

# *Famitsu Marketing Data Service*

Data Collected by Famitsu: from July 2 to July 8, 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	2	1	DS	Zelda no Densetsu: Mugen no Sunadokei The Legend of Zelda: Phantom Hourglass	Nintendo	06-23-07	¥4,800	Act/RPG	82,748	560,147	531,634	94.9%	28.5-46K
2	NEW	-	DS	Sakasete! Chibi-Robo! Chibi-Robo: Park Patrol	Nintendo	07-05-07	¥4,800	Act/Adv	50,402	119,454	50,402	42.2%	69.1K
3	1	-	PS2	Super Robot Taisen OG - Original Generations	BANPRESTO	06-28-07	¥7,329	Sim/RPG	48,994	419,368	381,367	90.9%	26.8-38K
4	4	3	DS	Miru Chikara wo Jissen de Kitaeru: DS Mejikara Training Medicara	Nintendo	05-31-07	¥3,800	Other	37,208	441,787	390,031	88.3%	51.8-78.1K
5	3	2	DS	Itadaki Street DS	SQUARE ENIX	06-21-07	¥5,040	Board	30,516	271,738	239,925	88.3%	28.3-31.8K
6	7	5	Wii	Wii Sports	Nintendo	12-02-06	¥4,800	Act	28,719	1,743,395	1,710,634	98.1%	32.8-68.7K
7	NEW	-	PS3	Boku no Natsuyasumi 3: Kitaguni-hen - Chiisana Boku no Daisogen	SCEJ (SONY)	07-05-07	¥5,980	Adv	27,208	64,714	27,208	42.0%	37.5K
8	NEW	-	DS	DokiDoki Majo Shinpan!	SNK PLAYMORE	07-05-07	¥5,040	Adv	25,459	30,517	25,459	83.4%	5.1K
9	11	8	DS	Eigo ga Nigate na Otona no DS Training Motto Eigo-zuke	Nintendo	03-29-07	¥3,800	Other	17,878	425,331	383,326	90.1%	42-75.5K
10	12	9	DS	Tohoku Daigaku Mirai-Kagaku-Gijutsu-Kyodo-Kenkyu-Center Kawashima Ryuta Kyoju Kanshu: Motto Nou wo Kitaeru Otona no DS Training Brain Age 2: More Training in Minutes a Day	Nintendo	12-29-05	¥2,800	Other	17,831	4,516,054	4,491,193	99.4%	24.9-61.9K
11	14	11	DS	New Super Mario Bros.	Nintendo	05-25-06	¥4,800	Act	17,807	4,656,746	4,623,834	99.3%	32.9-59K
12	13	10	Wii	Hajimete no Wii Wii Play	Nintendo	12-02-06	¥4,800	Other	16,935	1,358,758	1,330,736	97.9%	28-66.3K
13	6	-	PSP	Ratchet & Clank 5: Gekitotsu! Dodeka Ginga no MiriMiri Gundan Ratchet & Clank: Size Matters	SCEJ (SONY)	06-28-07	¥4,980	Act	16,724	69,145	56,253	81.4%	12.9-13.8K
14	16	14	DS	Mario Kart DS	Nintendo	12-08-05	¥4,800	Act	15,583	2,283,056	2,265,087	99.2%	18-47.3K

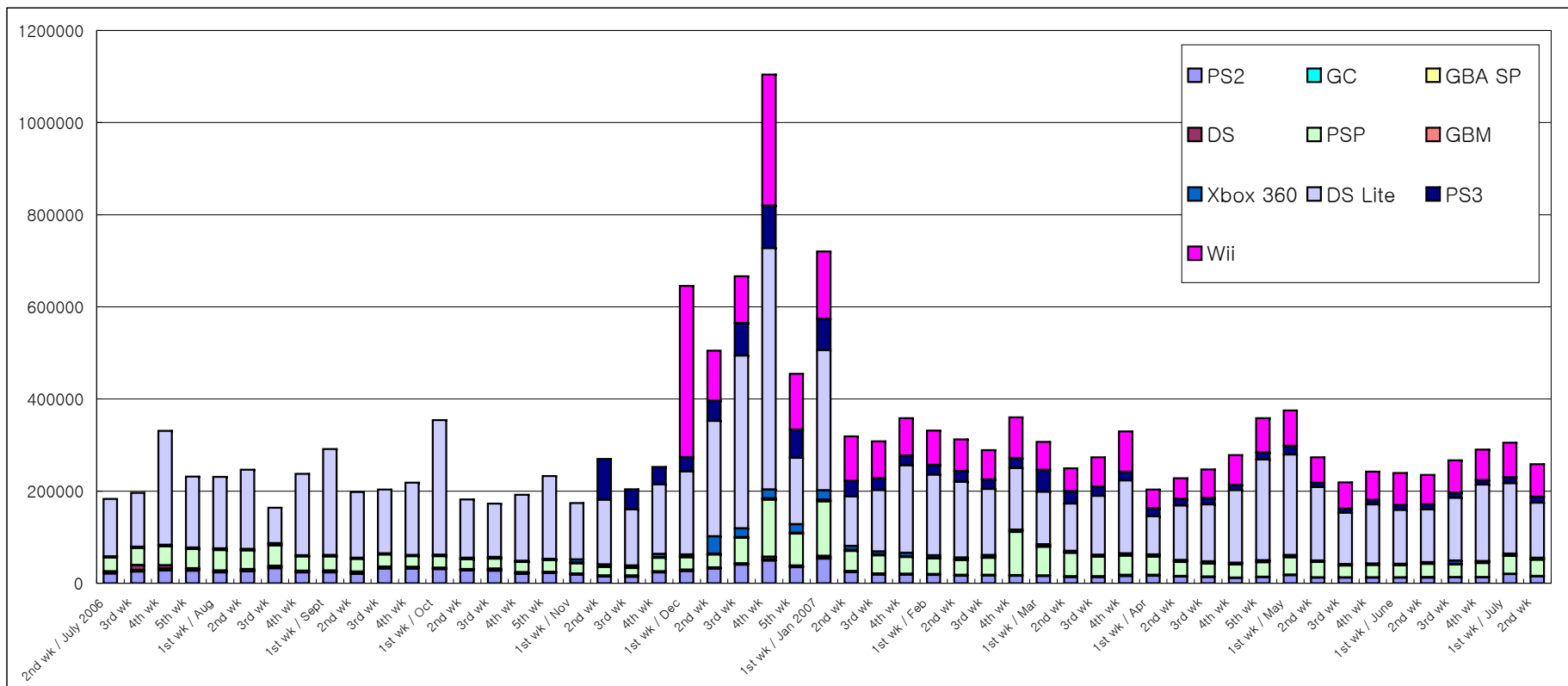
15	9	-	Wii	Donkey Kong Taru Jet Race DK Bongo Blast	Nintendo	06-28-07	¥5,800	Act	15,132	74,307	41,347	55.6%	33-41.1K
16	18	17	DS	Oide yo Dobutsu no Mori Animal Crossing: Wild World	Nintendo	11-23-05	¥4,800	Other	14,546	4,225,142	4,199,724	99.4%	25.4-48.3K
17	20	15	DS	Tohoku Daigaku Mirai-Kagaku-Gijutsu-Kyodo-Kenkyu-Center 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	13,334	3,423,842	3,403,158	99.4%	20.7-48.3K
18	19	16	DS	Eigo ga Nigate na Otona no DS Training Eigo-zuke	Nintendo	01-26-06	¥3,800	Other	12,948	1,899,784	1,881,758	99.1%	18-36.9K
19	23	19	DS	Pocket Monster Diamond/Pearl	Pokemon	09-28-06	¥4,800	RPG	12,874	5,253,374	5,209,432	99.2%	43.9-68.5K
20	8	-	DS	Kiku! Kaku! Kotoba wo Fuyasu! Hajimete no Eigo Training - EiTore	Benesse Corporation	06-28-07	¥3,990	Other	11,702	56,290	38,999	69.3%	12.8-17.3K
21	NEW	-	DS	Treasure Gaust: Gaust Diver Crimson Red/Deep Purple	NAMCO BANDAI Games	07-05-07	¥5,040	Act	9,835	27,153	9,835	36.2%	17.3K
22	15	-	DS	"Ukkari" wo Nakuso! Bunsho Yomi Training - YomiTore	Benesse Corporation	06-28-07	¥3,990	Other	8,296	45,857	26,624	58.1%	10.1-19.2K
23	10	-	DS	KateKyo Hitman Reborn! DS: Flame Rumble Mukuro Kyoshu!	TAKARATOMY	06-28-07	¥5,040	Act	7,764	41,459	30,156	72.7%	8.8-11.3K
24	28	-	DS	Yamakawa Shuppansha Kanshu: Shosetsu Nihonshi B Sogo Training	NAMCO BANDAI Games	06-07-07	¥3,990	Other	7,755	45,228	29,625	65.5%	9.9-15.6K
25	-	-	DS	Zaidan Hojin Nihon Kanji Noryoku Kentei Kyokai Koshiki Soft: 200-man-nin no KanKen Tokoton Kanji-nou	IE Institute	11-09-06	¥2,499	Other	7,534	489,106	478,476	97.8%	10.6-24.6K
26	29	23	DS	Yoshi Island DS Yoshi's Island DS	Nintendo	03-08-07	¥4,800	Act	7,513	814,409	796,043	97.7%	18.4-29.1K
27	21	13	DS	Moero! Nekketsu Rhythm-Damashii Osu! Tatakae! Oendan 2	Nintendo	05-17-07	¥4,800	Act	7,512	202,368	180,663	89.3%	21.7-35.3K
28	30	21	DS	Momotaro Dentetsu DS: Tokyo & Japan	Hudson	04-26-07	¥5,040	Board	7,417	279,603	262,410	93.9%	17.2-28.8K
29	27	20	DS	Layton Kyoju to Fushigi na Machi	LEVEL-5	02-15-07	¥4,800	Adv	7,176	609,963	593,852	97.4%	16.1-23.6K
30	-	-	DS	TOEIC Test DS Training	IE Institute	03-29-07	¥3,990	Other	7,073	118,962	108,248	91.0%	10.7-13.8K

## 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
PS3	Blazing Angels: Squadrons of WWII	D3 PUBLISHER	07-05-07	¥7,140	Sht	4,055	34.7%	11,687	7.6K
DS	Anata mo DS de Classic Kiite Mimasenka?	SQUARE ENIX	07-05-07	¥3,990	Other	3,252	33.1%	9,818	6.6K
DS	Dokodemo Yoga	KONAMI	07-05-07	¥3,990	Other	2,634	22.9%	11,506	8.9K
DS	Hana Saku DS Gardening Life	SQUARE ENIX	07-05-07	¥3,990	Other	1,463	16.9%	8,640	7.2K
PS2	Ratchet & Clank 4th [PlayStation 2 the Best] Ratchet: Deadlocked	SCEJ (SONY)	07-05-07	¥1,800	Act	1,240	18.9%	6,570	5.3K
DS	Kyo kara DS Calorie Navi	IE Institute	07-05-07	¥3,990	Other	923	16.9%	5,454	4.5K
PS2	Saru Get You 3 [PlayStation 2 the Best] Ane Escape 3	SCEJ (SONY)	07-05-07	¥1,800	Act	786	11.3%	6,946	6.2K
DS	Chikyu no Arukikata DS: France	SQUARE ENIX	07-05-07	¥2,940	Other	784	11.2%	7,004	6.2K
DS	Chikyu no Arukikata DS: Italy	SQUARE ENIX	07-05-07	¥2,940	Other	732	10.6%	6,933	6.2K
DS	Tsunochan-shiki Kin-Tore Navi	DORASU	07-05-07	¥4,200	Other	691	25.6%	2,701	2.K
PSP	Jeanne D'Arc [PSP the Best]	SCEJ (SONY)	07-05-07	¥2,800	Sim/RPG	656	13.6%	4,831	4.2K
PS2	Sangokushi IX [Koei Teiban Series] Romance of the Three Kingdoms IX	KOEI	07-05-07	¥2,079	Sim	644	21.5%	2,997	2.4K
PSP	Hayarigami Portable: Keishicho Kaii Jiken File [The Best Price]	NIPPON ICHI SOFTWARE	07-05-07	¥2,940	Adv	560	34.2%	1,639	1.1K
PS2	Winning Post 7 [Koei the Best]	KOEI	07-05-07	¥2,940	Sim	512	26.5%	1,934	1.4K

# Hardware Sales/Share

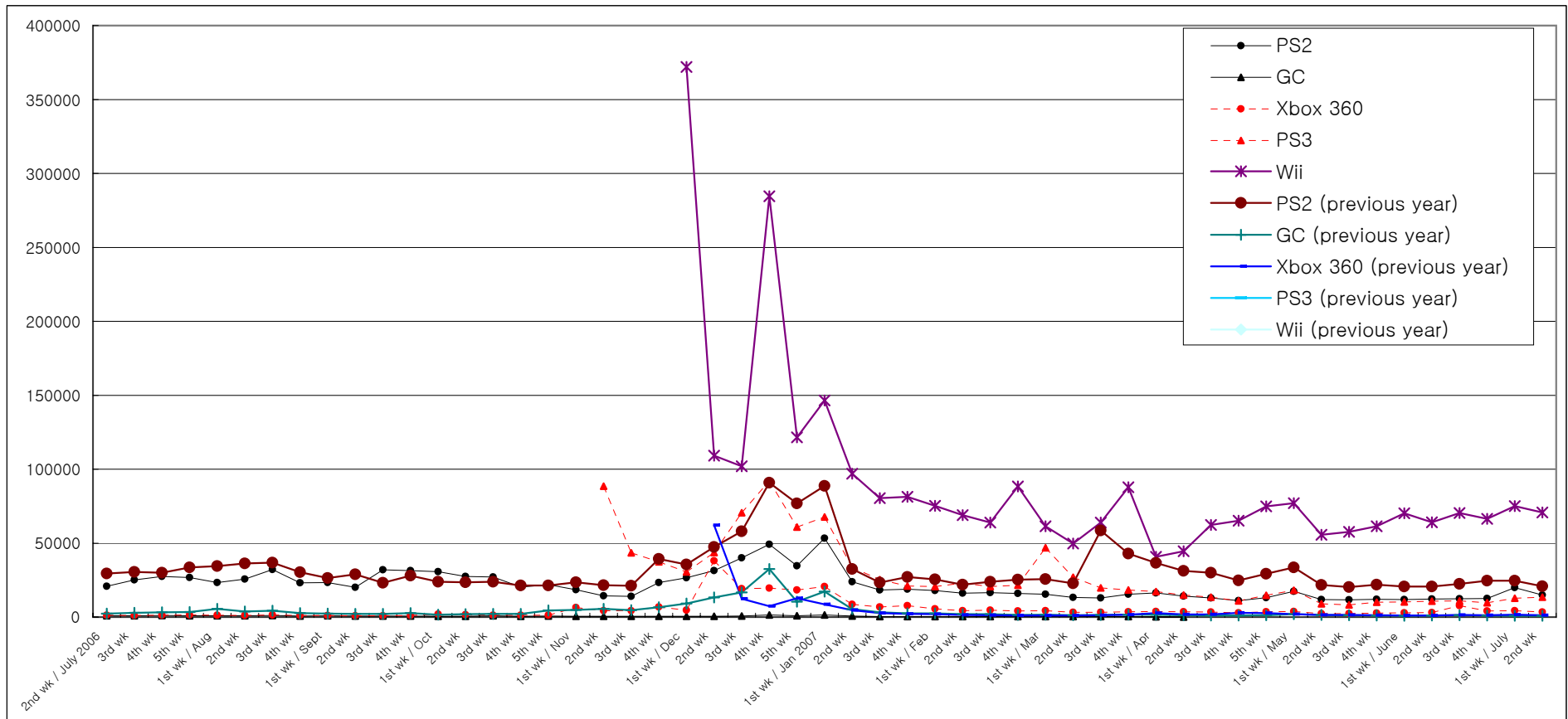
	5/14-5/20		5/21-5/27		5/28-6/3		6/4-6/10		6/11-6/17		6/18-6/24		6/25-7/1		7/2-7/8		2007 to Date
	Units Sold	Share	Units Sold	Share	Units Sold	Share	Units Sold	Share	Units Sold	Share	Units Sold	Share	Units Sold	Share	Units Sold	Share	
PS2	11,749	5.4%	12,113	5.0%	11,916	5.0%	12,180	5.2%	12,406	4.7%	12,602	4.3%	19,859	6.5%	14,956	5.8%	442,287
GC																	5,710
GBA SP	515	0.2%	464	0.2%	408	0.2%	615	0.3%	539	0.2%	426	0.1%	513	0.2%	476	0.2%	23,153
DS	229	0.1%	215	0.1%	188	0.1%	278	0.1%	225	0.1%	186	0.1%	239	0.1%	188	0.1%	11,541
PSP	26,044	11.9%	26,446	10.9%	26,348	11.0%	28,974	12.3%	27,772	10.4%	30,203	10.4%	38,609	12.7%	35,181	13.6%	1,102,452
GBM	371	0.2%	441	0.2%	405	0.2%	654	0.3%	634	0.2%	455	0.2%	525	0.2%	658	0.3%	24,935
Xbox 360	2,296	1.0%	2,664	1.1%	2,873	1.2%	3,031	1.3%	7,654	2.9%	4,058	1.4%	4,318	1.4%	3,355	1.3%	130,238
DS Lite	112,080	51.1%	128,543	53.1%	116,825	48.8%	114,780	48.8%	136,168	51.0%	166,362	57.3%	153,120	50.2%	119,636	46.3%	3,986,823
PS3	8,189	3.7%	9,984	4.1%	10,195	4.3%	10,756	4.6%	11,012	4.1%	9,665	3.3%	12,677	4.2%	13,402	5.2%	529,633
Wii	57,654	26.3%	61,339	25.3%	70,222	29.3%	64,039	27.2%	70,356	26.4%	66,357	22.9%	75,010	24.6%	70,798	27.4%	1,920,813
Total	219,127	100.0%	242,209	100.0%	239,380	100.0%	235,307	100.0%	266,766	100.0%	290,314	100.0%	304,870	100.0%	258,650	100.0%	



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

Units Sold	4th wk	1st wk / Apr	2nd wk	3rd wk	4th wk	5th wk	1st wk / May	2nd wk	3rd wk	4th wk	1st wk / June	2nd wk	3rd wk	4th wk	1st wk / July	2nd wk
PS2	15,434	16,353	14,167	12,951	11,162	13,040	17,333	11,854	11,749	12,113	11,916	12,180	12,406	12,602	19,859	14,956
GC	310	258	0													
Xbox 360	3,616	3,774	3,583	3,354	2,853	3,530	3,753	2,369	2,296	2,664	2,873	3,031	7,654	4,058	4,318	3,355
PS3	18,391	17,289	14,820	13,539	10,899	14,700	18,186	8,962	8,189	9,984	10,195	10,756	11,012	9,665	12,677	13,402
Wii	87,704	40,798	44,520	62,361	65,093	74,950	77,077	55,724	57,654	61,339	70,222	64,039	70,356	66,357	75,010	70,798

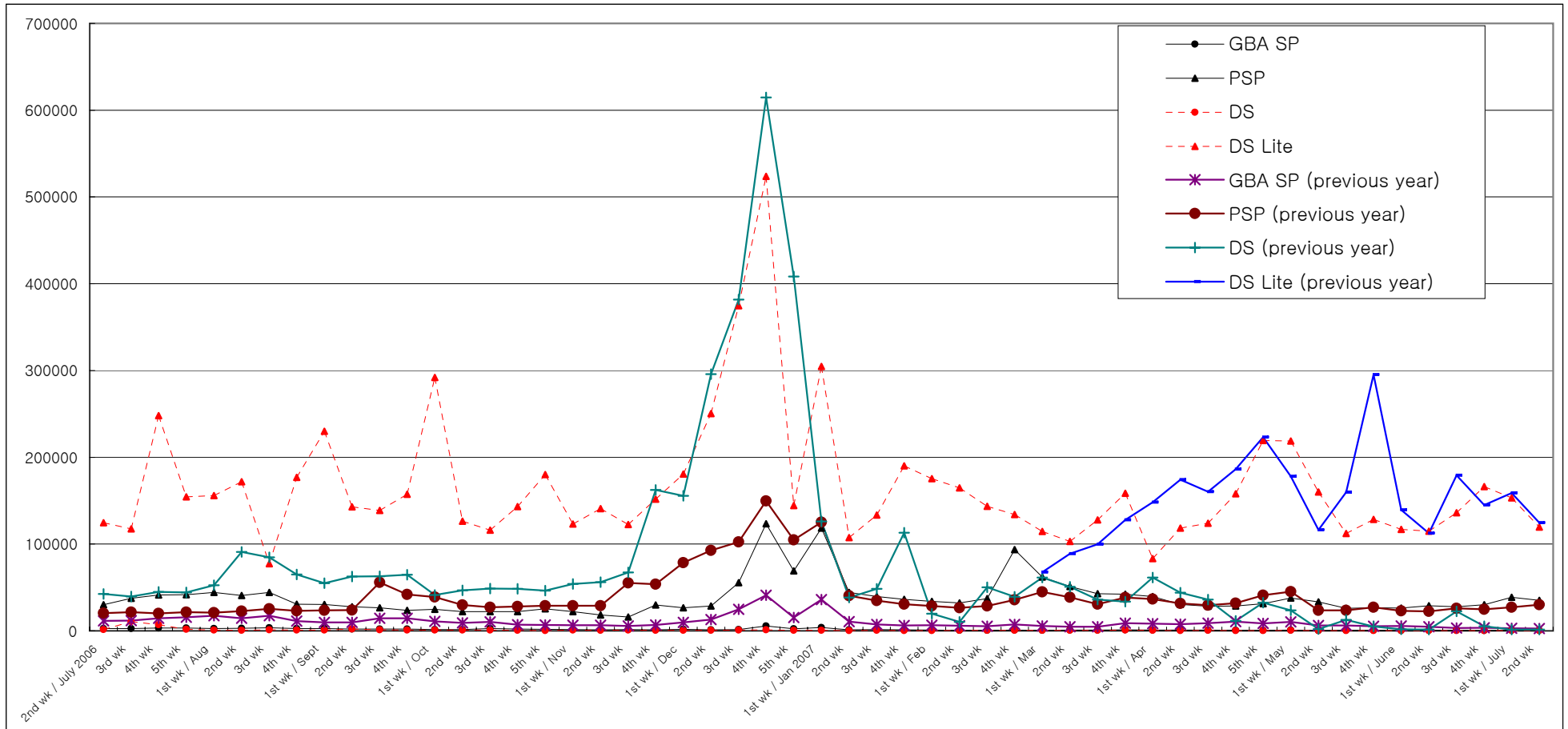
PS2 (previous year)	42,881	36,574	31,189	30,005	24,827	29,216	33,654	21,778	20,360	21,827	20,557	20,661	22,399	24,579	24,556	20,889
GC (previous year)	1,539	1,592	1,266	1,113	1,087	1,265	1,910	1,406	1,221	1,056	970	1,106	1,312	1,015	929	919
Xbox 360 (previous year)	1,550	2,636	1,752	1,780	2,852	2,742	2,021	1,496	1,415	1,218	1,095	1,143	1,475	1,315	1,676	1,191
PS3 (previous year)																
Wii (previous year)																



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

Units Sold	4th wk	1st wk / Apr	2nd wk	3rd wk	4th wk	5th wk	1st wk / May	2nd wk	3rd wk	4th wk	1st wk / June	2nd wk	3rd wk	4th wk	1st wk / July	2nd wk
GBA SP	1,118	909	1,033	739	524	544	764	398	515	464	408	615	539	426	513	476
PSP	42,226	39,422	30,308	28,476	28,717	31,368	37,745	33,438	26,044	26,446	26,348	28,974	27,772	30,203	38,609	35,181
DS	889	682	383	498	323	325	489	303	229	215	188	278	225	186	239	188
DS Lite	158,609	83,218	118,391	124,038	157,866	219,331	218,802	160,009	112,080	128,543	116,825	114,780	136,168	166,362	153,120	119,636

GBA SP (previous year)	8,922	8,394	7,817	8,926	10,589	8,581	10,308	6,125	6,054	5,178	5,487	4,577	3,280	3,538	3,026	2,516
PSP (previous year)	38,321	36,713	31,723	29,586	31,781	40,911	45,191	23,660	23,577	27,191	23,105	22,529	25,842	24,801	27,272	30,092
DS (previous year)	33,713	61,500	44,109	36,041	11,438	32,442	23,728	2,032	12,608	5,018	1,645	1,616	22,563	5,413	1,502	1,425
DS Lite (previous year)	127,911	148,295	174,102	160,340	186,334	223,296	178,156	116,259	159,791	295,103	139,420	112,516	179,093	144,919	158,890	124,639

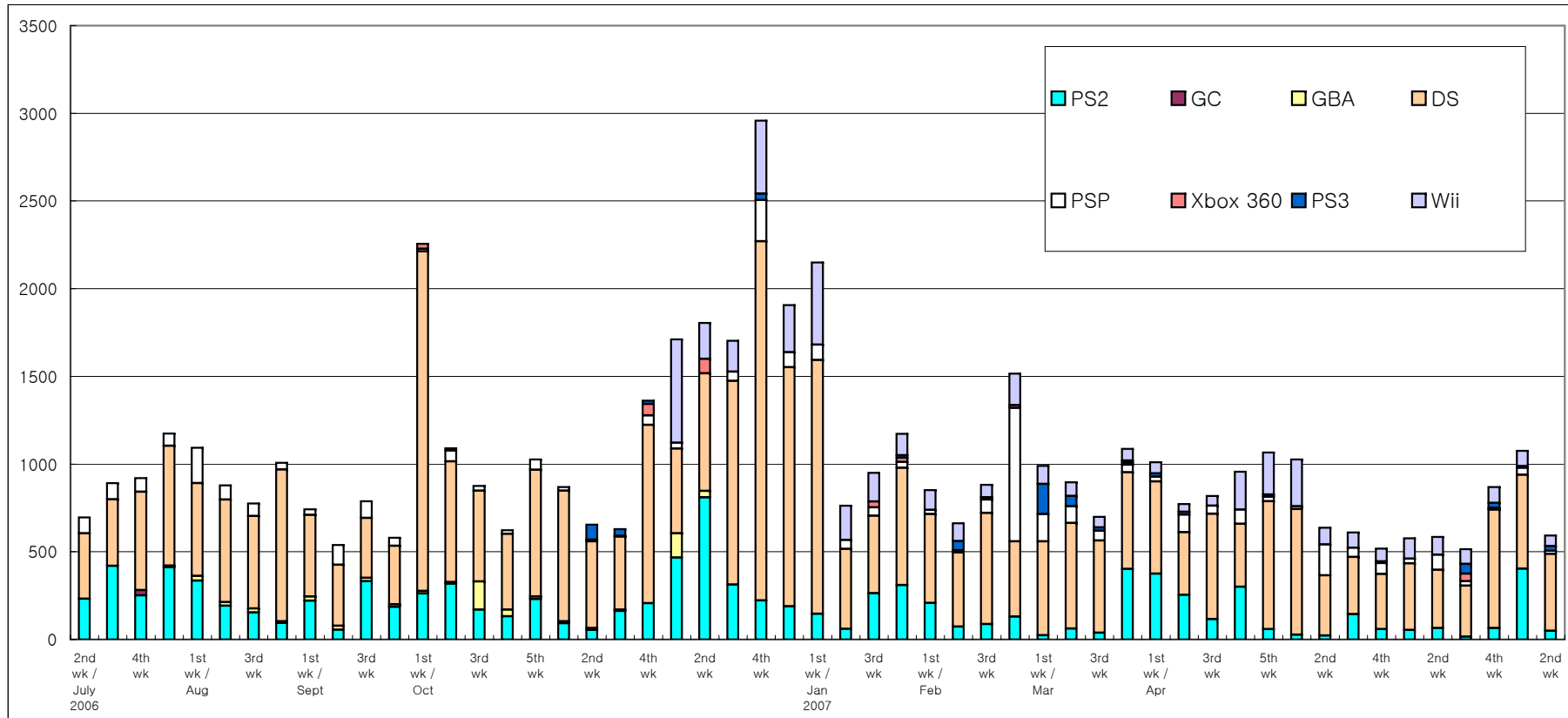


# Software Sales/Share for Each Platform

\*Only covering titles ranked in the TOP 30

Unit: K = 1000

	5/14-5/20		5/21-5/27		5/28-6/3		6/4-6/10		6/11-6/17		6/18-6/24		6/25-7/1		7/2-7/8		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	144.1	23.6%	59.5	11.5%	53.3	9.2%	65.2	11.1%	16.5	3.2%	65.9	7.6%	402.8	37.4%	49.0	8.3%	3,813.1
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	326.1	53.4%	314.6	60.8%	379.7	65.8%	331.8	56.7%	290.4	56.4%	675.1	77.7%	535.7	49.8%	438.7	74.1%	14,145.6
PSP	53.1	8.7%	61.3	11.8%	27.7	4.8%	86.0	14.7%	24.8	4.8%	0.0	0.0%	39.5	3.7%	16.7	2.8%	2,220.5
Xbox 360	0.0	0.0%	9.9	1.9%	0.0	0.0%	0.0	0.0%	43.6	8.5%	9.0	1.0%	0.0	0.0%	0.0	0.0%	161.7
PS3	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	55.0	10.7%	28.9	3.3%	10.2	1.0%	27.2	4.6%	495.5
Wii	87.6	14.3%	72.3	14.0%	116.5	20.2%	101.9	17.4%	84.2	16.4%	89.6	10.3%	87.4	8.1%	60.8	10.3%	3,414.5
Total	610.8	100.0%	517.5	100.0%	577.2	100.0%	584.8	100.0%	514.5	100.0%	868.5	100.0%	1,075.7	100.0%	592.4	100.0%	





# Market Scale Transition

Unit: 100 million yen	4th wk	1st wk / Apr	2nd wk	3rd wk	4th wk	5th wk	1st wk / May	2nd wk	3rd wk	4th wk	1st wk / June	2nd wk	3rd wk	4th wk	1st wk / July	2nd wk	2007 to Date
Hardware	65.5	42.4	45.1	48.7	52.6	68.1	71.7	50.7	42.0	46.5	46.8	46.1	52.0	54.4	58.7	51.3	1,647.2
Software	80.9	78.7	60.0	57.7	69.3	75.3	75.7	44.0	44.9	41.5	44.2	43.9	41.6	57.9	78.5	46.3	1,777.2
Total	146.4	121.0	105.1	106.4	121.9	143.5	147.4	94.7	86.9	88.0	91.0	90.0	93.6	112.3	137.2	97.6	3,424.4

Hardware (previous year)	43.2	48.6	47.6	43.7	45.7	55.7	49.3	28.8	36.6	56.9	31.6	27.4	41.4	33.9	36.1	30.8
Software (previous year)	78.6	76.2	51.6	39.3	60.5	87.3	60.0	36.7	33.4	76.6	40.7	38.1	37.7	58.0	44.2	43.5
Total (previous year)	121.8	124.9	99.2	83.0	106.2	143.0	109.3	65.6	70.0	133.5	72.3	65.4	79.2	91.9	80.3	74.2

