

# *Famitsu Marketing Data Service*

## Monthly Report: October 2006

Data Collected by Famitsu: from September 25 to October 29, 2006

Monthly Software Sales Ranking: TOP 50

Market Scale Transition

Hardware Sales Transition

Software Sales/Share for Each Platform

Software Sales Sorted by Genre

Individual Publisher's Software Sales

1.

: TOP 50

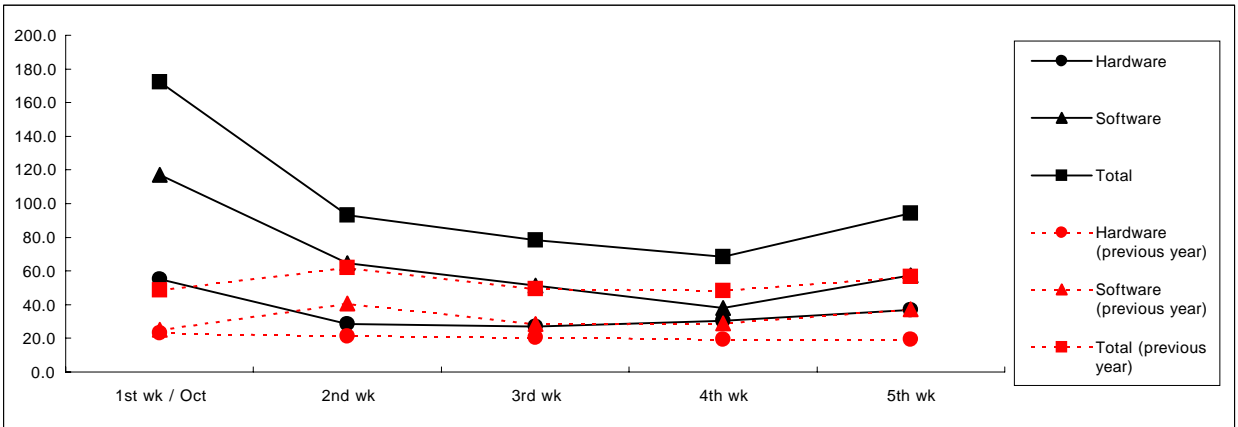
| Ranking | Platform | Title  | Publisher          | Sales Date | Price (including tax) | Genre   | Copies Sold/Month (Estimated) | Cumulative Copies Sold (Estimated) |
|---------|----------|--|--------------------|------------|-----------------------|---------|-------------------------------|------------------------------------|
| 1       | DS       | Pocket Monster Diamond/Pearl   | Pokemon            | 09-28-06   | ¥4,800                | RPG     | 2,752,246                     | 2,752,246                          |
| 2       | PS2      | Dragon Ball Z: Sparking! NEO<br>Dragon Ball Z: Budokai Tenkaichi 2   | NAMCO BANDAI Games | 10-05-06   | ¥7,140                | Act     | 373,819                       | 373,819                            |
| 3       | DS       | Kanshu Nihon Joshiki-ryoku Kentei Kyokai:<br>Imasara Hito ni wa Kikenai Otona no Joshiki-ryoku Training DS   | Nintendo           | 10-26-06   | ¥3,800                | Other   | 205,733                       | 205,733                            |
| 4       | DS       | Zaidan Hojin Nihon Kanji Noryoku Kentei<br>Kyokai Konin: KanKen DS   | Rocket Company     | 09-28-06   | ¥3,990                | Other   | 196,842                       | 196,842                            |
| 5       | GBA      | Final Fantasy V Advance  | SQUARE ENIX        | 10-12-06   | ¥5,040                | RPG     | 193,967                       | 193,967                            |
| 6       | DS       | New Super Mario Bros.  | Nintendo           | 05-25-06   | ¥4,800                | Act     | 193,180                       | 3,292,355                          |
| 7       | PS2      | Minna no Tennis  | SCEJ (SONY)        | 09-14-06   | ¥4,800                | Act     | 148,244                       | 450,652                            |
| 8       | DS       | Tohoku Daigaku Mirai-Kagaku-Gijutsu-Kyodo-Kenkyu-Center Kawashima Ryuta Kyoju Kanshu:<br>Motto Nou wo Kitaeru Otona no DS Training   | Nintendo           | 12-29-05   | ¥2,800                | Other   | 136,764                       | 3,366,534                          |
| 9       | PS2      | .hack//G.U. Vol. 2: Kimi Omou Koe  | NAMCO BANDAI Games | 09-28-06   | ¥7,140                | Act/RPG | 129,303                       | 129,303                            |
| 10      | DS       | Final Fantasy III  | SQUARE ENIX        | 08-24-06   | ¥5,980                | RPG     | 106,549                       | 838,239                            |
| 11      | PSP      | Gundam Battle Royale   | NAMCO BANDAI Games | 10-05-06   | ¥5,040                | Act     | 91,807                        | 91,807                             |
| 12      | DS       | Oide yo Dobutsu no Mori<br>Animal Crossing: Wild World   | Nintendo           | 11-23-05   | ¥4,800                | Other   | 87,600                        | 3,306,924                          |
| 13      | DS       | Tales of the Tempest   | NAMCO BANDAI Games | 10-26-06   | ¥5,040                | RPG     | 83,298                        | 83,298                             |
| 14      | PS2      | Utawarerumono: Chiriyuku Mono e no Komoriuta   | AQUAPLUS           | 10-26-06   | ¥7,140                | Adv/Sim | 81,751                        | 81,751                             |
| 15      | PS2      | Sangokushi 11  | KOEI               | 09-28-06   | ¥9,240                | Sim     | 72,059                        | 72,059                             |
| 16      | DS       | Shaberu! DS Oryori Navi  | Nintendo           | 07-20-06   | ¥3,800                | Other   | 62,724                        | 567,751                            |
| 17      | DS       | Gekito! Custom Robo<br>Custom Robo Arena   | Nintendo           | 10-19-06   | ¥4,800                | Act/RPG | 61,286                        | 61,286                             |
| 18      | DS       | Tohoku Daigaku Mirai-Kagaku-Gijutsu-Kyodo-Kenkyu-Center Kawashima Ryuta Kyoju Kanshu:<br>Nou wo Kitaeru Otona no DS Training / Brain Age:<br>Train Your Brain in Minutes a Day | Nintendo           | 05-19-05   | ¥2,800                | Other   | 57,559                        | 2,815,784                          |
| 19      | DS       | Eigo ga Nigate na Otona no DS Training Eigo-zuke   | Nintendo           | 01-26-06   | ¥3,800                | Other   | 55,532                        | 1,388,437                          |
| 20      | DS       | Mogitate Tingle no Barairo Rupee Land  | Nintendo           | 09-02-06   | ¥4,800                | RPG     | 54,801                        | 170,969                            |
| 21      | PS2      | Captain Tsubasa  | NAMCO BANDAI Games | 10-19-06   | ¥7,140                | Sim     | 52,792                        | 52,792                             |
| 22      | PSP      | Ace Combat X: Skies of Deception   | NAMCO BANDAI Games | 10-26-06   | ¥5,040                | Sht     | 52,312                        | 52,312                             |
| 23      | DS       | Tamagotchi no Puchi-Puchi Omisecchi Gohi-kini<br>Tamagotchi Connection: Corner Shop 2  | NAMCO BANDAI Games | 07-27-06   | ¥5,040                | Sim     | 51,543                        | 555,431                            |
| 24      | GBA      | Rhythm Tengoku   | Nintendo           | 08-03-06   | ¥3,800                | Act     | 44,319                        | 203,138                            |
| 25      | DS       | Mario Kart DS  | Nintendo           | 12-08-05   | ¥4,800                | Act     | 43,360                        | 1,610,209                          |
| 26      | PS2      | Bleach: Blade Battlers   | SCEJ (SONY)        | 10-12-06   | ¥7,140                | Act     | 40,167                        | 40,167                             |
| 27      | DS       | Tetris DS  | Nintendo           | 04-27-06   | ¥3,800                | Act     | 34,680                        | 876,973                            |
| 28      | XB360    | Dead Rising  | CAPCOM             | 09-28-06   | ¥8,379                | Act     | 33,781                        | 33,781                             |

|    |     |   |                           |          |        |          |        |           |
|----|-----|---|---------------------------|----------|--------|----------|--------|-----------|
| 29 | PS2 | Ryu ga Gotoku [PlayStation 2 the Best]<br>Yakuza                                | SEGA                      | 10-26-06 | ¥1,890 | Act      | 33,012 | 33,012    |
| 30 | DS  | Mario Basket 3 on 3<br>Mario Hoops 3 on 3                                       | Nintendo                  | 07-27-06 | ¥4,800 | Act      | 32,788 | 341,519   |
| 31 | PS2 | Jojo no Kimyona Boken: Phantom Blood  | NAMCO BANDAI Games        | 10-26-06 | ¥7,140 | Act      | 29,247 | 29,247    |
| 32 | PS2 | PachiPara 13: Super Umi to Pachi-Pro Fuunroku                                   | IREM SOFTWARE ENGINEERING | 10-26-06 | ¥5,040 | RPG/Simu | 28,224 | 28,224    |
| 33 | PSP | Eiyu Densetsu: Sora no Kiseki FC  | Nihon Falcom              | 09-28-06 | ¥5,040 | RPG      | 27,279 | 27,279    |
| 34 | PS2 | Rurouni Kenshin: Meiji Kenkaku<br>Roman-tan - Enjo! Kyoto Rinne                 | BANPRESTO                 | 09-14-06 | ¥7,329 | Act      | 26,472 | 120,933   |
| 35 | PS2 | Minna no Golf 4 [PlayStation 2 the Best]<br>Hot Shots Golf Fore!                | SCEJ (SONY)               | 11-02-05 | ¥2,800 | Act      | 25,102 | 174,921   |
| 36 | DS  | Nou - Nenrei Nou Stress-kei: Atama Scan   | SEGA                      | 09-14-06 | ¥2,940 | Other    | 24,476 | 68,665    |
| 37 | DS  | Gintama DS: Yorozuya Daisodo!   | NAMCO BANDAI Games        | 09-21-06 | ¥5,040 | Sim      | 23,905 | 50,547    |
| 38 | PS2 | Pop'n Music 13 Carnival   | KONAMI                    | 09-28-06 | ¥7,329 | Act/Sim  | 22,887 | 22,887    |
| 39 | PSP | Monster Hunter Portable [PSP the Best]<br>Monster Hunter Freedom                | CAPCOM                    | 08-03-06 | ¥3,129 | Act      | 22,507 | 90,696    |
| 40 | DS  | Gyakuten Saiban 2 [Best Price!]<br>Phoenix Wright: Ace Attorney Justice for All | CAPCOM                    | 10-26-06 | ¥3,129 | Adv      | 22,428 | 22,428    |
| 41 | PS2 | Daito Giken Koshiki Pachi-Slot Simulator:<br>Hiho-den                           | Daito Giken               | 08-17-06 | ¥4,410 | Simu     | 22,362 | 109,520   |
| 42 | PS2 | Kowloon Yoma Gakuen-ki re:charge  | ATLUS                     | 09-28-06 | ¥6,279 | Adv/Sim  | 19,739 | 19,739    |
| 43 | GBA | Pocket Monster Emerald  | Pokemon                   | 09-16-04 | ¥4,800 | RPG      | 19,665 | 1,790,412 |
| 44 | PS2 | Driver: Parallel Lines  | AQ INTERACTIVE            | 10-12-06 | ¥7,140 | Act      | 19,559 | 19,559    |
| 45 | DS  | Rune Factory: Shin Bokujo Monogatari  | Marvelous Interactive     | 08-24-06 | ¥5,040 | Sim      | 16,563 | 99,560    |
| 46 | PS2 | .hack//G.U. Vol. 1: Saitan<br>.hack//G.U. Vol. 1: Rebirth                       | NAMCO BANDAI Games        | 05-18-06 | ¥7,140 | RPG      | 15,789 | 157,995   |
| 47 | PSP | LocoRoco  | SCEJ (SONY)               | 07-13-06 | ¥5,040 | Act      | 15,138 | 136,683   |
| 48 | DS  | Minna no DS Seminar: Kanpeki Kanji-ryoku  | TDK CORE                  | 07-20-06 | ¥3,990 | Other    | 15,123 | 107,001   |
| 49 | GBA | Pocket Monster Fire Red/Leaf Green  | Pokemon                   | 01-29-04 | ¥5,040 | RPG      | 15,058 | 2,673,800 |
| 50 | DS  | Cho Soju Mecha MG   | Nintendo                  | 09-02-06 | ¥4,800 | Act      | 15,042 | 54,009    |

2.

Unit: 100 million yen

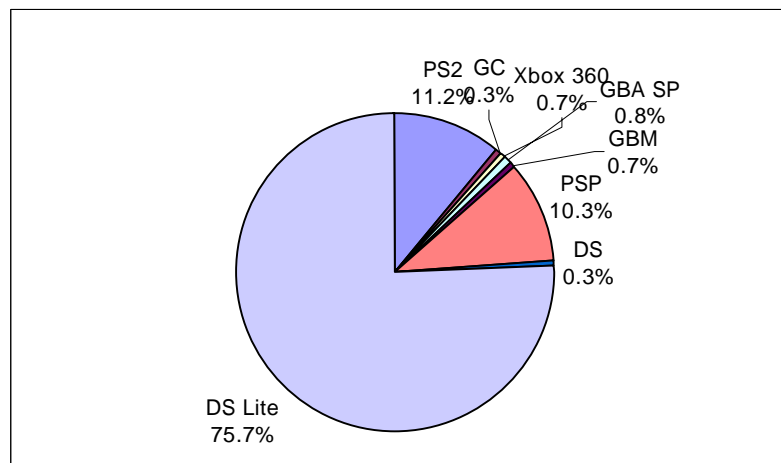
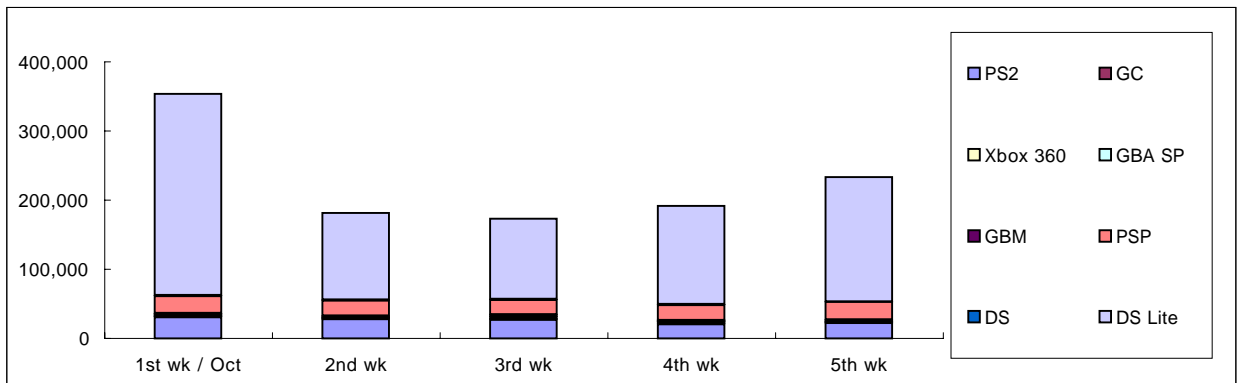
|          | 1st wk / Oct | 2nd wk | 3rd wk | 4th wk | 5th wk | Accumulated Sales/Month |
|----------|--------------|--------|--------|--------|--------|-------------------------|
| Hardware | 55.1         | 28.6   | 27.1   | 30.5   | 37.0   | 178.4                   |
| Software | 117.2        | 64.5   | 51.3   | 37.9   | 57.3   | 328.2                   |
| Total    | 172.3        | 93.1   | 78.4   | 68.4   | 94.3   | 506.6                   |



3.

Units Sold

|          | 1st wk / Oct | 2nd wk  | 3rd wk  | 4th wk  | 5th wk  | Accumulated Sales/Month |
|----------|--------------|---------|---------|---------|---------|-------------------------|
| PS2      | 30,765       | 27,441  | 27,030  | 20,297  | 21,929  | 127,462                 |
| GC       | 505          | 609     | 854     | 589     | 709     | 3,266                   |
| Xbox 360 | 2,016        | 1,632   | 1,266   | 1,236   | 1,290   | 7,440                   |
| GBA SP   | 1,606        | 1,396   | 2,626   | 2,214   | 1,703   | 9,545                   |
| GBM      | 1,142        | 1,292   | 2,069   | 1,543   | 1,522   | 7,568                   |
| PSP      | 24,872       | 22,002  | 21,998  | 22,269  | 25,343  | 116,484                 |
| DS       | 858          | 894     | 1,015   | 604     | 429     | 3,800                   |
| DS Lite  | 292,080      | 126,445 | 115,976 | 143,155 | 179,992 | 857,648                 |
|          | 353,844      | 181,711 | 172,834 | 191,907 | 232,917 | 1,133,213               |

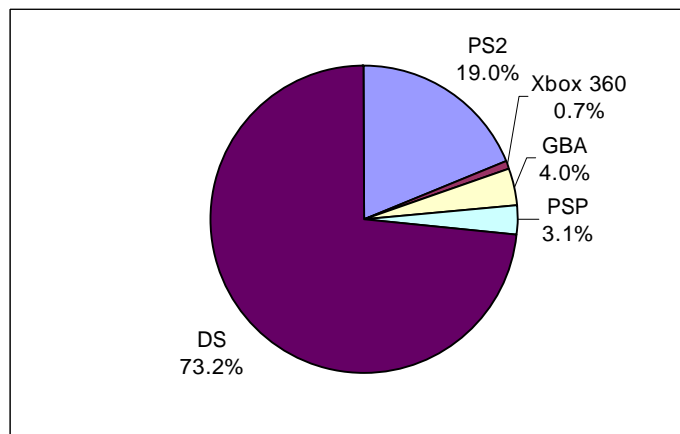
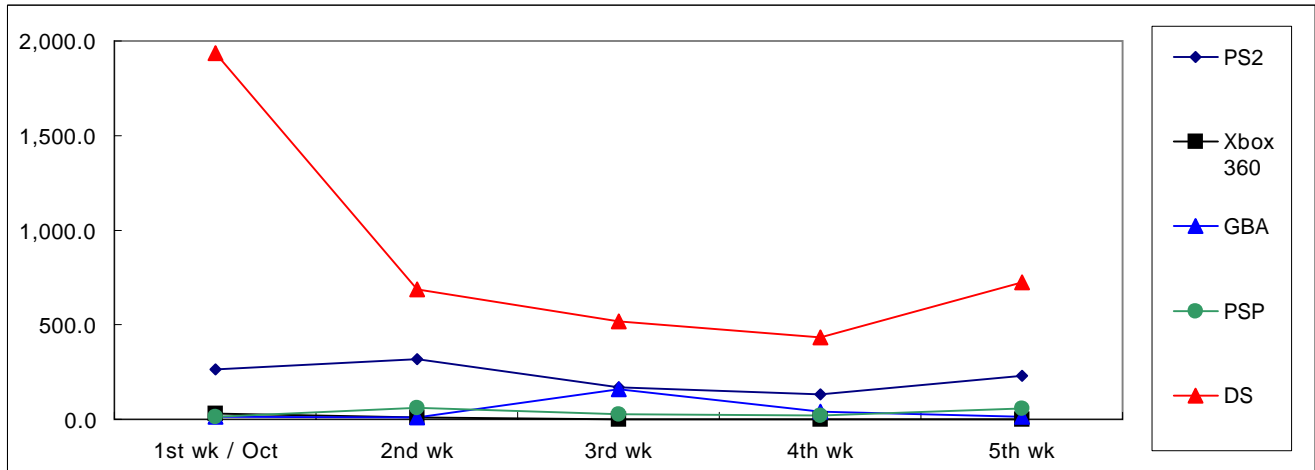


4.

\*Only covering titles ranked in the weekly TOP 30 (PS2, Xbox 360, GBA, PSP, and DS titles)

Unit: K (=1000)

|          | 1st wk / Oct | 2nd wk  | 3rd wk | 4th wk | 5th wk  | Accumulated Sales/Month |
|----------|--------------|---------|--------|--------|---------|-------------------------|
| PS2      | 262.9        | 318.2   | 170.3  | 131.3  | 230.6   | 1,113.2                 |
| Xbox 360 | 28.8         | 11.2    | -      | -      | -       | 40.0                    |
| GBA      | 13.9         | 9.8     | 160.6  | 38.9   | 13.8    | 237.1                   |
| PSP      | 14.6         | 62.5    | 26.3   | 19.6   | 59.1    | 182.1                   |
| DS       | 1,936.2      | 687.4   | 517.7  | 432.6  | 723.5   | 4,297.4                 |
|          | 2,213.6      | 1,068.1 | 714.2  | 583.5  | 1,013.3 | 5,592.8                 |



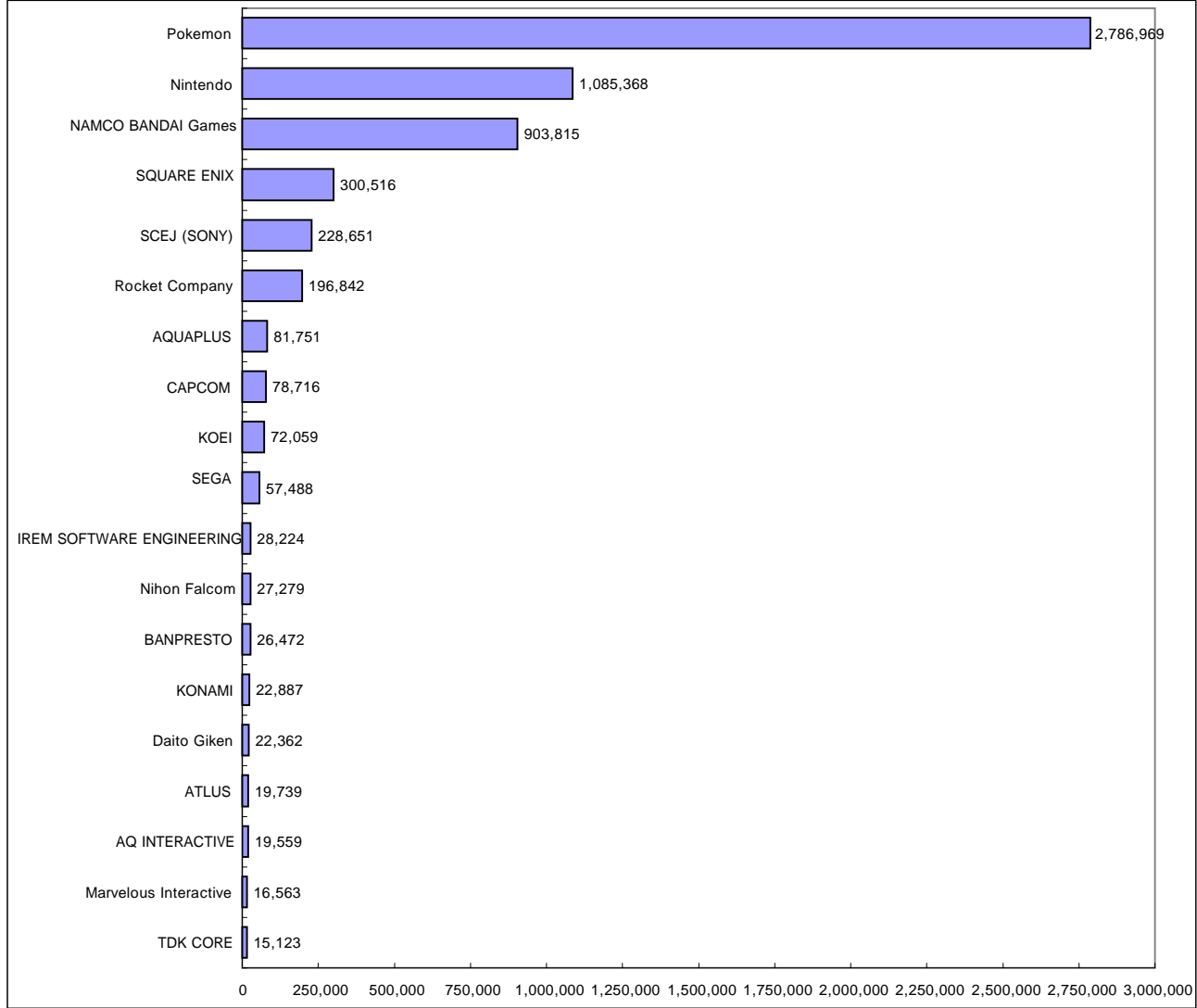
5.

| Genre    | Copies Sold | Number of Titles Ranked in TOP 50 | Leading Titles  |
|----------|-------------|-----------------------------------|---|
| RPG      | 3,268,652   | 9                                 | Pocket Monster Diamond/Pearl, Final Fantasy V Advance, Final Fantasy III  |
| Act      | 1,222,224   | 18                                | Dragon Ball Z: Budokai Tenkaichi 2, New Super Mario Bros., Minna no Tennis  |
| Other    | 842,353     | 9                                 | Kanshu Nihon Joshiki-ryoku Kentei Kyokai: Imasara Hito ni wa Kikenai Otona no Joshiki-ryoku Training DS, Zaidan Hojin Nihon Kanji Noryoku Kentei Kyokai Konin: KanKen DS, Tohoku Daigaku Mirai-Kagaku-Gijutsu-Kyodo-Kenkyu-Center Kawashima Ryuta Kyoju Kanshu: Motto Nou wo Kitaeru Otona no DS Training |
| Sim      | 216,862     | 5                                 | Sangokushi 11, Captain Tsubasa, Tamagotchi Connection: Corner Shop 2  |
| Act/RPG  | 190,589     | 2                                 | .hack//G.U. Vol. 2: Kimi Omou Koe, Custom Robo Arena  |
| Adv/Sim  | 101,490     | 2                                 | Utawarerumono: Chiriyuku Mono e no Komoriuta, Kowloon Yoma Gakuen-ki re:charge  |
| Sht      | 52,312      | 1                                 | Ace Combat X: Skies of Deception  |
| RPG/Simu | 28,224      | 1                                 | PachiPara 13: Super Umi to Pachi-Pro Fuunroku   |
| Act/Sim  | 22,887      | 1                                 | Pop'n Music 13 Carnival   |
| Adv      | 22,428      | 1                                 | Phoenix Wright: Ace Attorney Justice for All [Best Price!]  |
| Simu     | 22,362      | 1                                 | Daito Giken Koshiki Pachi-Slot Simulator: Hiho-den  |

6.

\*Only covering titles ranked in the monthly TOP 50

| Publisher                 | Copies Sold | Number of Titles Ranked in TOP 50 | Leading Titles  |
|---------------------------|-------------|-----------------------------------|---|
| Pokemon                   | 2,786,969   | 3                                 | Pocket Monster Diamond/Pearl, Pocket Monster Emerald, Pocket Monster Fire Red/Leaf Green  |
| Nintendo                  | 1,085,368   | 14                                | Kanshu Nihon Joshiki -ryoku Kentei Kyokai: Imasara Hito ni wa Kikenai Otona no Joshiki -ryoku Training DS, New Super Mario Bros., Tohoku Daigaku Mirai - Kagaku -Gijutsu -Kyodo -Kenkyu -Center Kawashima Ryuta Kyoju Kanshu: Motto Nou wo Kitaeru Otona no DS Training |
| NAMCO BANDAI Games        | 903,815     | 10                                | Dragon Ball Z: Budokai Tenkaichi 2, .hack//G.U. Vol. 2: Kimi Omou Koe, Gundam Battle Royale   |
| SQUARE ENIX               | 300,516     | 2                                 | Final Fantasy V Advance, Final Fantasy III  |
| SCEJ (SONY)               | 228,651     | 4                                 | Minna no Tennis, Bleach: Blade Battlers, Hot Shots Golf Fore! [PlayStation 2 the Best]  |
| Rocket Company            | 196,842     | 1                                 | Zaidan Hojin Nihon Kanji Noryoku Kentei Kyokai Konin: KanKen DS   |
| AQUAPLUS                  | 81,751      | 1                                 | Utawarerumono: Chiryuku Mono e no Komoriuta   |
| CAPCOM                    | 78,716      | 3                                 | Dead Rising, Monster Hunter Freedom [PSP the Best], Phoenix Wright: Ace Attorney Justice for All [Best Price!]  |
| KOEI                      | 72,059      | 1                                 | Sangokushi 11   |
| SEGA                      | 57,488      | 2                                 | Yakuza [PlayStation 2 the Best], Nou -Nenrei Nou Stress -kei: Atama Scan  |
| IREM SOFTWARE ENGINEERING | 28,224      | 1                                 | PachiPara 13: Super Umi to Pachi -Pro Fuunroku  |
| Nihon Falcom              | 27,279      | 1                                 | Eiyu Densetsu: Sora no Kiseki FC  |
| BANPRESTO                 | 26,472      | 1                                 | Rurouni Kenshin: Meiji Kenkaku Roman -tan - Enjo! Kyoto Rinne   |
| KONAMI                    | 22,887      | 1                                 | Pop'n Music 13 Carnival   |
| Daito Giken               | 22,362      | 1                                 | Daito Giken Koshiki Pachi -Slot Simulator: Hiho -den  |
| ATLUS                     | 19,739      | 1                                 | Kowloon Yoma Gakuen -ki re:charge   |
| AQ INTERACTIVE            | 19,559      | 1                                 | Driver: Parallel Lines  |
| Marvelous Interactive     | 16,563      | 1                                 | Rune Factory: Shin Bokujo Monogatari  |
| TDK CORE                  | 15,123      | 1                                 | Minna no DS Seminar: Kanpeki Kanji -ryoku   |



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| SEGA                      | 57,488      | 2                                 | Yakuza [PlayStation 2 the Best], Nou-Nenrei Nou Stress-kei: Atama Scan  |
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| SCEJ (SONY)               | 228,651     | 4                                 | Minna no Tennis, Bleach: Blade Battlers, Hot Shots Golf Fore! [PlayStation 2 the Best]  |
| SQUARE ENIX               | 300,516     | 2                                 | Final Fantasy V Advance, Final Fantasy III  |
| NAMCO BANDAI Games        | 903,815     | 10                                | Dragon Ball Z: Budokai Tenkaichi 2, .hack//G.U. Vol. 2: Kimi Omou Koe, Gundam Battle Royale   |
| Nintendo                  | 1,085,368   | 14                                | Kanshu Nihon Joshiki-ryoku Kentei Kyokai: Imasara Hito ni wa Kikenai Otona no Joshiki-ryoku Training DS, New Super Mario Bros., Tohoku Daigaku Mirai-Kagaku-Gijutsu-Kyodo-Kenkyu-Center Kawashima Ryuta Kyoju Kanshu: Motto Nou wo Kitaeru Otona no DS Training |
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