

Famitsu Marketing Data Service

Data Collected by Famitsu: from August 13 to August 19, 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- 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	Wii	Mario Party 8	Nintendo	07-26-07	¥5,800	Board/Act	115,709	711,249	659,627	92.7%	51.6-59K
2	1	-	DS	SD Gundam G Generation: Cross Drive	NAMCO BANDAI Games	08-09-07	¥5,040	Sim	54,735	247,409	181,429	73.3%	36.4-66K
3	5	-	DS	Donkey Kong: Jungle Climber DK Jungle Climber	Nintendo	08-09-07	¥4,800	Act	42,511	137,989	80,740	58.5%	57.2-77.7K
4	4	2	PS2	J-League Winning Eleven 2007: Club Championship	KONAMI	08-02-07	¥7,329	Act	38,003	247,044	220,788	89.4%	26.3K
5	6	5	Wii	Wii Sports	Nintendo	12-02-06	¥4,800	Act	36,531	#####	#####	98.2%	35.1-43.4K
6	9	7	Wii	Hajimete no Wii Wii Play	Nintendo	12-02-06	¥4,800	Other	30,490	#####	#####	97.5%	38.4-48.6K
7	20	-	DS	Ganbaru Watashi no Kakei Diary	Nintendo	07-12-07	¥3,800	Other	28,475	164,916	121,940	73.9%	42.8-43K
8	3	-	PS2	Final Fantasy XII International Zodiac Job System	SQUARE ENIX	08-09-07	¥6,800	RPG	26,476	151,896	76,004	50.0%	46.2-75.9K
9	12	10	DS	New Super Mario Bros.	Nintendo	05-25-06	¥4,800	Act	24,811	#####	#####	99.3%	35.2-38.4K
10	13	9	DS	Zelda no Densetsu: Mugen no Sunadokei The Legend of Zelda: Phantom	Nintendo	06-23-07	¥4,800	Act/RPG	24,720	778,432	746,959	96.0%	31-31.5K
11	14	11	DS	Tohoku Daigaku Mirai-Kagaku-Gijutsu-Kyodo-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	23,726	#####	#####	99.2%	37-38.1K
12	15	13	DS	Mario Kart DS	Nintendo	12-08-05	¥4,800	Act	23,360	#####	#####	99.2%	20.2-22.6K
13	8	3	PS3	Minna no Golf 5 Hot Shots Golf 5	SCEJ (SONY)	07-26-07	¥5,980	Act	23,253	381,025	269,575	70.7%	1.7-111.5K
14	16	14	DS	Oide yo Dobutsu no Mori Animal Crossing: Wild World	Nintendo	11-23-05	¥4,800	Other	21,827	#####	4,306,451	99.5%	23.1-32.9K

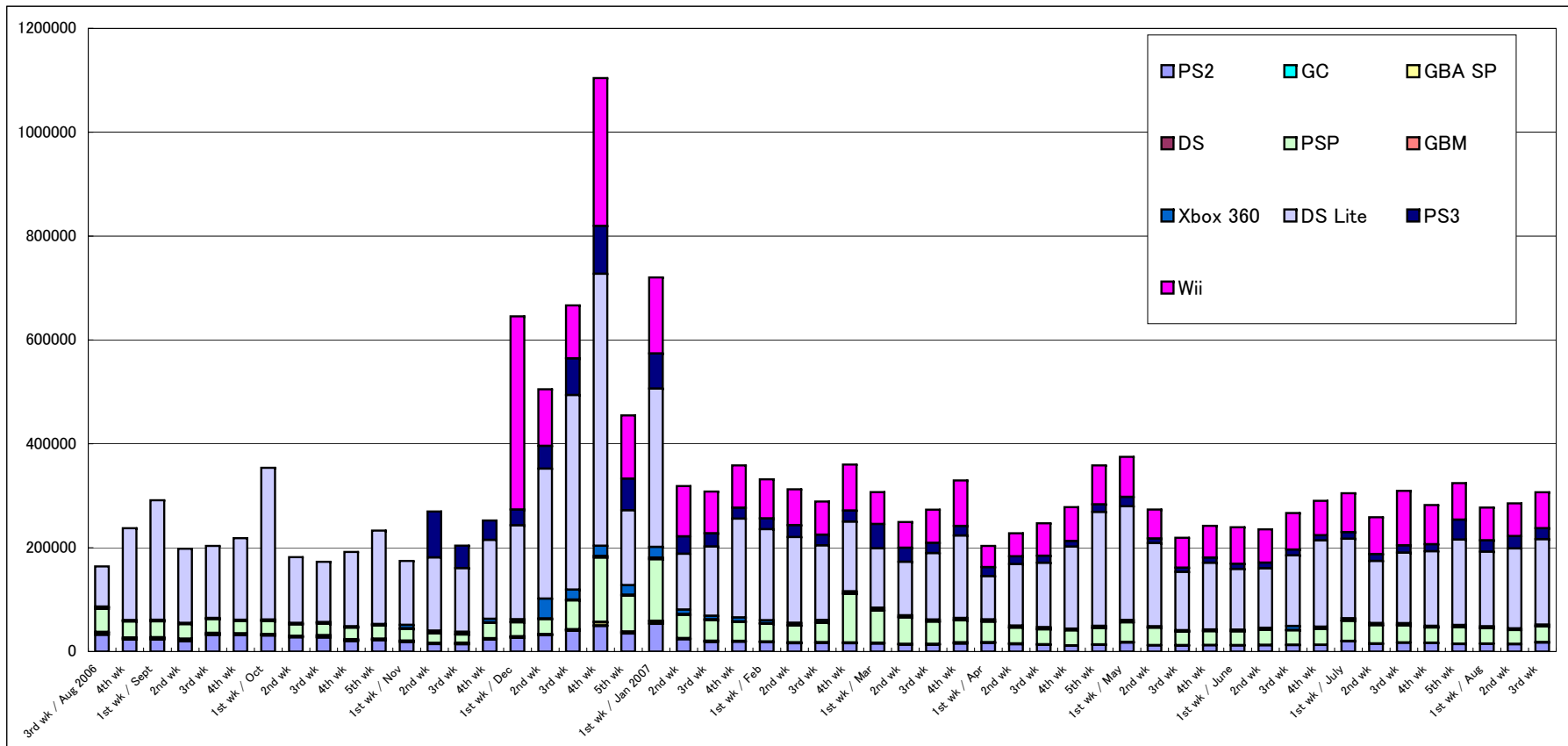
15	19	19	DS	Miru Chikara wo Jissen de Kitaeru: DS Mejikara Training Flash Focus: Vision Training in Minutes a Day	Nintendo	05-31-07	¥3,800	Other	20,811	558,092	524,569	94.0%	18.4-33.5K
16	11	4	DS	Subarashiki Kono Sekai	SQUARE ENIX	07-27-07	¥5,980	Act/RPG	18,226	200,828	163,397	81.4%	16.3-37.4K
17	18	16	DS	Itadaki Street DS	SQUARE ENIX	06-21-07	¥5,040	Board	17,925	376,277	339,743	90.3%	18.6-36.5K
18	21	18	DS	Eigo ga Nigate na Otona no DS Training Motto Eigo-zuke	Nintendo	03-29-07	¥3,800	Other	17,842	511,743	487,709	95.3%	24-30.6K
19	17	6	PS2	Jikkyo Powerful Pro Yakyu 14	KONAMI	07-19-07	¥7,329	Act/Sim	17,662	287,193	261,584	91.1%	16.6-25.6K
20	22	24	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	16,247	#####	#####	99.7%	8.9-34.5K
21	25	22	DS	Eigo ga Nigate na Otona no DS Training Eigo-zuke	Nintendo	01-26-06	¥3,800	Other	13,781	#####	#####	99.0%	19.5-23.2K
22	27	23	DS	Naruto: Shippu-den Saikyo Ninja Daikesshu 5 Kessen! "Akatsuki"	TAKARATOMY	07-19-07	¥5,040	Act	12,841	96,555	77,965	80.7%	14.1-18.6K
23	23	12	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	12,463	480,555	446,728	93.0%	33.8-36.2K
24	10	-	DS	Wantame Uranai Channel	CAPCOM	08-09-07	¥3,990	Other	11,308	39,422	34,810	88.3%	4.3-4.6K
25	-	-	DS	Zettai-Onkan Otodamaster	Hudson	08-02-07	¥5,040	RPG	11,186	30,342	24,756	81.6%	5.6-5.8K
26	24	15	PSP	Grand Theft Auto: Liberty City Stories	CAPCOM	07-26-07	¥5,229	Act	10,782	103,231	79,583	77.1%	11.8-23.6K
27	28	26	PSP	Monster Hunter Portable 2nd Monster Hunter Freedom 2	CAPCOM	02-22-07	¥5,229	Act	9,982	#####	1,284,807	98.1%	12.1-24.7K
28	26	8	DS	Facening de Hyoyo Yutaka ni Insho Up: Otona no DS Kao Training	Nintendo	08-02-07	¥4,800	Other	9,957	104,812	44,289	42.3%	51.9-60.5K
29	7	-	PSP	Wild Arms: Crossfire	SCEJ (SONY)	08-09-07	¥4,980	Sim/RPG	9,522	55,321	38,030	68.7%	17.3-17.8K
30	30	-	DS	Sakasete! Chibi-Robo! Chibi-Robo: Park Patrol	Nintendo	07-05-07	¥4,800	Act/Adv	9,427	150,195	134,506	89.6%	15.7-16.5K

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
PSP	Snow Portable	PROTOTYPE	08-16-07	¥5,040	Adv	7,065	61.7%	11,446	4.4K
DS	Onsei Kanjo Sokuteiki: Kokoro Scan	SEGA	08-16-07	¥3,990	Other	3,581	15.3%	23,419	19.8K

Hardware Sales/Share

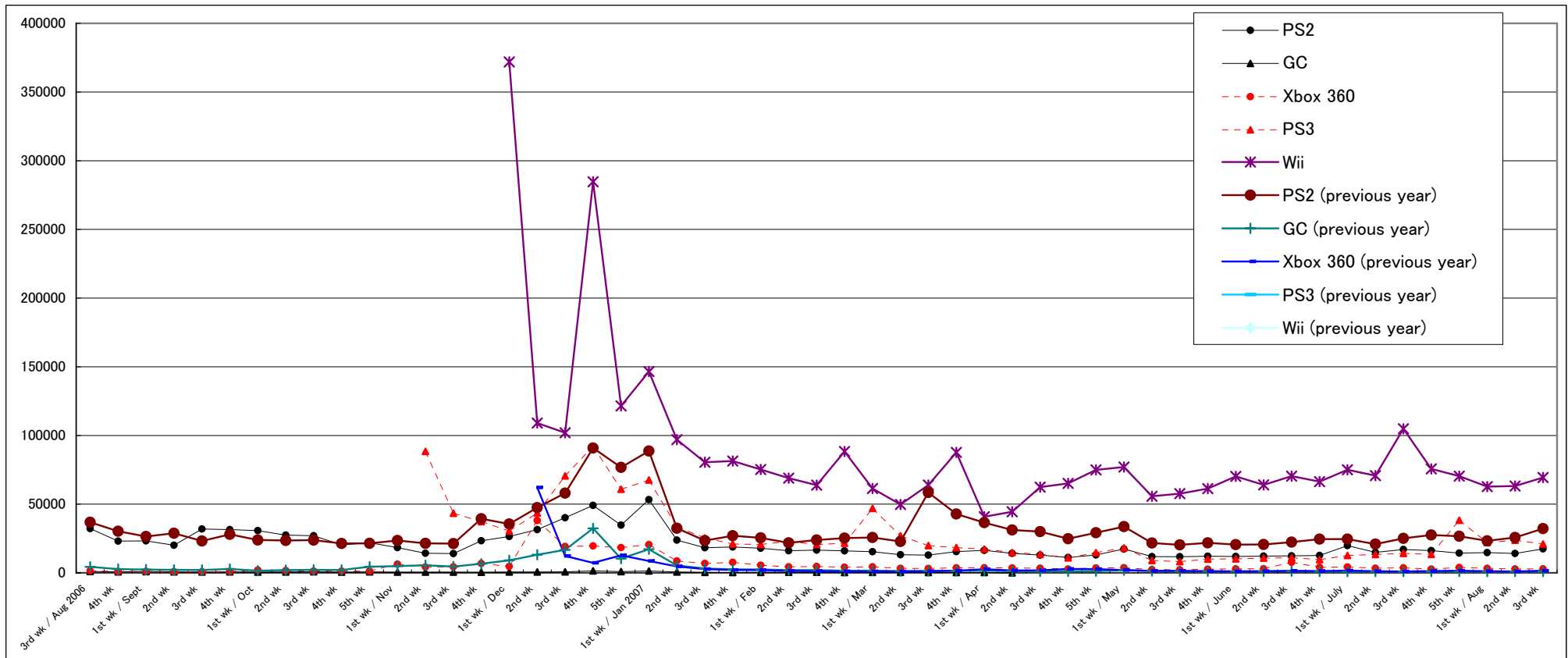
	6/25-7/1		7/2-7/8		7/9-7/15		7/16-7/22		7/23-7/29		7/30-8/5		8/6-8/12		8/13-8/19		2007 to Date
	Units Sold	Share	Units Sold	Share	Units Sold	Share	Units Sold	Share	Units Sold	Share	Units Sold	Share	Units Sold	Share	Units Sold	Share	
PS2	19,859	6.5%	14,956	5.8%	17,041	5.5%	16,233	5.8%	14,339	4.4%	14,762	5.3%	14,064	4.9%	17,431	5.7%	536,157
GC																	5,710
GBA SP	513	0.2%	476	0.2%	388	0.1%	571	0.2%	606	0.2%	464	0.2%	580	0.2%	678	0.2%	26,440
DS	239	0.1%	188	0.1%	155	0.1%	128	0.0%	128	0.0%	105	0.0%	138	0.0%	170	0.1%	12,365
PSP	38,609	12.7%	35,181	13.6%	32,935	10.6%	29,268	10.4%	31,669	9.8%	29,492	10.6%	26,487	9.3%	30,076	9.8%	1,282,379
GBM	525	0.2%	658	0.3%	539	0.2%	656	0.2%	616	0.2%	692	0.2%	611	0.2%	774	0.3%	28,823
Xbox 360	4,318	1.4%	3,355	1.3%	3,640	1.2%	2,772	1.0%	3,885	1.2%	3,305	1.2%	2,826	1.0%	2,899	0.9%	149,565
DS Lite	153,120	50.2%	119,636	46.3%	135,791	43.9%	143,491	50.8%	164,353	50.7%	143,551	51.8%	153,845	53.9%	164,484	53.6%	4,892,338
PS3	12,677	4.2%	13,402	5.2%	14,143	4.6%	13,443	4.8%	38,322	11.8%	21,985	7.9%	23,705	8.3%	20,968	6.8%	662,199
Wii	75,010	24.6%	70,798	27.4%	104,897	33.9%	75,681	26.8%	70,366	21.7%	62,798	22.7%	63,238	22.2%	69,404	22.6%	2,367,197
Total	304,870	100.0%	258,650	100.0%	309,529	100.0%	282,243	100.0%	324,284	100.0%	277,154	100.0%	285,494	100.0%	306,884	100.0%	



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

Units Sold	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	5th wk	1st wk / Aug	2nd wk	3rd wk
PS2	17,333	11,854	11,749	12,113	11,916	12,180	12,406	12,602	19,859	14,956	17,041	16,233	14,339	14,762	14,064	17,431
GC																
Xbox 360	3,753	2,369	2,296	2,664	2,873	3,031	7,654	4,058	4,318	3,355	3,640	2,772	3,885	3,305	2,826	2,899
PS3	18,186	8,962	8,189	9,984	10,195	10,756	11,012	9,665	12,677	13,402	14,143	13,443	38,322	21,985	23,705	20,968
Wii	77,077	55,724	57,654	61,339	70,222	64,039	70,356	66,357	75,010	70,798	104,897	75,681	70,366	62,798	63,238	69,404

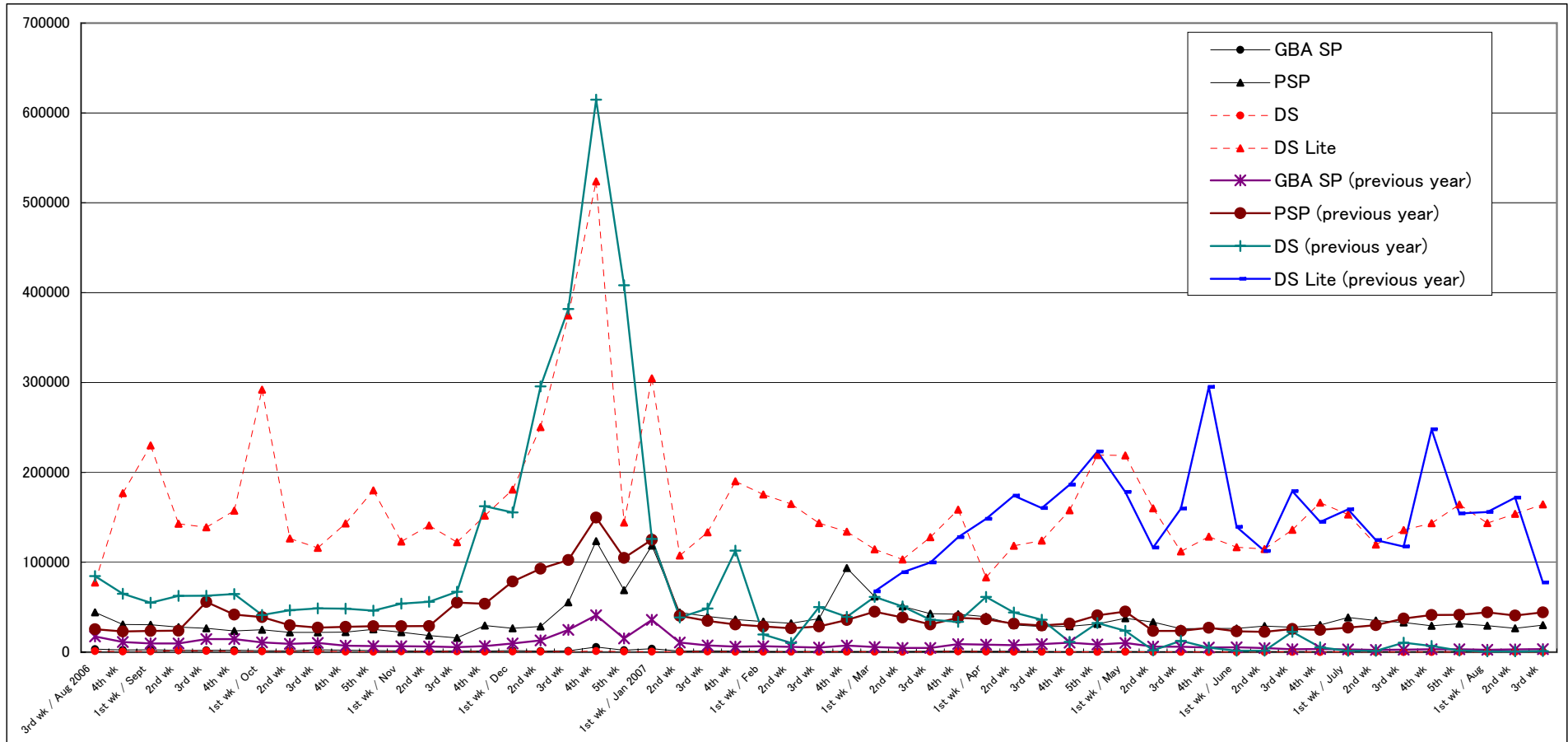
PS2 (previous year)	33,654	21,778	20,360	21,827	20,557	20,661	22,399	24,579	24,556	20,889	25,085	27,517	26,683	23,302	25,727	32,172
GC (previous year)	1,910	1,406	1,221	1,056	970	1,106	1,312	1,015	929	919	905	1,007	959	893	937	1,023
Xbox 360 (previous year)	2,021	1,496	1,415	1,218	1,095	1,143	1,475	1,315	1,676	1,191	1,020	1,317	1,513	1,182	1,025	1,517
PS3 (previous year)																
Wii (previous year)																



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

Units Sold	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	5th wk	1st wk / Aug	2nd wk	3rd wk
GBA SP	764	398	515	464	408	615	539	426	513	476	388	571	606	464	580	678
PSP	37,745	33,438	26,044	26,446	26,348	28,974	27,772	30,203	38,609	35,181	32,935	29,268	31,669	29,492	26,487	30,076
DS	489	303	229	215	188	278	225	186	239	188	155	128	128	105	138	170
DS Lite	218,802	160,009	112,080	128,543	116,825	114,780	136,168	166,362	153,120	119,636	135,791	143,491	164,353	143,551	153,845	164,484

GBA SP (previous year)	10,308	6,125	6,054	5,178	5,487	4,577	3,280	3,538	3,026	2,516	2,723	3,201	3,168	2,680	3,045	3,447
PSP (previous year)	45,191	23,660	23,577	27,191	23,105	22,529	25,842	24,801	27,272	30,092	37,386	41,303	41,571	44,262	40,720	44,363
DS (previous year)	23,728	2,032	12,608	5,018	1,645	1,616	22,563	5,413	1,502	1,425	10,536	6,963	1,769	793	726	1,129
DS Lite (previous year)	178,156	116,259	159,791	295,103	139,420	112,516	179,093	144,919	158,890	124,639	117,454	247,864	154,291	155,899	171,917	77,414

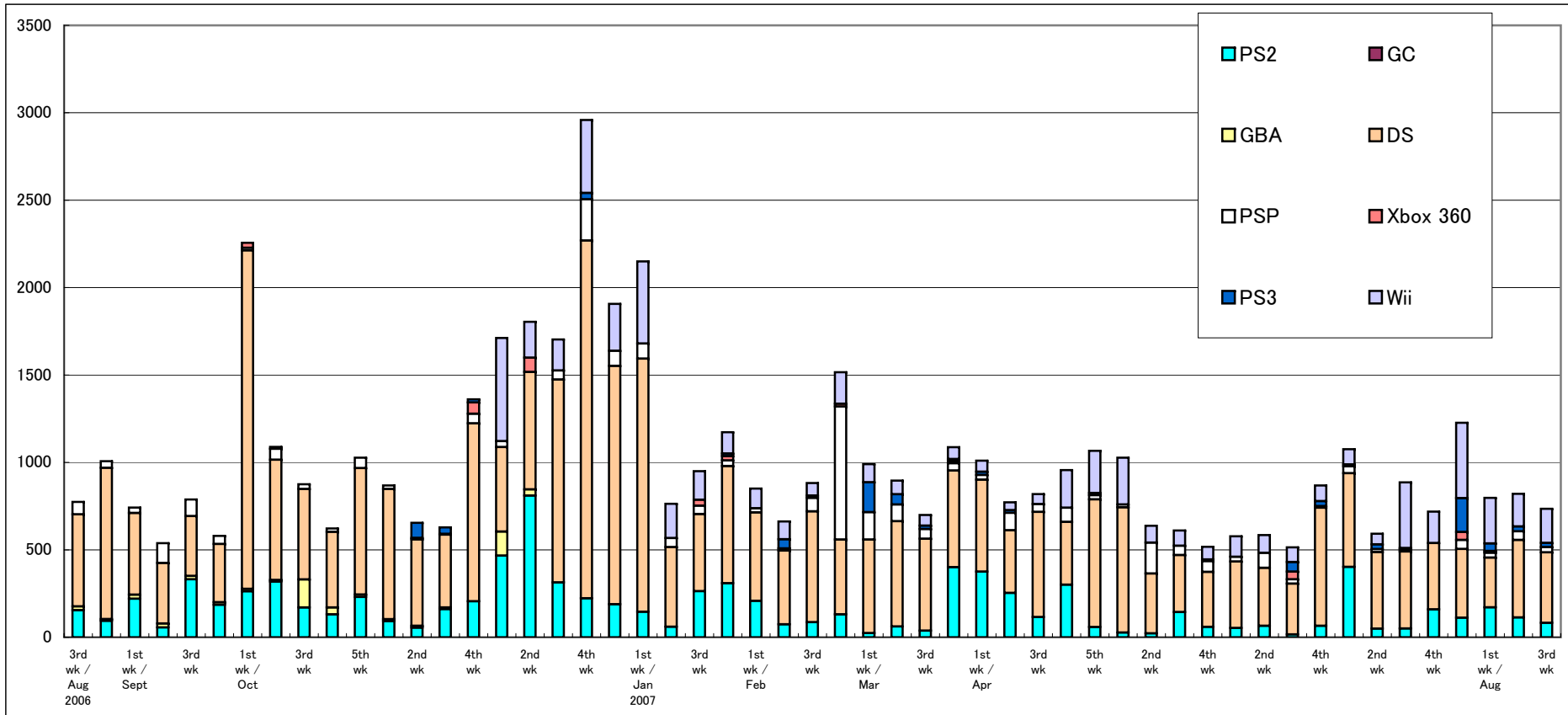


Software Sales/Share for Each Platform

*Only covering titles ranked in the TOP 30

Unit: K = 1000

	6/25-7/1		7/2-7/8		7/9-7/15		7/16-7/22		7/23-7/29		7/30-8/5		8/6-8/12		8/13-8/19		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	402.8	37.4%	49.0	8.3%	50.2	5.7%	159.3	22.2%	111.8	9.1%	171.0	21.5%	113.5	13.8%	82.1	11.2%	4,501.2
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	535.7	49.8%	438.7	74.1%	440.4	49.7%	379.9	52.9%	393.3	32.0%	284.4	35.7%	442.9	54.0%	403.7	55.0%	16,490.2
PSP	39.5	3.7%	16.7	2.8%	10.3	1.2%	0.0	0.0%	51.4	4.2%	28.2	3.5%	49.9	6.1%	30.3	4.1%	2,390.6
Xbox 360	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	45.5	3.7%	10.2	1.3%	0.0	0.0%	0.0	0.0%	217.3
PS3	10.2	1.0%	27.2	4.6%	9.6	1.1%	0.0	0.0%	193.7	15.8%	43.3	5.4%	27.3	3.3%	23.3	3.2%	792.6
Wii	87.4	8.1%	60.8	10.3%	375.2	42.4%	179.6	25.0%	431.4	35.2%	260.1	32.6%	186.9	22.8%	195.2	26.6%	5,043.0
Total	1,075.7	100.0%	592.4	100.0%	885.7	100.0%	718.8	100.0%	1,227.2	100.0%	797.2	100.0%	820.7	100.0%	734.6	100.0%	



Market Scale Transition

Unit: 100 million yen	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	5th wk	1st wk / Aug	2nd wk	3rd wk	2007 to Date
Hardware	71.7	50.7	42.0	46.5	46.8	46.1	52.0	54.4	58.7	51.3	61.9	54.8	70.9	56.7	58.7	61.2	2,011.3
Software	75.7	44.0	44.9	41.5	44.2	43.9	41.6	57.9	78.5	46.3	64.3	56.9	90.0	63.7	63.2	59.4	2,174.7
Total	147.4	94.7	86.9	88.0	91.0	90.0	93.6	112.3	137.2	97.6	126.2	111.7	160.9	120.3	121.9	120.6	4,186.0

Hardware (previous year)	49.3	28.8	36.6	56.9	31.6	27.4	41.4	33.9	36.1	30.8	33.3	54.2	39.2	39.2	41.0	28.9
Software (previous year)	60.0	36.7	33.4	76.6	40.7	38.1	37.7	58.0	44.2	43.5	55.6	55.7	73.6	65.7	54.0	48.9
Total (previous year)	109.3	65.6	70.0	133.5	72.3	65.4	79.2	91.9	80.3	74.2	88.9	109.9	112.8	104.8	95.0	77.8

