

# *Famitsu Marketing Data Service*

Data Collected by Famitsu: from April 16 to April 22, 2007

Software Sales Ranking: TOP 30

Hardware Sales/Share

Hardware Sales: Comparison of Weekly Sales with Previous Year's

Software Sales/Share for Each Platform

Market Size: Comparison of Scale Transition with Previous Year's

## Software Sales Ranking: TOP 30

Note 1: Based on two different data, quantity of stock numbers may have a margin of error.

Note 2: In addition to game shops, titles listed in colored lines are also available at five convenience-store chains. K = 1000

This Week	Last Week	Week Before Last	Platform	Title	Publisher	Sales Date	Price (incl. tax)	Genre	Copies Sold/wk (Estimated)	Copies Shipped (Estimated)	Cumulative Copies Sold (Estimated)	Sales-Stock Ratio	Copies in Stock
1	NEW	–	Wii	Super Paper Mario	Nintendo	04-19-07	¥5,800	Act/Adv	156,055	280,934	156,055	55.5%	124.9K
2	NEW	–	PS2	Fate/Stay Night [Realta Nua]	KADOKAWA SHOTEN	04-19-07	¥7,140	Adv	143,549	183,898	143,549	78.1%	40.3K
3	NEW	–	PS2	Persona 3: Fes	ATLUS	04-19-07	¥8,190	RPG	105,099	129,605	105,099	81.1%	24.5K
4	1	–	DS	Gyakuten Saiban 4	CAPCOM	04-12-07	¥5,040	Adv	58,589	409,235	298,864	73.0%	3.5–110.4K
5	NEW	–	PSP	Final Fantasy Final Fantasy Anniversary Edition	SQUARE ENIX	04-19-07	¥3,990	RPG	52,554	100,259	52,554	52.4%	47.7K
6	2	–	DS	Mario vs. Donkey Kong 2: MiniMini Daikoshin! Mario vs. Donkey Kong 2: March of the	Nintendo	04-12-07	¥4,800	Act	42,864	178,637	126,381	70.7%	52.3–74.4K
7	4	10	Wii	Wii Sports	Nintendo	12-02-06	¥4,800	Act	35,418	1,390,601	1,348,906	97.0%	41.7–57K
8	NEW	–	DS	Nodame Cantabile	NAMCO BANDAI Games	04-19-07	¥5,040	Adv	30,363	139,609	30,363	21.7%	109.2K
9	3	5	DS	Yoshi Island DS Yoshi's Island DS	Nintendo	03-08-07	¥4,800	Act	29,730	693,905	612,404	88.3%	81.5–95K
10	10	19	Wii	Hajimete no Wii Wii Play	Nintendo	12-02-06	¥4,800	Other	23,864	1,146,202	1,100,547	96.0%	45.7–54.6K
11	5	7	DS	Eigo ga Nigate na Otona no DS Training Motto Eigo-zuke	Nintendo	03-29-07	¥3,800	Other	22,809	301,582	139,325	46.2%	3.3–162.3K
12	11	11	DS	New Super Mario Bros.	Nintendo	05-25-06	¥4,800	Act	21,954	4,406,719	4,372,972	99.2%	33.7–54.3K
13	NEW	–	DS	Lise no Atelier: O'Idor no Renkinjutsushi	GUST	04-19-07	¥5,040	RPG	21,739	34,806	21,739	62.5%	13.1K
14	13	14	DS	Pocket Monster Diamond/Pearl	Pokemon	09-28-06	¥4,800	RPG	20,342	5,131,492	5,035,730	98.1%	5.8–137.3K

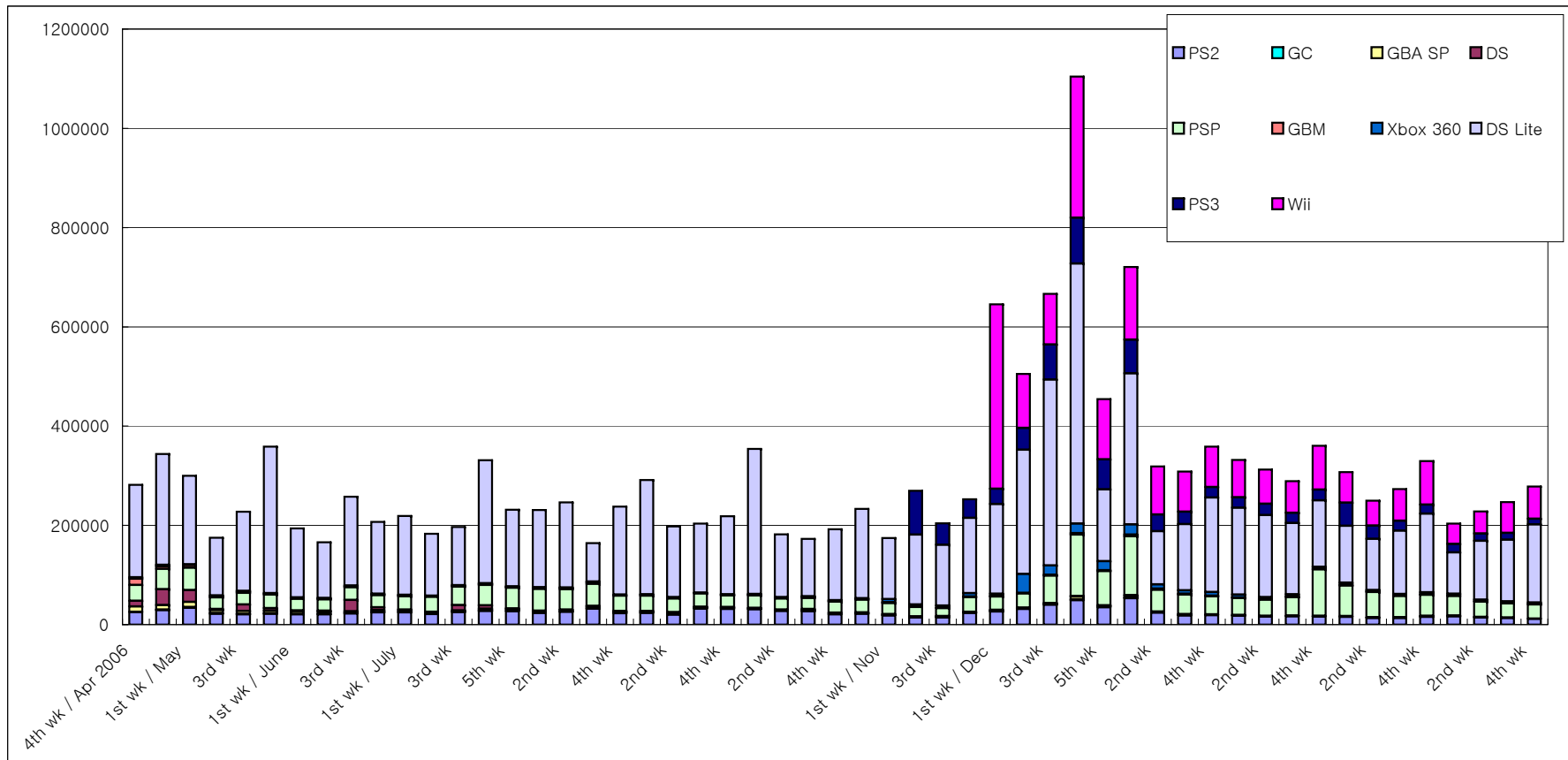
15	15	20	DS	Tohoku Daigaku Mirai-Kagaku-Gijutsu-Kyodo-Kenkyu-Center Kawashima Ryuta Kyoju Kanshu: Motto Nou wo Kitaeru Otona no DS Training	Nintendo	12-29-05	¥2,800	Other	18,450	4,271,038	4,243,865	99.4%	27.2-41.1K
16	8	8	DS	Layton Kyoju to Fushigi na Machi	LEVEL-5	02-15-07	¥4,800	Adv	17,863	500,525	466,526	93.2%	34-34.9K
17	7	4	PS2	Pro Yakyu Spirits 4	KONAMI	04-01-07	¥7,329	Act	16,698	139,401	129,359	92.8%	10-11.2K
18	6	3	PS2	Musou Orochi Orochi Warriors	KOEI	03-21-07	¥7,140	Act	13,934	603,303	581,786	96.4%	17.1-21.5K
19	16	13	DS	Kotoba no Puzzle MojiPittan DS	NAMCO BANDAI Games	03-15-07	¥2,940	Pzl	11,565	264,907	233,689	88.2%	31.2-44.4K
20	26	25	DS	Kanshu Nihon Joshiki-ryoku Kentei Kyokai: Imasara Hito ni wa Kikenai Otona no Joshiki-ryoku Training DS	Nintendo	10-26-06	¥3,800	Other	11,529	1,376,373	1,350,192	98.1%	26.2-38.7K
21	NEW	-	DS	Gakuen Alice: WakuWaku Happy Friends	Kids Station	04-19-07	¥5,040	Adv	11,383	21,428	11,383	53.1%	10K
22	21	23	DS	Mario Kart DS	Nintendo	12-08-05	¥4,800	Act	11,282	2,099,894	2,078,307	99.0%	21.6-34.5K
23	9	1	PS2	Naruto: Shippu-den Narutimate Accel	NAMCO BANDAI Games	04-05-07	¥7,140	Act	10,700	120,689	107,602	89.2%	10.4-13.1K
24	24	24	DS	Oide yo Dobutsu no Mori Animal Crossing: Wild World	Nintendo	11-23-05	¥4,800	Other	10,592	4,050,137	4,027,890	99.5%	22.2-33.8K
25	12	2	PSP	Kido Senshi Gundam Seed: Rengo vs. Z.A.F.T. Portable	NAMCO BANDAI Games	04-05-07	¥5,040	Act	10,446	136,729	87,338	63.9%	31.5-49.4K
26	14	6	PS2	Kingdom Hearts II: Final Mix +	SQUARE ENIX	03-29-07	¥7,980	Act/RPG	10,422	349,079	250,463	71.7%	8.6-120.6K
27	19	12	DS	Digimon Story: Sunburst/Moonlight Digimon World: Dawn/Dusk	NAMCO BANDAI Games	03-29-07	¥5,040	RPG	9,488	186,635	121,280	65.0%	28.3-65.4K
28	23	21	PSP	Monster Hunter Portable 2nd Monster Hunter Freedom 2	CAPCOM	02-22-07	¥5,229	Act	9,478	1,170,811	1,159,666	99.0%	11.1-16.6K
29	-	-	DS	Tohoku Daigaku Mirai-Kagaku-Gijutsu-Kyodo-Kenkyu-Center Kawashima Ryuta Kyoju Kanshu: Nou wo Kitaeru Otona no DS Training Brain Age: Train Your Brain in Minutes a Day	Nintendo	05-19-05	¥2,800	Other	8,896	3,251,744	3,231,520	99.4%	20.2-33.5K
30	20	9	PSP	Jikkyo Powerful Pro Yakyu Portable 2	KONAMI	04-05-07	¥5,229	Act	8,511	86,606	49,089	56.7%	27-37.5K

## Other New Titles

Platform	Title	Publisher	Sales Date	Price (incl. tax)	Genre	Copies Sold/wk (Estimated)	Sales-Stock Ratio	Copies Shipped (Estimated)	Copies in Stock
DS	Wi-Fi-taio: Sekai no Daredemo Asobi Taizen Clubhouse Games	Nintendo	04-19-07	¥3,800	Other	8,269	16.9%	49,025	40.8K
PS2	Oran Koko Host Club	IDEA FACTORY	04-19-07	¥7,140	Adv	6,924	49.4%	14,018	7.1K
DS	San-X Chara Sagashi Land	MTO	04-19-07	¥4,800	Other	4,130	20.8%	19,823	15.7K
PS2	The King of Fighters: Nests-hen	SNK PLAYMORE	04-19-07	¥5,040	Act	3,909	42.0%	9,307	5.4K
DS	Unou Tanren UnoTan DS: Shichita-shiki Otona no Sokudoku Training	Interchannel-Holon	04-19-07	¥3,990	Other	894	15.0%	5,975	5.1K
Wii	FuruFuru Park	TAITO	04-19-07	¥6,090	Act	749	5.8%	12,976	12.2K

# Hardware Sales/Share

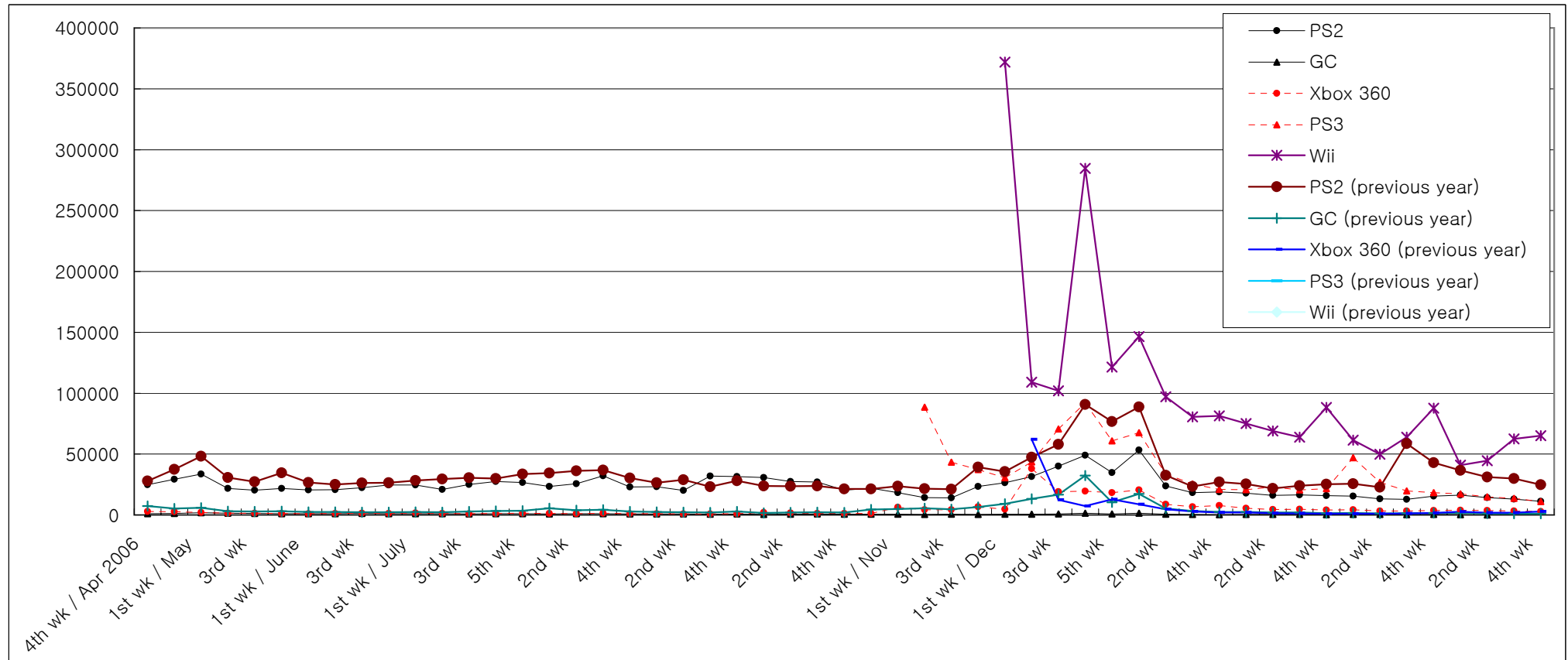
	2/26-3/4		3/5-3/11		3/12-3/18		3/19-3/25		3/26-4/1		4/2-4/8		4/9-4/15		4/16-4/22		2007 to Date
	Units Sold	Share	Units Sold	Share	Units Sold	Share	Units Sold	Share	Units Sold	Share	Units Sold	Share	Units Sold	Share	Units Sold	Share	
PS2	15,389	5.0%	13,221	5.3%	12,901	4.7%	15,434	4.7%	16,353	8.0%	14,167	6.2%	12,951	5.2%	11,162	4.0%	292,279
GC	319	0.1%	321	0.1%	305	0.1%	310	0.1%	258	0.1%	0	0.0%	0	0.0%	0	0.0%	5,710
GBA SP	711	0.2%	753	0.3%	1,003	0.4%	1,118	0.3%	909	0.4%	1,033	0.5%	739	0.3%	524	0.2%	17,491
DS	625	0.2%	457	0.2%	629	0.2%	889	0.3%	682	0.3%	383	0.2%	498	0.2%	323	0.1%	8,676
PSP	61,858	20.1%	50,970	20.4%	42,762	15.7%	42,226	12.8%	39,422	19.4%	30,308	13.3%	28,476	11.5%	28,717	10.3%	760,324
GBM	1,041	0.3%	803	0.3%	798	0.3%	1,121	0.3%	654	0.3%	656	0.3%	1,005	0.4%	624	0.2%	19,008
Xbox 360	4,361	1.4%	3,240	1.3%	3,227	1.2%	3,616	1.1%	3,774	1.9%	3,583	1.6%	3,354	1.4%	2,853	1.0%	90,337
DS Lite	114,435	37.3%	103,089	41.3%	127,882	46.8%	158,609	48.1%	83,218	40.9%	118,391	52.0%	124,038	50.2%	157,866	56.8%	2,341,167
PS3	46,924	15.3%	26,925	10.8%	19,787	7.2%	18,391	5.6%	17,289	8.5%	14,820	6.5%	13,539	5.5%	10,899	3.9%	401,905
Wii	61,359	20.0%	49,750	19.9%	63,941	23.4%	87,704	26.6%	40,798	20.1%	44,520	19.5%	62,361	25.3%	65,093	23.4%	1,177,287
Total	307,022	100.0%	249,529	100.0%	273,235	100.0%	329,418	100.0%	203,357	100.0%	227,861	100.0%	246,961	100.0%	278,061	100.0%	



## Comparison of Weekly Sales of PS2, GC, Xbox 360, PS3, and Wii

Units Sold	1st wk / Jan 2007	2nd wk	3rd wk	4th wk	1st wk / Feb	2nd wk	3rd wk	4th wk	1st wk / Mar	2nd wk	3rd wk	4th wk	1st wk / Apr	2nd wk	3rd wk	4th wk
PS2	53,299	23,815	18,322	18,826	17,877	16,083	16,513	15,966	15,389	13,221	12,901	15,434	16,353	14,167	12,951	11,162
GC	1,357	657	406	283	369	416	414	295	319	321	305	310	258	0		
Xbox 360	20,586	8,666	6,809	7,639	5,509	4,380	4,678	4,062	4,361	3,240	3,227	3,616	3,774	3,583	3,354	2,853
PS3	67,620	33,492	25,379	21,028	20,687	22,950	20,617	21,558	46,924	26,925	19,787	18,391	17,289	14,820	13,539	10,899
Wii	146,553	96,975	80,514	81,381	75,173	68,978	63,849	88,338	61,359	49,750	63,941	87,704	40,798	44,520	62,361	65,093

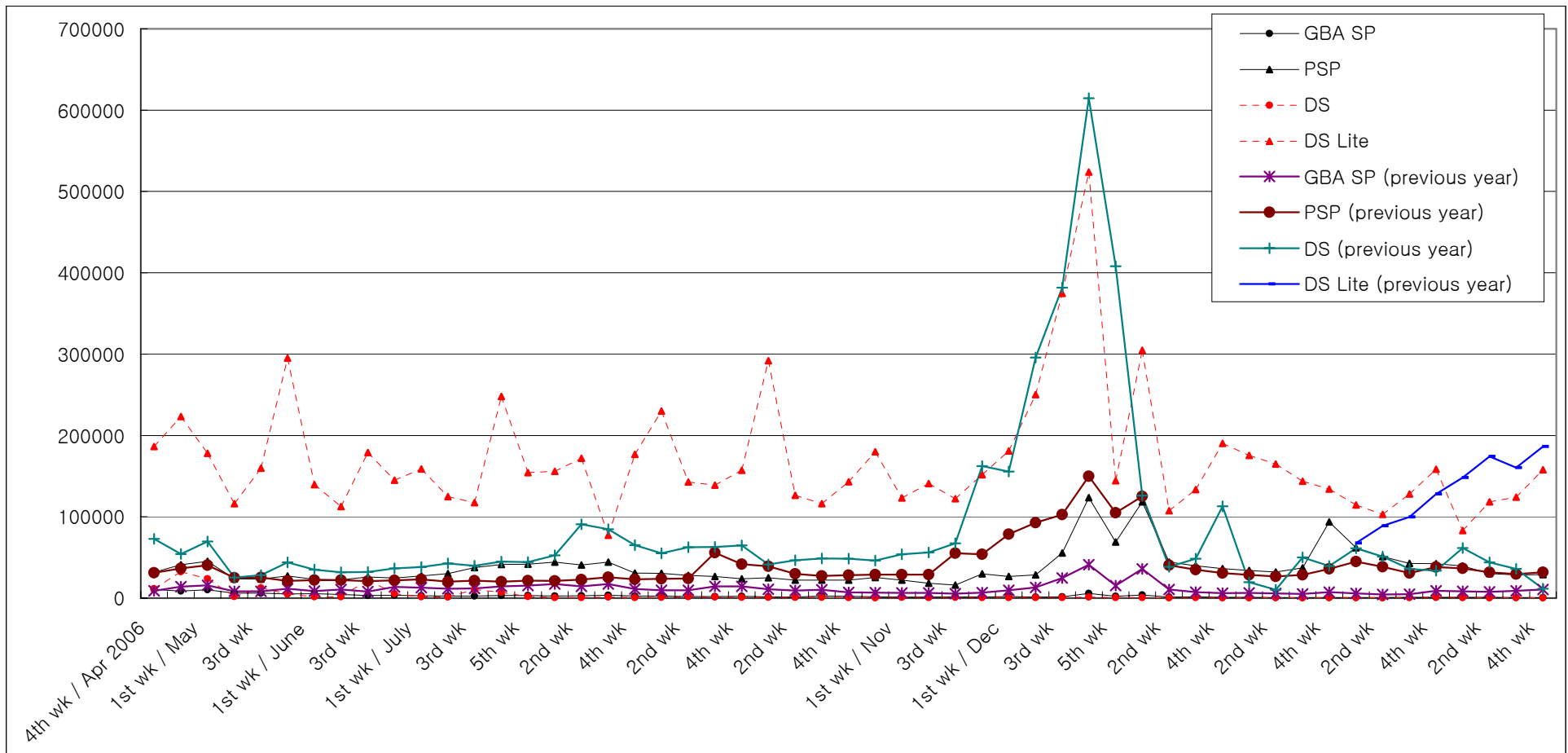
PS2 (previous year)	88,680	32,514	23,427	27,023	25,434	21,869	23,956	25,295	25,722	22,820	58,502	42,881	36,574	31,189	30,005	24,827
GC (previous year)	17,227	5,356	3,178	2,518	2,427	2,014	2,036	1,508	1,632	1,311	1,353	1,539	1,592	1,266	1,113	1,087
Xbox 360 (previous year)	8,655	4,620	2,762	2,095	2,022	1,463	1,212	1,082	1,020	1,035	1,181	1,550	2,636	1,752	1,780	2,852
PS3 (previous year)																
Wii (previous year)																



## Comparison of Weekly Sales of GBA SP, PSP, DS and DS Lite

Units Sold	1st wk / Jan 2007	2nd wk	3rd wk	4th wk	1st wk / Feb	2nd wk	3rd wk	4th wk	1st wk / Mar	2nd wk	3rd wk	4th wk	1st wk / Apr	2nd wk	3rd wk	4th wk
GBA SP	3,833	1,228	1,456	1,101	919	708	667	789	711	753	1,003	1,118	909	1,033	739	524
PSP	118,479	44,173	39,707	36,354	34,005	32,142	37,202	93,523	61,858	50,970	42,762	42,226	39,422	30,308	28,476	28,717
DS	629	389	706	424	439	608	457	538	625	457	629	889	682	383	498	323
DS Lite	304,692	107,503	133,347	190,116	175,440	164,850	143,603	134,088	114,435	103,089	127,882	158,609	83,218	118,391	124,038	157,866

GBA SP (previous year)	35,951	10,658	7,430	6,228	6,539	5,869	5,191	7,334	5,652	4,622	4,725	8,922	8,394	7,817	8,926	10,589
PSP (previous year)	125,095	40,425	34,820	30,815	28,665	26,549	28,595	35,865	45,008	38,607	30,766	38,321	36,713	31,723	29,586	31,781
DS (previous year)	125,957	38,524	48,564	112,938	19,644	10,196	50,107	39,373	61,391	50,860	36,051	33,713	61,500	44,109	36,041	11,438
DS Lite (previous year)									67,653	88,958	99,740	127,911	148,295	174,102	160,340	186,334

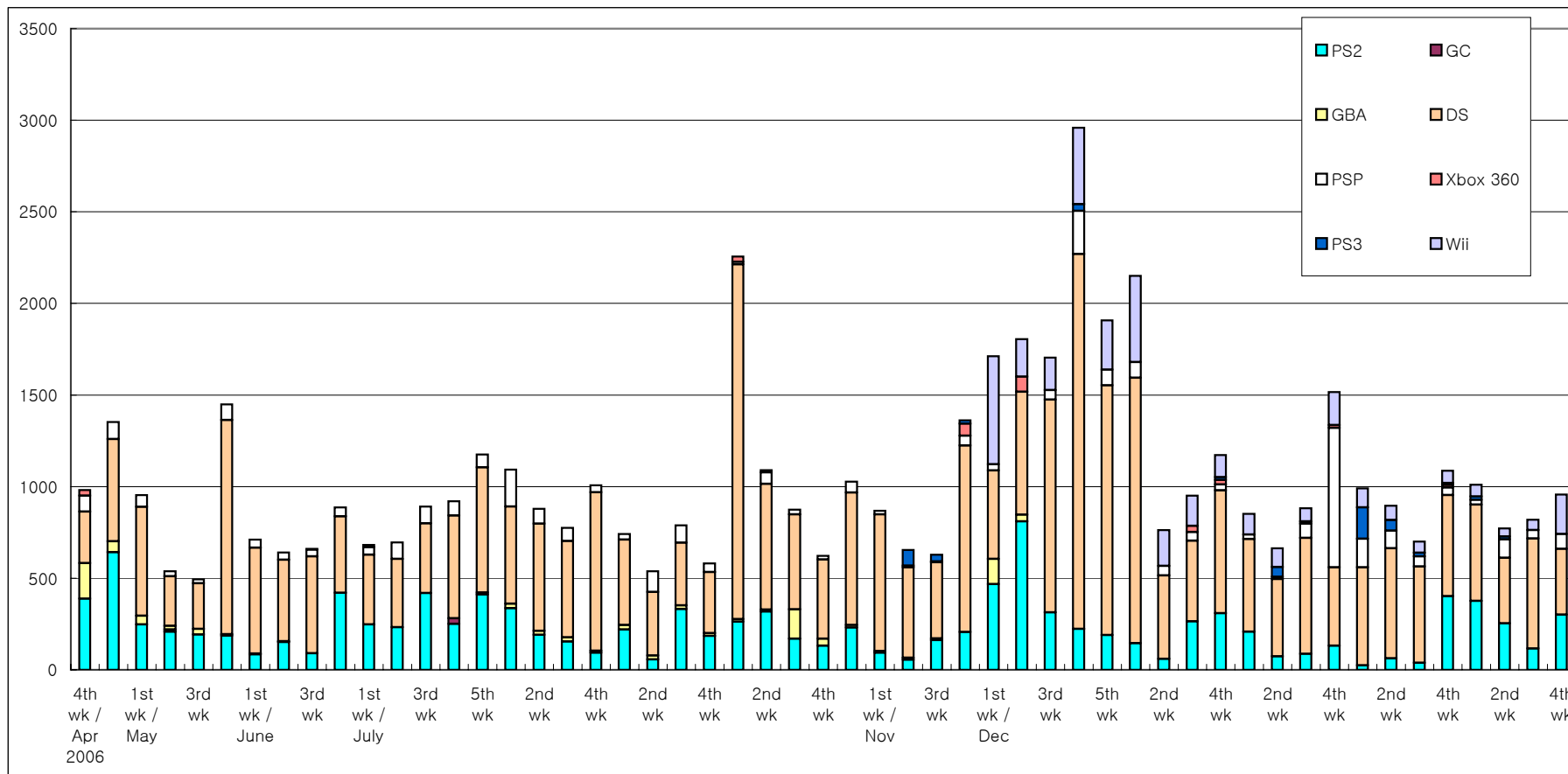


# Software Sales/Share for Each Platform

\*Only covering titles ranked in the TOP 30

Unit: K = 1000

	2/26-3/4		3/5-3/11		3/12-3/18		3/19-3/25		3/26-4/1		4/2-4/8		4/9-4/15		4/16-4/22		2007 to Date
	Copies Sold	Share	Copies Sold	Share	Copies Sold	Share	Copies Sold	Share	Copies Sold	Share	Copies Sold	Share	Copies Sold	Share	Copies Sold	Share	
PS2	23.7	2.4%	62.1	6.9%	37.7	5.4%	401.3	36.9%	375.6	37.2%	253.9	32.9%	115.8	14.1%	300.4	31.4%	2,848.8
GC	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0
GBA	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0
DS	535.3	54.1%	601.9	67.2%	525.8	75.2%	552.7	50.8%	525.5	52.0%	358.1	46.4%	601.0	73.4%	359.4	37.6%	9,064.8
PSP	156.7	15.8%	95.2	10.6%	55.6	7.9%	41.4	3.8%	27.0	2.7%	100.1	13.0%	45.4	5.5%	81.0	8.5%	1,693.9
Xbox 360	0.0	0.0%	0.0	0.0%	0.0	0.0%	12.7	1.2%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	86.7
PS3	171.0	17.3%	58.6	6.5%	19.2	2.7%	11.4	1.0%	18.6	1.8%	15.1	2.0%	0.0	0.0%	0.0	0.0%	374.2
Wii	103.4	10.4%	78.2	8.7%	61.1	8.7%	67.9	6.2%	63.3	6.3%	44.4	5.8%	56.5	6.9%	215.3	22.5%	2,109.6
Total	990.1	100.0%	896.0	100.0%	699.5	100.0%	1,087.4	100.0%	1,010.0	100.0%	771.5	100.0%	818.7	100.0%	956.2	100.0%	





# Market Scale Transition

Unit: 100 million yen	1st wk / Jan 2007	2nd wk	3rd wk	4th wk	1st wk / Feb	2nd wk	3rd wk	4th wk	1st wk / Mar	2nd wk	3rd wk	4th wk	1st wk / Apr	2nd wk	3rd wk	4th wk	2007 to Date
Hardware	153.5	71.4	64.9	70.9	65.8	63.0	58.4	74.4	72.4	54.2	55.7	65.5	42.4	45.1	48.7	52.6	1,059.0
Software	149.3	58.2	70.6	89.8	63.8	52.3	62.0	103.9	72.2	62.8	51.9	80.9	78.7	60.0	57.7	69.3	1,183.3
Total	302.7	129.5	135.5	160.7	129.6	115.3	120.4	178.3	144.6	117.0	107.6	146.4	121.0	105.1	106.4	121.9	2,242.3

Hardware (previous year)	72.2	24.6	21.6	29.5	15.9	13.1	19.2	19.7	34.9	34.6	40.5	43.2	48.6	47.6	43.7	45.7
Software (previous year)	115.1	51.5	44.6	98.6	52.7	38.9	58.5	81.2	74.9	43.9	184.2	78.6	76.2	51.6	39.3	60.5
Total (previous year)	187.3	76.1	66.3	128.1	68.6	52.0	77.7	100.9	109.9	78.6	224.6	121.8	124.9	99.2	83.0	106.2

