

# *Famitsu Marketing Data Service*

Data Collected by Famitsu: from July 16 to July 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 ct 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	-	PS2	Jikkyo Powerful Pro Yakyu 14	KONAMI	07-19-07	¥7,329	Act/Sim	147,993	247,354	147,993	59.8%	99.4K
2	1	-	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	66,725	469,760	368,791	78.5%	85.8-101K
3	NEW	-	Wii	Jikkyo Powerful Pro Yakyu Wii	KONAMI	07-19-07	¥7,329	Act/Sim	46,280	104,831	46,280	44.1%	58.6K
4	2	1	DS	Zelda no Densetsu: Mugen no Sunadokei The Legend of Zelda: Phantom	Nintendo	06-23-07	¥4,800	Act/RPG	45,546	697,773	647,790	92.8%	50-57K
5	4	6	Wii	Wii Sports	Nintendo	12-02-06	¥4,800	Act	34,843	1,823,358	1,783,740	97.8%	39.6-98.5K
6	NEW	-	DS	Kochu Ouja MushiKing: Super Collection	SEGA	07-19-07	¥6,090	Card	31,872	82,848	31,872	38.5%	51K
7	NEW	-	DS	Naruto: Shippu-den Saikyo Ninja Daikesshu 5 Kessen! "Akatsuki"	TAKARATOMY	07-19-07	¥5,040	Act	28,290	89,491	28,290	31.6%	61.2K
8	5	4	DS	Miru Chikara wo Jissen de Kitaeru: DS Mejikara Training Medicara	Nintendo	05-31-07	¥3,800	Other	24,689	507,399	447,833	88.3%	59.6-84.5K
9	9	12	Wii	Hajimete no Wii Wii Play	Nintendo	12-02-06	¥4,800	Other	23,678	1,419,866	1,377,663	97.0%	2.2-101.3K
10	3	-	DS	Ganbaru Watashi no Kakei Diary	Nintendo	07-12-07	¥3,800	Other	21,202	75,913	71,752	94.5%	4.2-4.6K
11	7	2	DS	Sakasete! Chibi-Robo! Chibi-Robo: Park Patrol	Nintendo	07-05-07	¥4,800	Act/Adv	18,316	139,517	96,214	69.0%	43.3-44.4K
12	13	9	DS	Eigo ga Nigate na Otona no DS Training Motto Eigo-zuke	Nintendo	03-29-07	¥3,800	Other	18,086	454,597	418,978	92.2%	5.6-123.8K
13	11	11	DS	New Super Mario Bros.	Nintendo	05-25-06	¥4,800	Act	17,971	4,698,520	4,660,374	99.2%	38.1-86.4K
14	NEW	-	DS	Tantei Jinguji Saburo DS: Inishie no Kioku	ARC SYSTEM WORKS	07-19-07	¥3,990	Adv	17,664	27,817	17,664	63.5%	10.2K

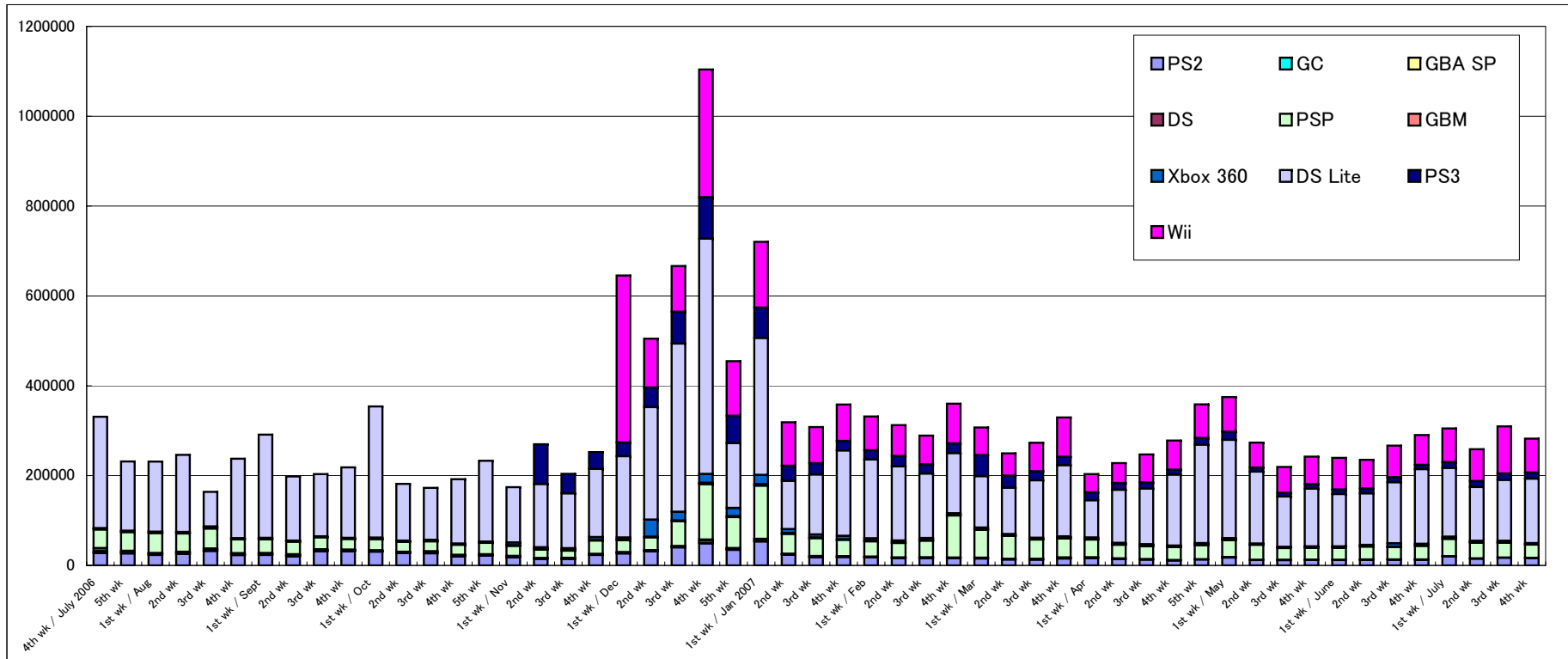
15	14	10	DS	Tohoku Daigaku Mirai-Kagaku-Gijutsu-Kyodo-Kenkyu-Center Kawashima Ryuta Kyoju Kanshu: Motto Nou wo Kitaeru Otona no DS Training Brain Age 2: More Training in Minutes a Day	Nintendo	12-29-05	¥2,800	Other	16,817	4,554,043	4,525,268	99.4%	8.8-104.6K
16	18	19	DS	Pocket Monster Diamond/Pearl	Pokemon	09-28-06	¥4,800	RPG	16,010	5,308,001	5,241,515	98.7%	6.5-141.6K
17	16	14	DS	Mario Kart DS	Nintendo	12-08-05	¥4,800	Act	16,006	2,325,802	2,297,820	98.8%	28-65.9K
18	20	16	DS	Oide yo Dobutsu no Mori Animal Crossing: Wild World	Nintendo	11-23-05	¥4,800	Other	15,775	4,256,748	4,230,675	99.4%	26.1-71.9K
19	22	18	DS	Eigo ga Nigate na Otona no DS Training Eigo-zuke	Nintendo	01-26-06	¥3,800	Other	12,427	1,930,833	1,906,915	98.8%	23.2-23.9K
20	21	17	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	11,863	3,449,010	3,428,105	99.4%	20.9-25.1K
21	12	5	DS	Itadaki Street DS	SQUARE ENIX	06-21-07	¥5,040	Board	11,464	284,737	269,027	94.5%	13.9-15.7K
22	8	3	PS2	Super Robot Taisen OG - Original Generations	BANPRESTO	06-28-07	¥7,329	Sim/RPG	11,311	432,612	417,430	96.5%	13.2-15.2K
23	6	-	DS	Rockman ZX Advent Mega Man ZX Advent	CAPCOM	07-12-07	¥5,040	Act	10,713	53,855	38,347	71.2%	15.5-16.9K
24	24	-	DS	Saiyuki: Kinkaku, Ginkaku no Inbo	D3 PUBLISHER	07-12-07	¥3,990	Act	8,983	23,686	20,136	85.0%	2.6-3.6K
25	NEW	-	Wii	Momotaro Dentetsu 16: Hokkaido Daiido no Maki!	Hudson	07-19-07	¥6,090	Board	8,058	26,129	8,058	30.8%	18.1K
26	17	-	DS	Kirarin Revolution: Mezase! Idol Queen	KONAMI	07-12-07	¥5,229	Adv	7,729	62,425	23,823	38.2%	37.8-38.6K
27	10	-	DS	Kaite Shabette Hajimeyo! Monster Farm DS Monster Rancher DS	TECMO	07-12-07	¥5,040	Sim	7,437	34,085	27,589	80.9%	6.5-7K
28	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	7,144	506,113	493,592	97.5%	12.5-28.6K
29	-	26	DS	Yoshi Island DS Yoshi's Island DS	Nintendo	03-08-07	¥4,800	Act	7,050	826,080	810,398	98.1%	15.7-29.3K
30	29	28	DS	Momotaro Dentetsu DS: Tokyo & Japan	Hudson	04-26-07	¥5,040	Board	6,829	288,590	276,964	96.0%	11.6-29K

## 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
PS2	Monster Hunter 2 (dos) [PlayStation 2 the Best]	CAPCOM	07-19-07	¥3,140	Act	5,194	28.1%	18,464	13.3K
PS2	Shonen Onmyoji: Tsubasa yo Ima, Ten e Kaere	KADOKAWA SHOTEN	07-19-07	¥7,140	Adv	4,304	48.0%	8,963	4.7K
PS2	Nodame Cantabile	BANPRESTO	07-19-07	¥6,279	Adv	4,032	23.6%	17,087	13.1K
PS2	Ultraman Fighting Evolution 3 [Banpresto Best]	BANPRESTO	07-19-07	¥2,940	Act	3,085	59.3%	5,198	2.1K
DS	Touch! Bomberman Land: Star Bomber no Miracle World	Hudson	07-19-07	¥5,040	Act/Adv	3,038	15.5%	19,661	16.6K
DS	Cosmetic Paradise	Global A Entertainment	07-19-07	¥3,990	Adv	2,930	27.1%	10,792	7.9K
PS2	Sengoku Basara Double Pack	CAPCOM	07-19-07	¥5,240	Act	2,130	42.3%	5,033	2.9K
DS	Sommelier DS	Electronic Arts	07-19-07	¥2,980	Other	1,947	25.3%	7,692	5.7K
PS2	Ultraman Fighting Evolution Rebirth [Banpresto Best]	BANPRESTO	07-19-07	¥2,940	Act	1,070	31.9%	3,352	2.3K
DS	Cinnamon Ball: KuruKuru Sweets Paradise	Rocket Company	07-19-07	¥5,040	Act	924	9.8%	9,387	8.5K
PSP	Ultraman Fighting Evolution 0 [Banpresto Best]	BANPRESTO	07-19-07	¥2,940	Act	545	14.8%	3,684	3.1K

# Hardware Sales/Share

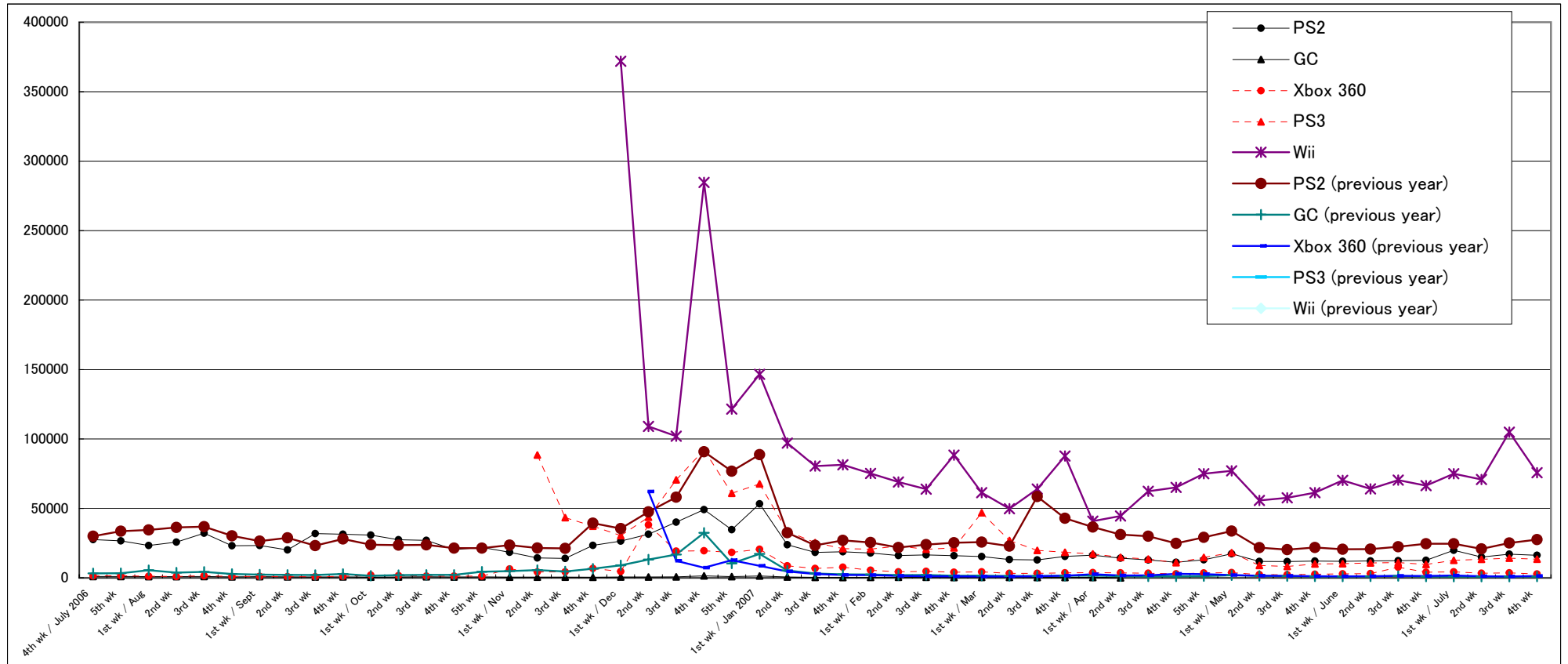
	5/28-6/3		6/4-6/10		6/11-6/17		6/18-6/24		6/25-7/1		7/2-7/8		7/9-7/15		7/16-7/22		2007 to Date
	Units Sold	Share	Units Sold	Share	Units Sold	Share	Units Sold	Share	Units Sold	Share	Units Sold	Share	Units Sold	Share	Units Sold	Share	
PS2	11,916	5.0%	12,180	5.2%	12,406	4.7%	12,602	4.3%	19,859	6.5%	14,956	5.8%	17,041	5.5%	16,233	5.8%	475,561
GC																	5,710
GBA SP	408	0.2%	615	0.3%	539	0.2%	426	0.1%	513	0.2%	476	0.2%	388	0.1%	571	0.2%	24,112
DS	188	0.1%	278	0.1%	225	0.1%	186	0.1%	239	0.1%	188	0.1%	155	0.1%	128	0.0%	11,824
PSP	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%	29,268	10.4%	1,164,655
GBM	405	0.2%	654	0.3%	634	0.2%	455	0.2%	525	0.2%	658	0.3%	539	0.2%	656	0.2%	26,130
Xbox 360	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%	2,772	1.0%	136,650
DS Lite	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%	143,491	50.8%	4,266,105
PS3	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%	13,443	4.8%	557,219
Wii	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%	75,681	26.8%	2,101,391
Total	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%	282,243	100.0%	



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

Units Sold	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	4th wk
PS2	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	16,233
GC	0															
Xbox 360	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	2,772
PS3	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	13,443
Wii	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	75,681

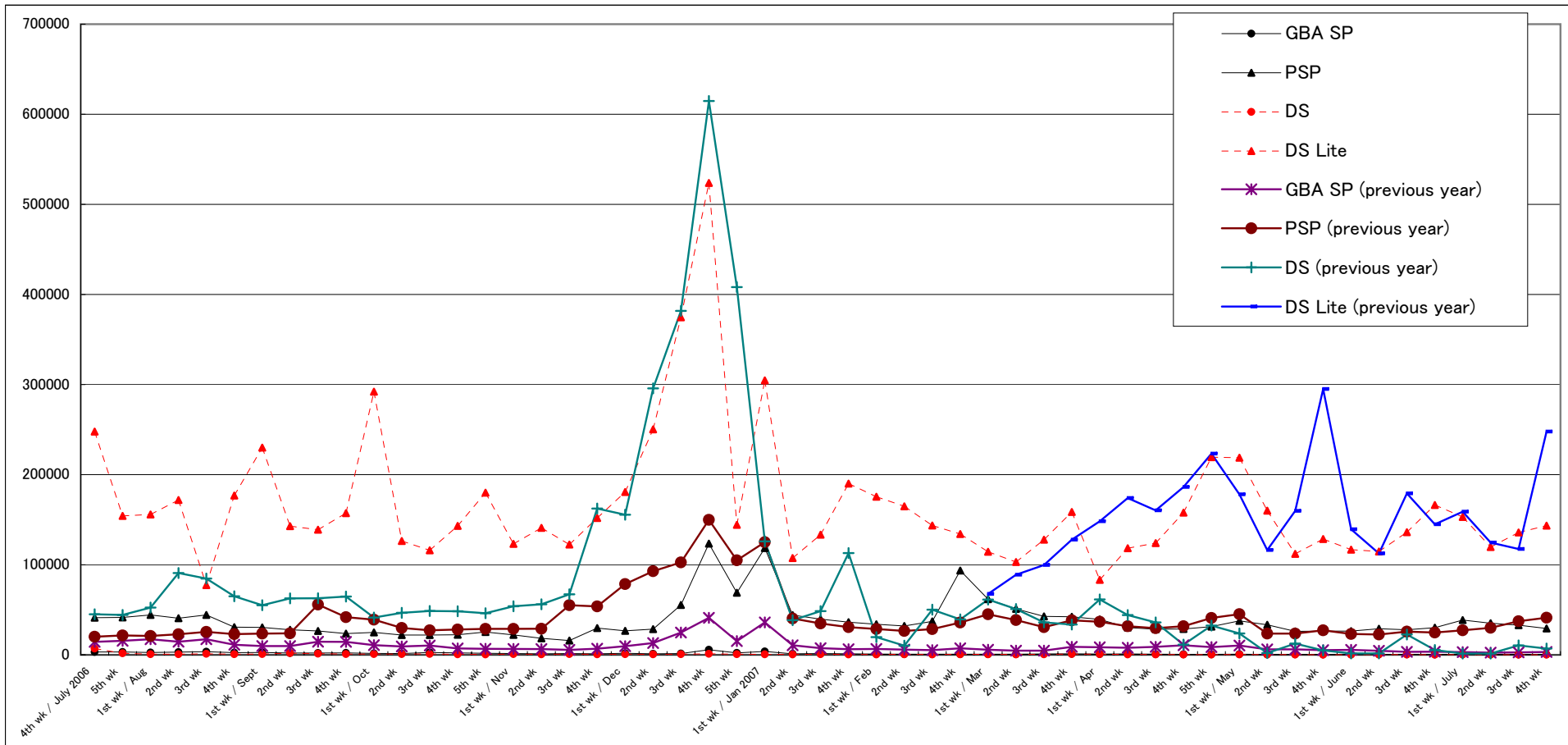
PS2 (previous year)	31,189	30,005	24,827	29,216	33,654	21,778	20,360	21,827	20,557	20,661	22,399	24,579	24,556	20,889	25,085	27,517
GC (previous year)	1,266	1,113	1,087	1,265	1,910	1,406	1,221	1,056	970	1,106	1,312	1,015	929	919	905	1,007
Xbox 360 (previous year)	1,752	1,780	2,852	2,742	2,021	1,496	1,415	1,218	1,095	1,143	1,475	1,315	1,676	1,191	1,020	1,317
PS3 (previous year)																
Wii (previous year)																



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

Units Sold	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	4th wk
GBA SP	1,033	739	524	544	764	398	515	464	408	615	539	426	513	476	388	571
PSP	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	29,268
DS	383	498	323	325	489	303	229	215	188	278	225	186	239	188	155	128
DS Lite	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	143,491

GBA SP (previous year)	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	3,201
PSP (previous year)	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	41,303
DS (previous year)	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	6,963
DS Lite (previous year)	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	247,864

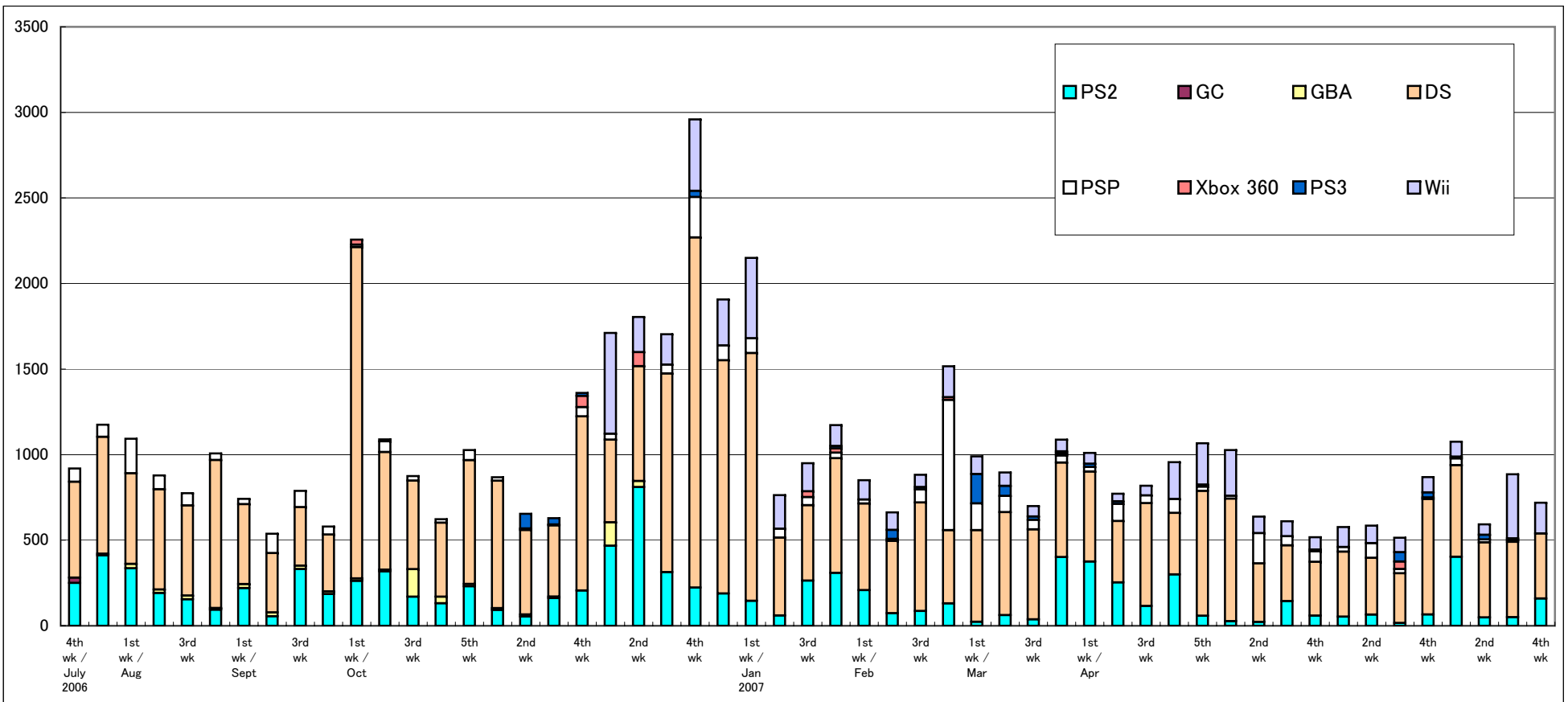


# Software Sales/Share for Each Platform

\*Only covering titles ranked in the TOP 30

Unit: K = 1000

	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		7/16-7/22		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	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%	159.3	22.2%	4,022.6
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	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%	379.9	52.9%	14,965.9
PSP	27.7	4.8%	86.0	14.7%	24.8	4.8%	0.0	0.0%	39.5	3.7%	16.7	2.8%	10.3	1.2%	0.0	0.0%	2,230.8
Xbox 360	0.0	0.0%	0.0	0.0%	43.6	8.5%	9.0	1.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	161.7
PS3	0.0	0.0%	0.0	0.0%	55.0	10.7%	28.9	3.3%	10.2	1.0%	27.2	4.6%	9.6	1.1%	0.0	0.0%	505.1
Wii	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%	179.6	25.0%	3,969.3
Total	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%	718.8	100.0%	





# Market Scale Transition

Unit: 100 million yen	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	4th wk	2007 to Date
Hardware	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	54.8	1,763.9
Software	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	56.9	1,898.3
Total	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	111.7	3,662.2

Hardware (previous year)	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	54.2
Software (previous year)	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	55.7
Total (previous year)	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	109.9

