

# *Famitsu Marketing Data Service*

Data Collected by Famitsu: from July 9 to July 15, 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 cr 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	Dragon Quest Sword: Kamen no Joou to Kagami no Tou Dragon Quest Swords: The Masked Queen and the Tower of Mirrors	SQUARE ENIX	07-12-07	¥6,800	Act/RPG	302,066	424,946	302,066	71.1%	122.9K
2	1	2	DS	Zelda no Densetsu: Mugen no Sunadokei The Legend of Zelda: Phantom	Nintendo	06-23-07	¥4,800	Act/RPG	70,610	648,437	602,244	92.9%	46.2-72.4K
3	NEW	-	DS	Ganbaru Watashi no Kakei Diary	Nintendo	07-12-07	¥3,800	Other	50,550	63,423	50,550	79.7%	12.9K
4	6	7	Wii	Wii Sports	Nintendo	12-02-06	¥4,800	Act	38,263	1,780,239	1,748,897	98.2%	31.3-91.2K
5	4	4	DS	Miru Chikara wo Jissen de Kitaeru: DS Mejikara Training Medicara	Nintendo	05-31-07	¥3,800	Other	33,113	483,293	423,144	87.6%	60.1-85.3K
6	NEW	-	DS	Rockman ZX Advent Mega Man ZX Advent	CAPCOM	07-12-07	¥5,040	Act	27,634	49,879	27,634	55.4%	22.2K
7	2	-	DS	Sakasete! Chibi-Robo! Chibi-Robo: Park Patrol	Nintendo	07-05-07	¥4,800	Act/Adv	27,496	133,150	77,898	58.5%	44.9-55.3K
8	3	1	PS2	Super Robot Taisen OG - Original Generations	BANPRESTO	06-28-07	¥7,329	Sim/RPG	24,752	427,953	406,119	94.9%	14.5-21.8K
9	12	13	Wii	Hajimete no Wii Wii Play	Nintendo	12-02-06	¥4,800	Other	23,249	1,386,758	1,353,985	97.6%	32.8-94.1K
10	NEW	-	DS	Kaite Shabette Hajimeyo! Monster Farm DS Monster Rancher DS	TECMO	07-12-07	¥5,040	Sim	20,152	33,446	20,152	60.3%	13.3K
11	11	14	DS	New Super Mario Bros.	Nintendo	05-25-06	¥4,800	Act	18,569	4,676,382	4,642,403	99.3%	34-76.5K
12	5	3	DS	Itadaki Street DS	SQUARE ENIX	06-21-07	¥5,040	Board	17,638	273,728	257,563	94.1%	15.6-16.2K
13	9	11	DS	Eigo ga Nigate na Otona no DS Training Motto Eigo-zuke	Nintendo	03-29-07	¥3,800	Other	17,566	440,006	400,892	91.1%	9.1-104.9K
14	10	12	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	17,258	4,534,176	4,508,451	99.4%	25.7-87.4K

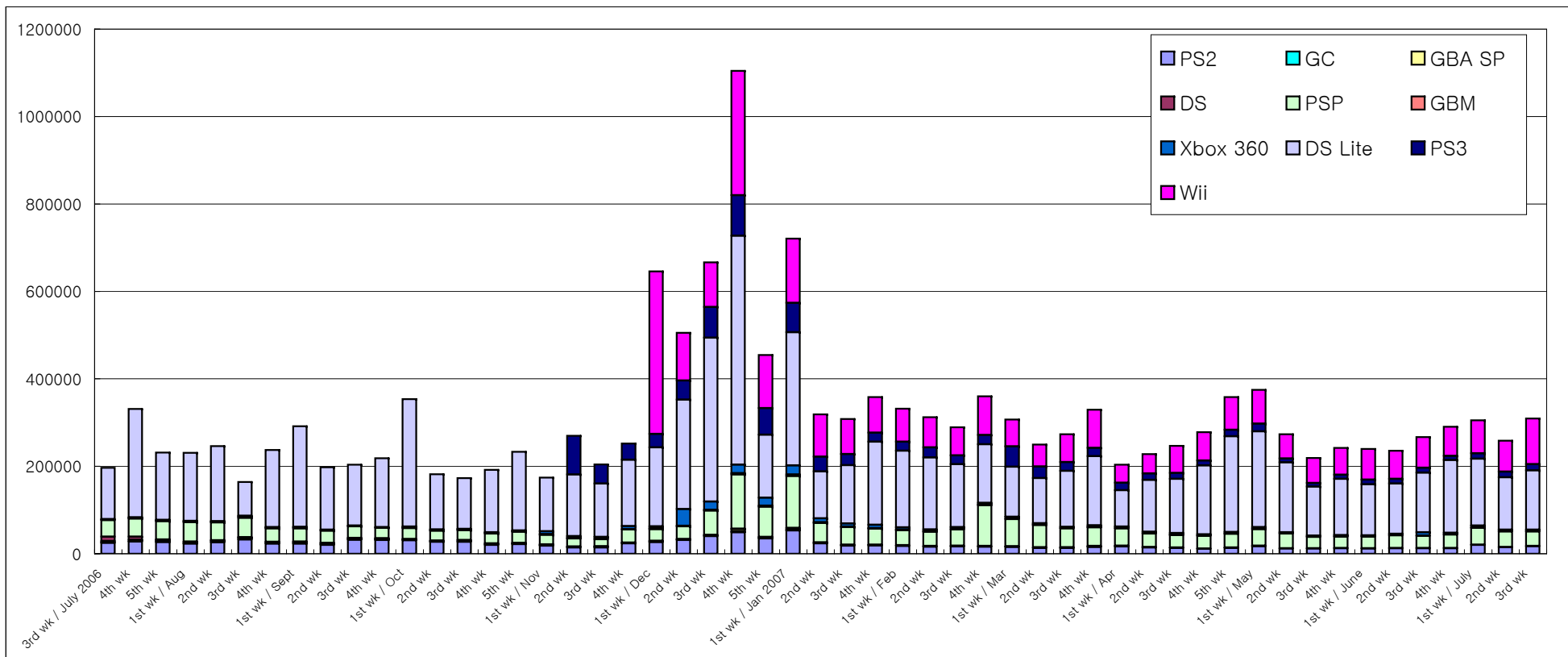
15	NEW	-	PS2	Pop'n Music 14 Fever!	KONAMI	07-12-07	¥7,329	Sim	16,844	25,350	16,844	66.4%	8.5K
16	14	16	DS	Mario Kart DS	Nintendo	12-08-05	¥4,800	Act	16,727	2,302,165	2,281,814	99.1%	20.4-61.5K
17	NEW	-	DS	Kirarin Revolution: Mezase! Idol Queen	KONAMI	07-12-07	¥5,229	Adv	16,094	61,667	16,094	26.1%	45.6K
18	19	23	DS	Pocket Monster Diamond/Pearl	Pokemon	09-28-06	¥4,800	RPG	16,073	5,270,709	5,225,505	99.1%	5.2-117.8K
19	NEW	-	DS	Soroban DS	Four Winds	07-12-07	¥4,095	Other	15,713	19,158	15,713	82.0%	3.4K
20	16	18	DS	Oide yo Dobutsu no Mori Animal Crossing: Wild World	Nintendo	11-23-05	¥4,800	Other	15,176	4,240,075	4,214,900	99.4%	25.2-60.3K
21	17	20	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	13,084	3,439,732	3,416,242	99.3%	23.5-67.1K
22	18	19	DS	Eigo ga Nigate na Otona no DS Training Eigo-zuke	Nintendo	01-26-06	¥3,800	Other	12,730	1,913,407	1,894,488	99.0%	18.9-48.9K
23	15	9	Wii	Donkey Kong Taru Jet Race DK Bongo Blast	Nintendo	06-28-07	¥5,800	Act	11,654	75,611	53,001	70.1%	22.6-39.2K
24	NEW	-	DS	Saiyuki: Kinkaku, Ginkaku no Inbo	D3 PUBLISHER	07-12-07	¥3,990	Act	11,153	14,165	11,153	78.7%	3K
25	13	6	PSP	Ratchet & Clank 5: Gekitotsu! Dodeka Ginga no MiriMiri Gundan Ratchet & Clank: Size Matters	SCEJ (SONY)	06-28-07	¥4,980	Act	10,271	77,087	66,524	86.3%	10.6-11.8K
26	7	-	PS3	Boku no Natsuyasumi 3: Kitaguni-hen - Chiisana Boku no Daisogen	SCEJ (SONY)	07-05-07	¥5,980	Adv	9,567	65,835	36,775	55.9%	17.8-29.1K
27	NEW	-	PS2	Memories Off #5 Encore	KID	07-12-07	¥5,040	Adv	8,613	13,646	8,613	63.1%	5K
28	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	7,972	499,053	486,448	97.5%	12.6-27.5K
29	28	30	DS	Momotaro Dentetsu DS: Tokyo & Japan	Hudson	04-26-07	¥5,040	Board	7,725	284,491	270,135	95.0%	14.4-31.1K
30	20	8	DS	Kiku! Kaku! Kotoba wo Fuyasu! Hajimete no Eigo Training - EiTore	Benesse Corporation	06-28-07	¥3,990	Other	7,364	63,778	46,363	72.7%	17.4-23.1K

## 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	Death Note: L wo Tsugu Mono	KONAMI	07-12-07	¥5,229	Adv	7,290	25.1%	29,010	21.7K
XB360	Ghost Recon Advanced Warfighter 2 Tom Clancy's Ghost Recon Advanced Warfighter 2	Ubisoft	07-12-07	¥7,140	Act/Sht	7,227	54.8%	13,183	6.K
PS2	Grand Theft Auto: San Andreas [Best Price!]	CAPCOM	07-12-07	¥3,140	Act	3,770	47.5%	7,934	4.2K
PS2	Izumo Zero: Yokohama Ayakashi Emaki	SUCCESS	07-12-07	¥7,140	Sim	2,292	49.9%	4,593	2.3K
DS	Pururun! Shizuku-chan Meiro no Mori no Dobutsu-tachi	Marvelous Entertainment	07-12-07	¥5,040	Act	1,577	20.9%	7,556	6.K
DS	Quiz & Touch-Kensaku Mushi-Zukan DS: Mushi wo Sagaso, Shirabeyo	Spike	07-12-07	¥3,990	Other	1,409	12.0%	11,738	10.3K
PS2	Makai Senki Disgaea [PlayStation 2 the Best] Disgaea: Hour of Darkness	NIPPON ICHI SOFTWARE	07-12-07	¥2,940	Sim/RPG	1,378	23.4%	5,882	4.5K
PSP	Tekken: Dark Resurrection [PSP the Best]	NAMCO BANDAI Games	07-12-07	¥2,800	Act	1,277	27.5%	4,639	3.4K
PS2	True Crime: New York City [PlayStation 2 the Best]	Spike	07-12-07	¥2,800	Act/Adv	1,230	32.3%	3,811	2.6K
PS2	Grand Theft Auto: Vice City [Best Price!]	CAPCOM	07-12-07	¥2,090	Act	789	18.8%	4,195	3.4K
PS2	Grand Theft Auto III [Best Price!]	CAPCOM	07-12-07	¥2,090	Act	556	15.0%	3,703	3.1K
DS	Biz-Noryoku DS Series: Miryoku-Kaikaku	KOKUYO	07-12-07	¥3,990	Other	382	8.2%	4,657	4.3K
PS2	Inaka-Gurashi: Minami no Shima no Monogatari [Super Best Collection]	Marvelous Entertainment	07-12-07	¥1,890	Adv	226	18.5%	1,219	1.K

# Hardware Sales/Share

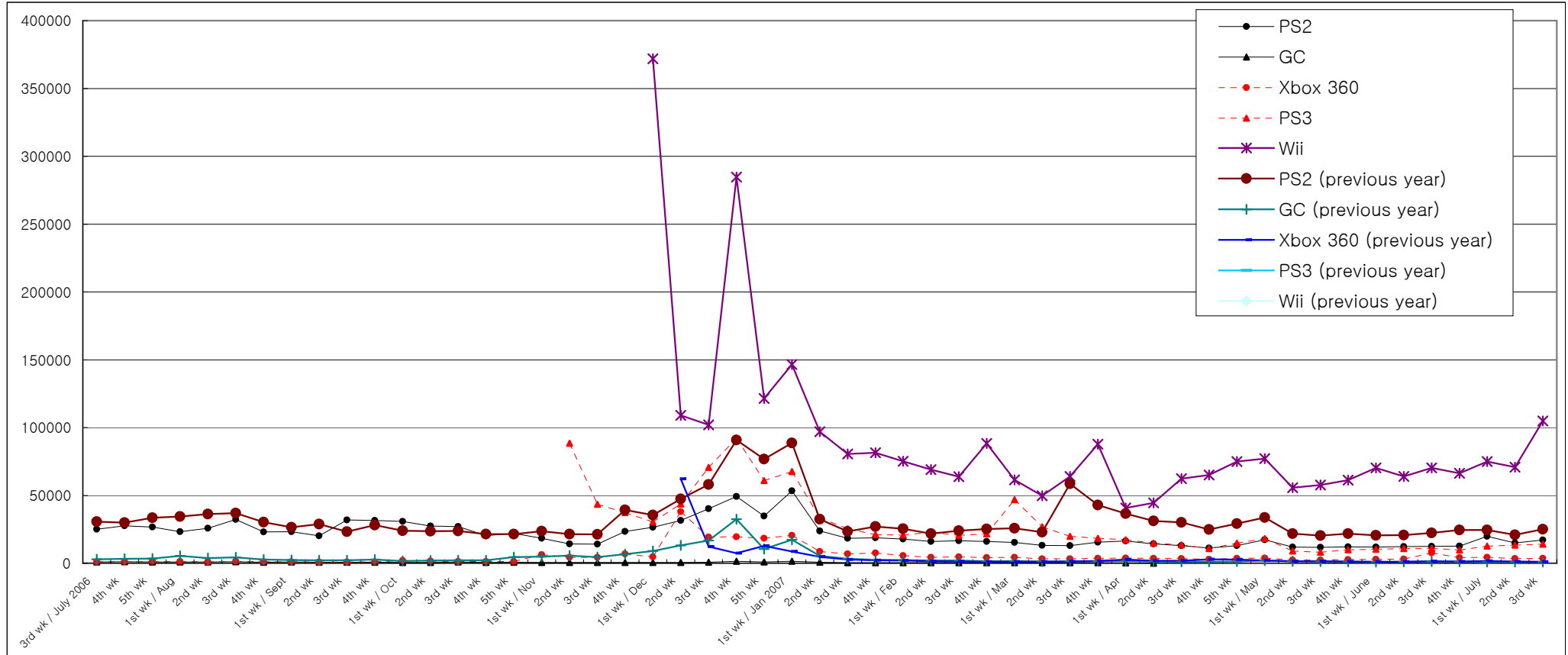
	5/21-5/27		5/28-6/3		6/4-6/10		6/11-6/17		6/18-6/24		6/25-7/1		7/2-7/8		7/9-7/15		2007 to Date
	Units Sold	Share	Units Sold	Share	Units Sold	Share	Units Sold	Share	Units Sold	Share	Units Sold	Share	Units Sold	Share	Units Sold	Share	
PS2	12,113	5.0%	11,916	5.0%	12,180	5.2%	12,406	4.7%	12,602	4.3%	19,859	6.5%	14,956	5.8%	17,041	5.5%	459,328
GC																	5,710
GBA SP	464	0.2%	408	0.2%	615	0.3%	539	0.2%	426	0.1%	513	0.2%	476	0.2%	388	0.1%	23,541
DS	215	0.1%	188	0.1%	278	0.1%	225	0.1%	186	0.1%	239	0.1%	188	0.1%	155	0.1%	11,696
PSP	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%	32,935	10.6%	1,135,387
GBM	441	0.2%	405	0.2%	654	0.3%	634	0.2%	455	0.2%	525	0.2%	658	0.3%	539	0.2%	25,474
Xbox 360	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%	3,640	1.2%	133,878
DS Lite	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%	135,791	43.9%	4,122,614
PS3	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%	14,143	4.6%	543,776
Wii	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%	104,897	33.9%	2,025,710
Total	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%	309,529	100.0%	



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

Units Sold	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	3rd wk
PS2	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	17,041
GC	258	0														
Xbox 360	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	3,640
PS3	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	14,143
Wii	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	104,897

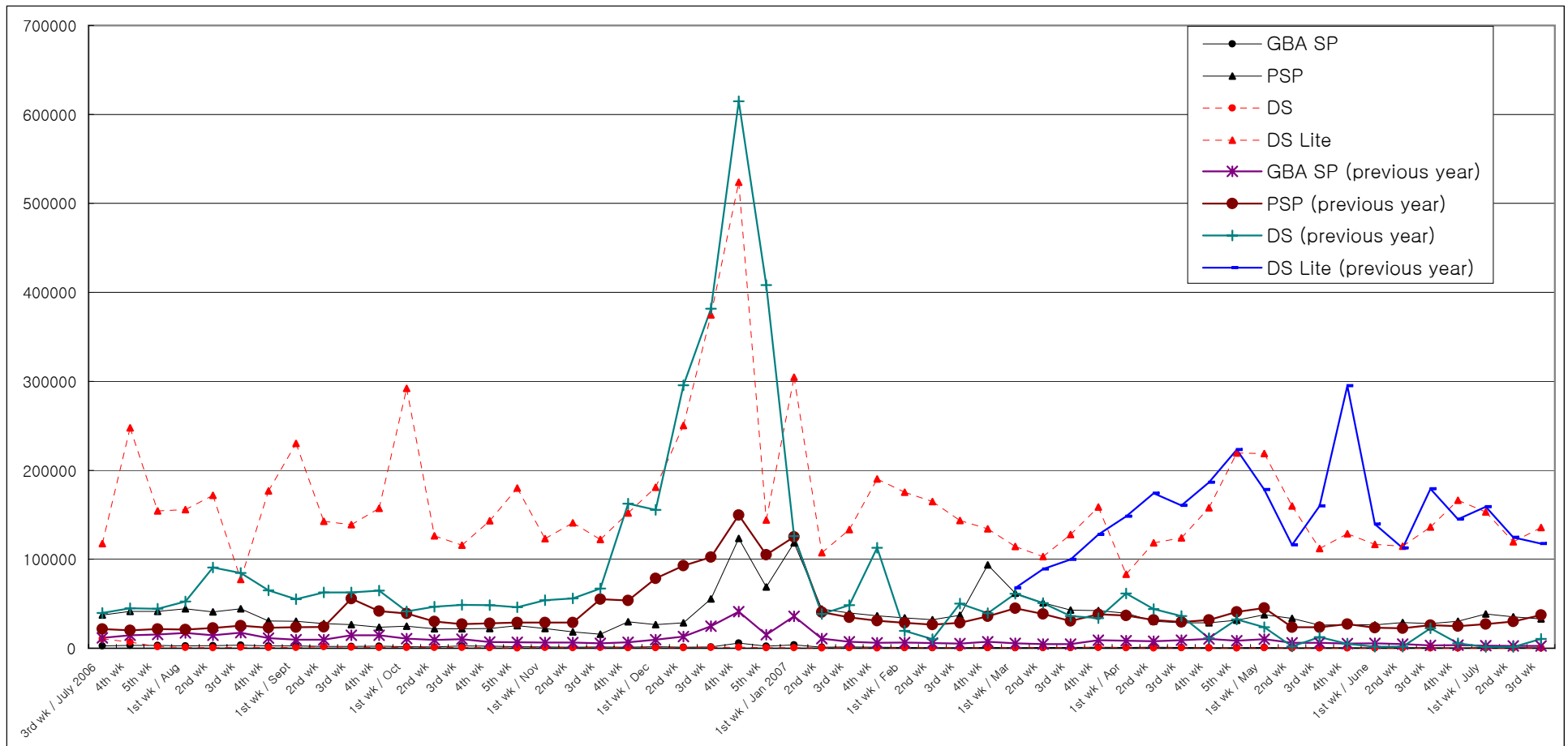
PS2 (previous year)	36,574	31,189	30,005	24,827	29,216	33,654	21,778	20,360	21,827	20,557	20,661	22,399	24,579	24,556	20,889	25,085
GC (previous year)	1,592	1,266	1,113	1,087	1,265	1,910	1,406	1,221	1,056	970	1,106	1,312	1,015	929	919	905
Xbox 360 (previous year)	2,636	1,752	1,780	2,852	2,742	2,021	1,496	1,415	1,218	1,095	1,143	1,475	1,315	1,676	1,191	1,020
PS3 (previous year)																
Wii (previous year)																



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

Units Sold	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	3rd wk
GBA SP	909	1,033	739	524	544	764	398	515	464	408	615	539	426	513	476	388
PSP	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	32,935
DS	682	383	498	323	325	489	303	229	215	188	278	225	186	239	188	155
DS Lite	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	135,791

GBA SP (previous year)	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	2,723
PSP (previous year)	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	37,386
DS (previous year)	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	10,536
DS Lite (previous year)	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	117,454

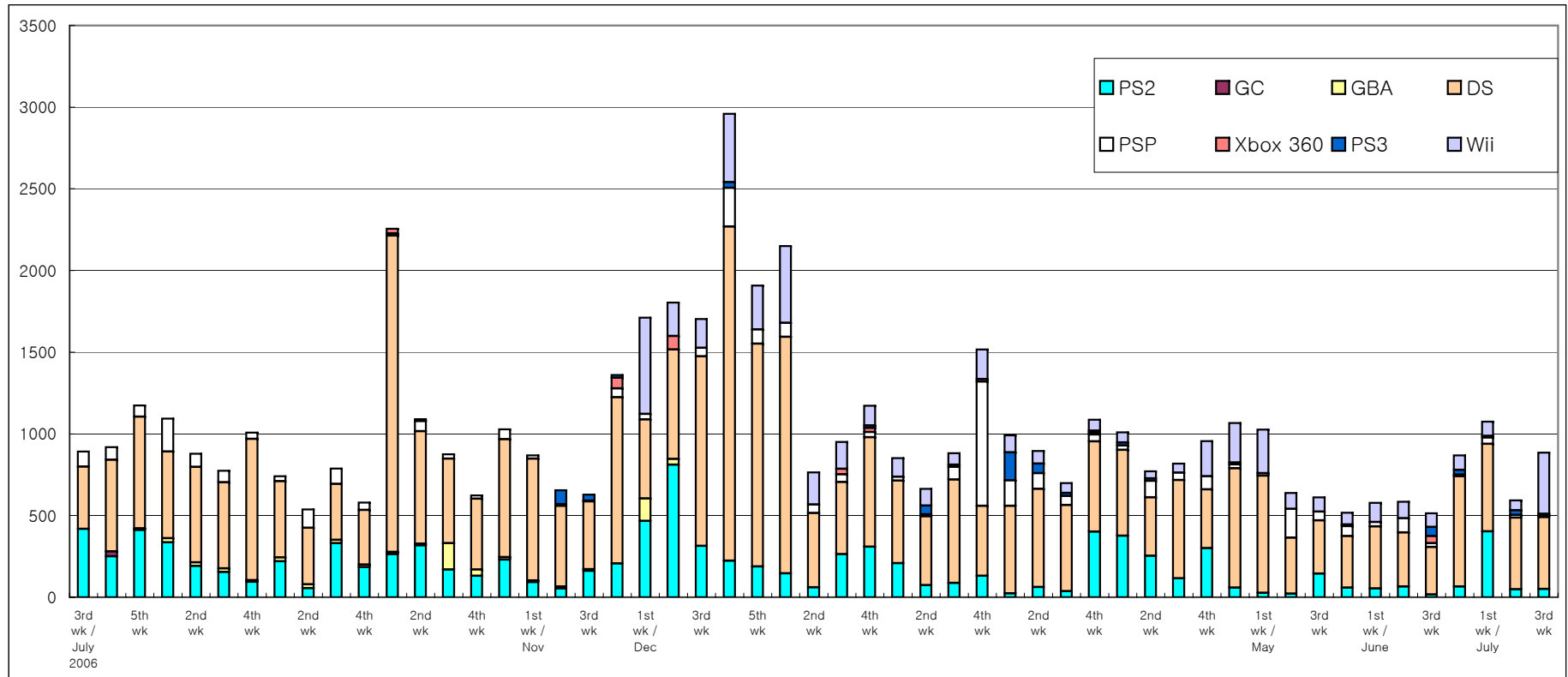


### Software Sales/Share for Each Platform

\*Only covering titles ranked in the TOP 30

Unit: K = 1000

	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		7/9-7/15		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	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%	50.2	5.7%	3,863.3
GC													0.0	0.0%			
GBA													0.0	0.0%			
DS	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%	440.4	49.7%	14,586.0
PSP	61.3	11.8%	27.7	4.8%	86.0	14.7%	24.8	4.8%			39.5	3.7%	16.7	2.8%	10.3	1.2%	2,230.8
Xbox 360	9.9	1.9%					43.6	8.5%	9.0	1.0%			0.0	0.0%			161.7
PS3							55.0	10.7%	28.9	3.3%	10.2	1.0%	27.2	4.6%	9.6	1.1%	505.1
Wii	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%	375.2	42.4%	3,789.7
Total	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%	885.7	100.0%	





# Market Scale Transition

Unit: 100 million yen	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	3rd wk	2007 to Date
Hardware	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	61.9	1,709.1
Software	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	64.3	1,841.4
Total	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	126.2	3,550.5

Hardware (previous year)	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	33.3
Software (previous year)	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	55.6
Total (previous year)	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	88.9

