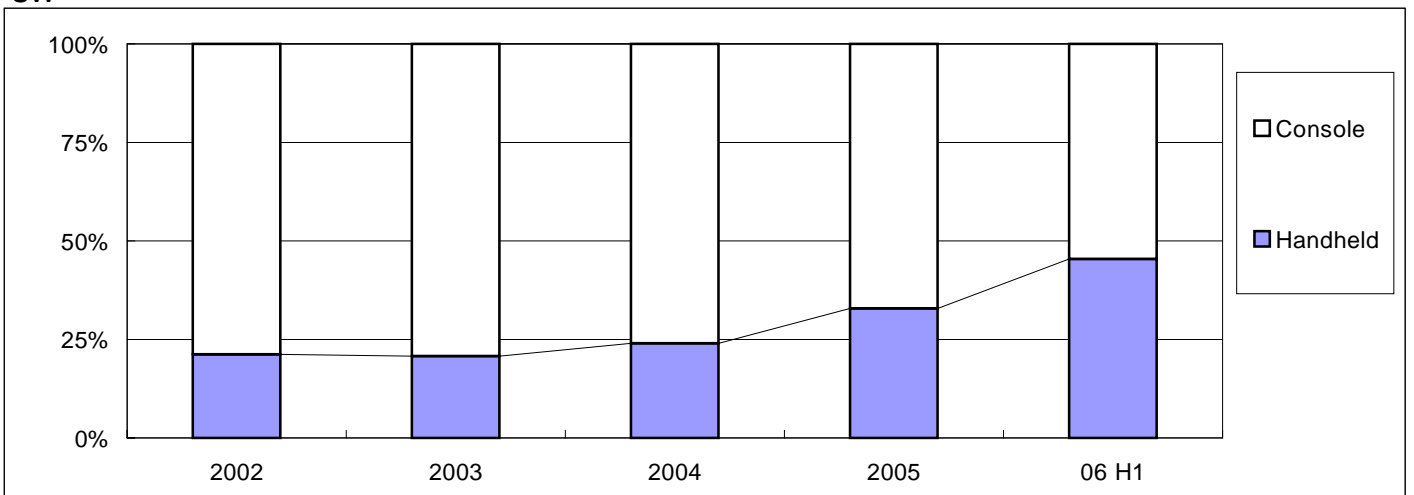


# Market Share Transition: Concole / Handheld in Japan

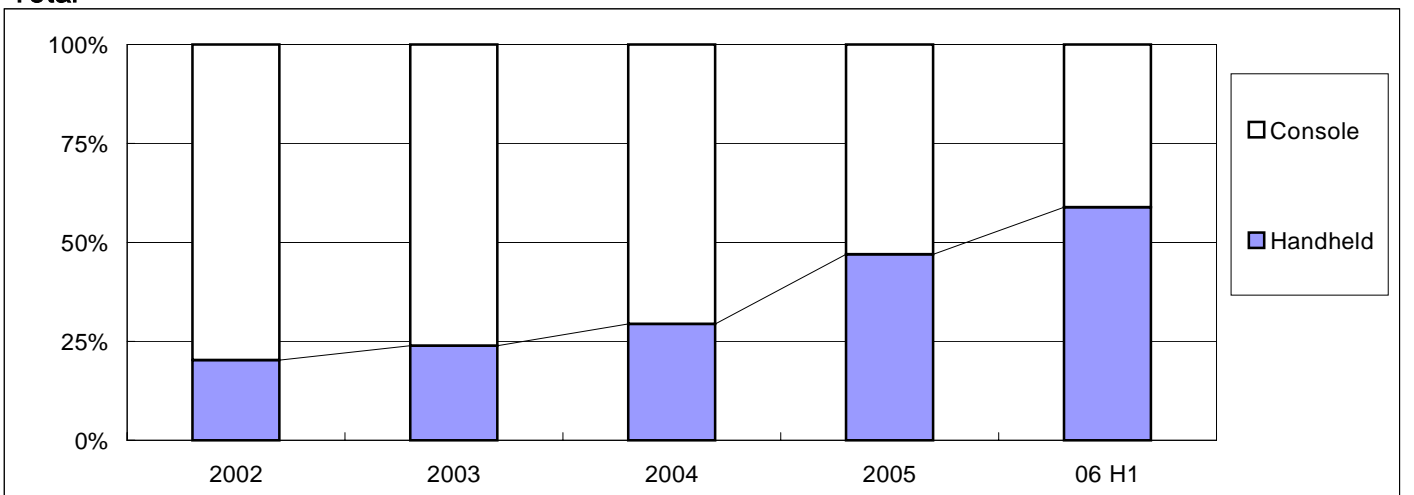
## HW



## SW



## Total

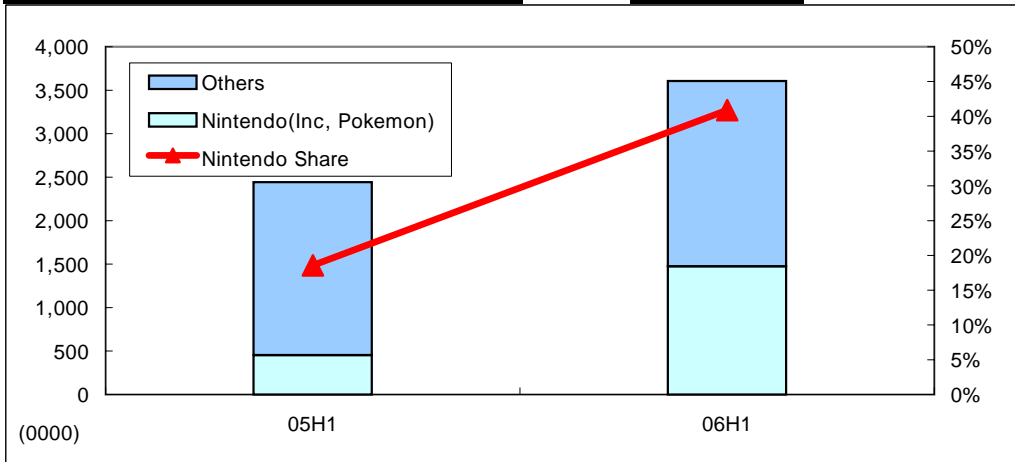


Data collected from 31/12/01 to 25/6/06

# SW Market Comparison 06 H1/ 05H1 (in Volume)

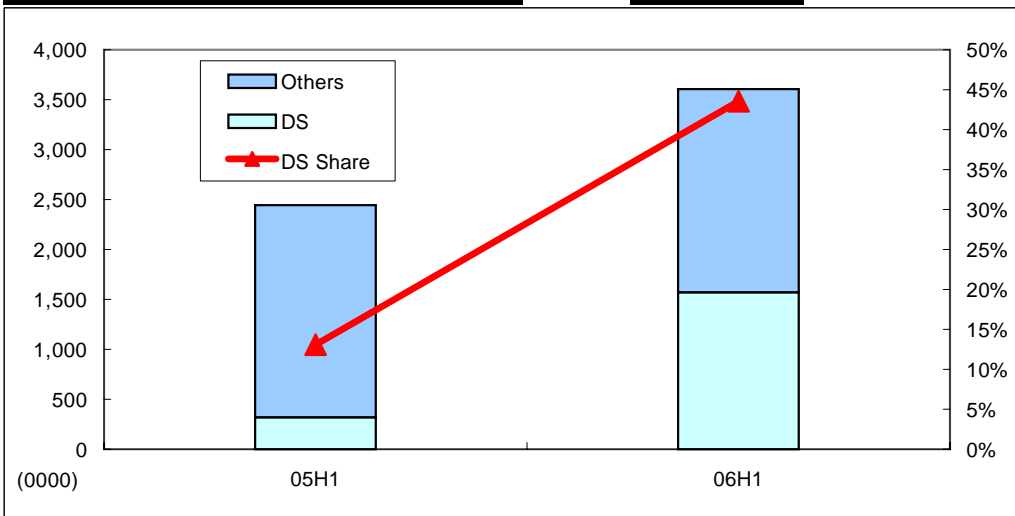
## SW unit sales by publisher

	05H1	06H1	05 total
Nintendo(Inc, Pokemon)	4,535,522	14,742,374	13,323,209
Others	19,899,874	21,320,315	42,108,817
Nintendo Share	18.6%	40.9%	24.0%



## SW unit sales by platform

	05H1	06H1	05 total
DS	3,196,375	15,702,317	11,753,491
Others	21,239,021	20,360,372	43,678,535
DS Share	13.1%	43.5%	21.2%



## Unit sales comparison by platform in 05H1 / 06H1

