

Famitsu Marketing Data Service

Data Collected by Famitsu: from August 20 to August 26, 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 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	-	DS	Final Fantasy Crystal Chronicles: Ring of Fates	SQUARE ENIX	08-23-07	¥5,040	Act/RPG	206,439	287,868	206,439	71.7%	81.4K
2	NEW	-	PS2	Sengoku Musou 2: Moshō-den	KOEI	08-23-07	¥4,494	Act	175,598	211,846	175,598	82.9%	36.2K
3	NEW	-	DS	Gyakuten Saiban 3 [Best Price!] Phoenix Wright: Ace Attorney Trials and Tribulations	CAPCOM	08-23-07	¥3,129	Adv	64,860	110,390	64,860	58.8%	45.5K
4	1	2	Wii	Mario Party 8	Nintendo	07-26-07	¥5,800	Board/Act	49,539	734,869	709,166	96.5%	25.7-37.3K
5	7	20	DS	Ganbaru Watashi no Kakei Diary	Nintendo	07-12-07	¥3,800	Other	22,876	167,215	144,816	86.6%	16.4-22.4K
6	4	4	PS2	J-League Winning Eleven 2007: Club Championship	KONAMI	08-02-07	¥7,329	Act	22,005	263,607	242,793	92.1%	12.9-20.8K
7	5	6	Wii	Wii Sports	Nintendo	12-02-06	¥4,800	Act	21,509	1,968,114	1,931,927	98.2%	36.2-45.6K
8	3	5	DS	Donkey Kong: Jungle Climber DK Jungle Climber	Nintendo	08-09-07	¥4,800	Act	21,085	157,875	101,825	64.5%	28.7-56.1K
9	NEW	-	PSP	Dragoneer's Aria: Ryu ga Nemuru made Dragoneer's Aria	NIPPON ICHI SOFTWARE	08-23-07	¥5,040	RPG	20,360	26,897	20,360	75.7%	6.5K
10	2	1	DS	SD Gundam G Generation: Cross Drive	NAMCO BANDAI Games	08-09-07	¥5,040	Sim	20,084	248,719	201,513	81.0%	31.5-47.2K
11	6	9	Wii	Hajimete no Wii Wii Play	Nintendo	12-02-06	¥4,800	Other	17,899	1,537,379	1,502,185	97.7%	35.2-50.3K
12	NEW	-	DS	Hayate no Gotoku!: Boku ga Romeo de Romeo ga Boku de	KONAMI	08-23-07	¥5,229	Adv	16,876	24,544	16,876	68.8%	7.7K
13	14	16	DS	Oide yo Dobutsu no Mori Animal Crossing: Wild World	Nintendo	11-23-05	¥4,800	Other	16,171	4,341,312	4,322,622	99.6%	18.7-26.9K
14	9	12	DS	New Super Mario Bros.	Nintendo	05-25-06	¥4,800	Act	15,869	4,790,801	4,764,302	99.4%	26.5-35.6K

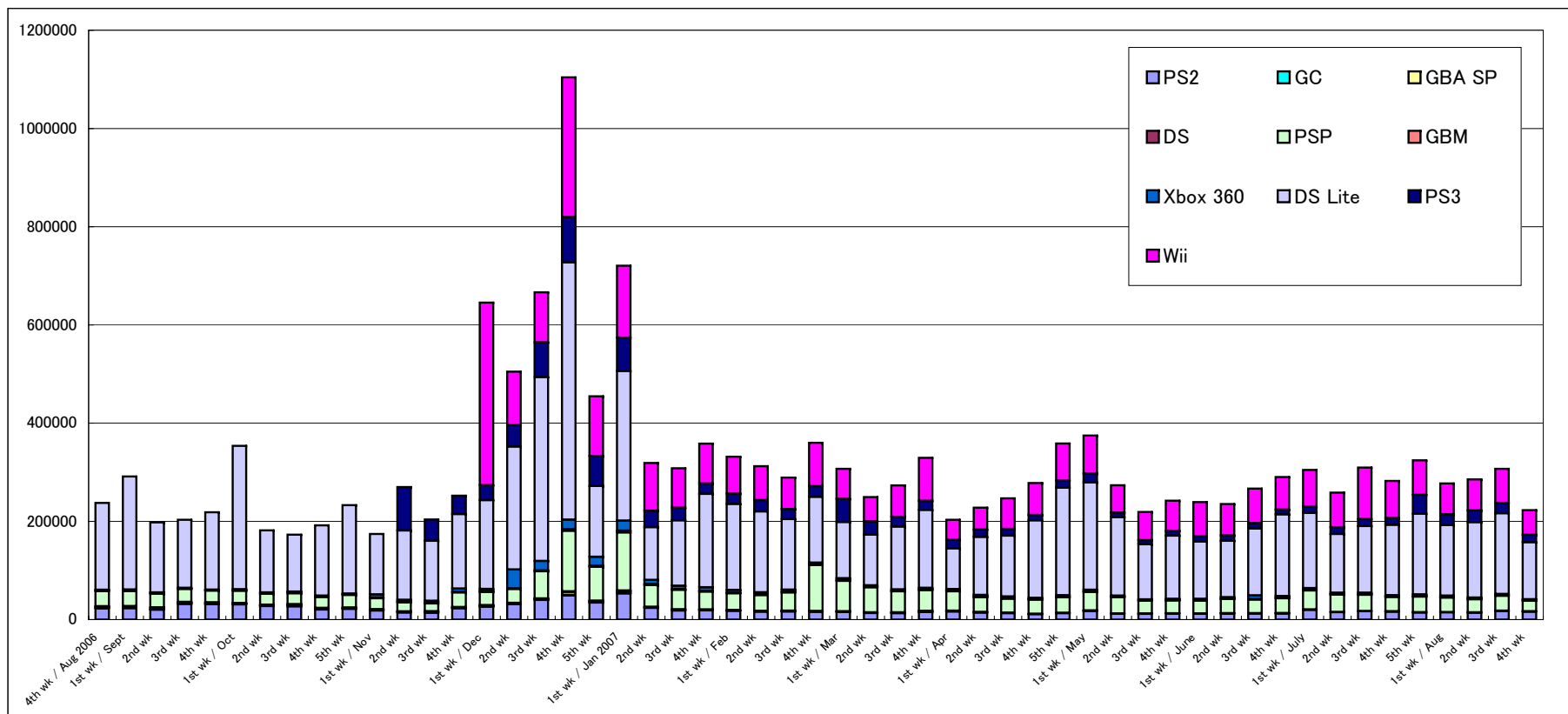
15	12	15	DS	Mario Kart DS	Nintendo	12-08-05	¥4,800	Act	15,593	2,409,413	2,392,893	99.3%	16.5-26.1K
16	11	14	DS	Tohoku Daigaku Mirai-Kagaku-Gijutsu-Kyodo-Kenkyu-Center Kawashima Ryuta Kyoju Kanshu: Motto Nou wo Kitaeru Otona no DS Training Brain Age 2: More Training in Minutes a Day	Nintendo	12-29-05	¥2,800	Other	13,990	4,652,634	4,625,006	99.4%	27.6-33.1K
17	8	3	PS2	Final Fantasy XII International Zodiac Job System	SQUARE ENIX	08-09-07	¥6,800	RPG	13,870	152,606	89,874	58.9%	34-62.7K
18	18	21	DS	Eigo ga Nigate na Otona no DS Training Motto Eigo-zuke	Nintendo	03-29-07	¥3,800	Other	13,736	512,512	501,445	97.8%	11.1-30K
19	10	13	DS	Zelda no Densetsu: Mugen no Sunadokei The Legend of Zelda: Phantom	Nintendo	06-23-07	¥4,800	Act/RPG	13,730	785,954	760,689	96.8%	25.3-27.5K
20	13	8	PS3	Minna no Golf 5 Hot Shots Golf 5	SCEJ (SONY)	07-26-07	¥5,980	Act	13,704	384,273	283,279	73.7%	36.8-101K
21	15	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	12,765	563,926	537,334	95.3%	18.5-26.6K
22	NEW	-	DS	Bikkuriman Daijiten	3 O'CLOCK	08-23-07	¥5,040	Quiz/Other	11,958	25,259	11,958	47.3%	13.3K
23	21	25	DS	Eigo ga Nigate na Otona no DS Training Eigo-zuke	Nintendo	01-26-06	¥3,800	Other	10,660	1,982,761	1,968,438	99.3%	14.3-19.8K
24	20	22	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	9,272	3,508,305	3,493,586	99.6%	14.7-32.6K
25	19	17	PS2	Jikkyo Powerful Pro Yakyu 14	KONAMI	07-19-07	¥7,329	Act/Sim	9,259	290,891	270,843	93.1%	14.7-20K
26	17	18	DS	Itadaki Street DS	SQUARE ENIX	06-21-07	¥5,040	Board	9,147	380,984	348,890	91.6%	18-32.1K
27	16	11	DS	Subarashiki Kono Sekai	SQUARE ENIX	07-27-07	¥5,980	Act/RPG	8,232	201,084	171,629	85.4%	15.7-29.5K
28	28	26	DS	Facening de Hyojo Yutaka ni Insho Up: Otona no DS Kao Training	Nintendo	08-02-07	¥4,800	Other	6,974	106,379	51,263	48.2%	20.3-55.1K
29	26	24	PSP	Grand Theft Auto: Liberty City Stories	CAPCOM	07-26-07	¥5,229	Act	6,881	107,090	86,464	80.7%	18.5-20.6K
30	23	23	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	6,717	480,897	453,445	94.3%	27.5-33.2K

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	Sengoku Musou 2 & Sengoku Musou 2: Moshō-den - Premium Pack	KOEI	08-23-07	¥7,140	Act	3,495	91.9%	3,802	0.3K
PS2	Pure x Cure Re:covery	Alchemist	08-23-07	¥7,140	Adv	3,335	63.0%	5,297	2.K
DS	Ecoris	Interchannel	08-23-07	¥5,040	Sim/RPG	1,673	16.7%	10,012	8.3K
DS	Sakasho DS	Electronic Arts	08-23-07	¥2,980	Other	852	17.8%	4,783	3.9K
PS2	Sengoku Musou 2 - Super Premium Pack	KOEI	08-23-07	¥10,290	Act	792	90.2%	878	0.1K
PS2	Quiz & Variety SukuSuku Inufuku 2: Motto SukuSuku	COMPILE HEART	08-23-07	¥6,090	Mix	480	16.0%	3,009	2.5K
Wii	Shall Wii Takoron Octomania	COMPILE HEART	08-23-07	¥6,090	Act	426	13.6%	3,125	2.7K

Hardware Sales/Share

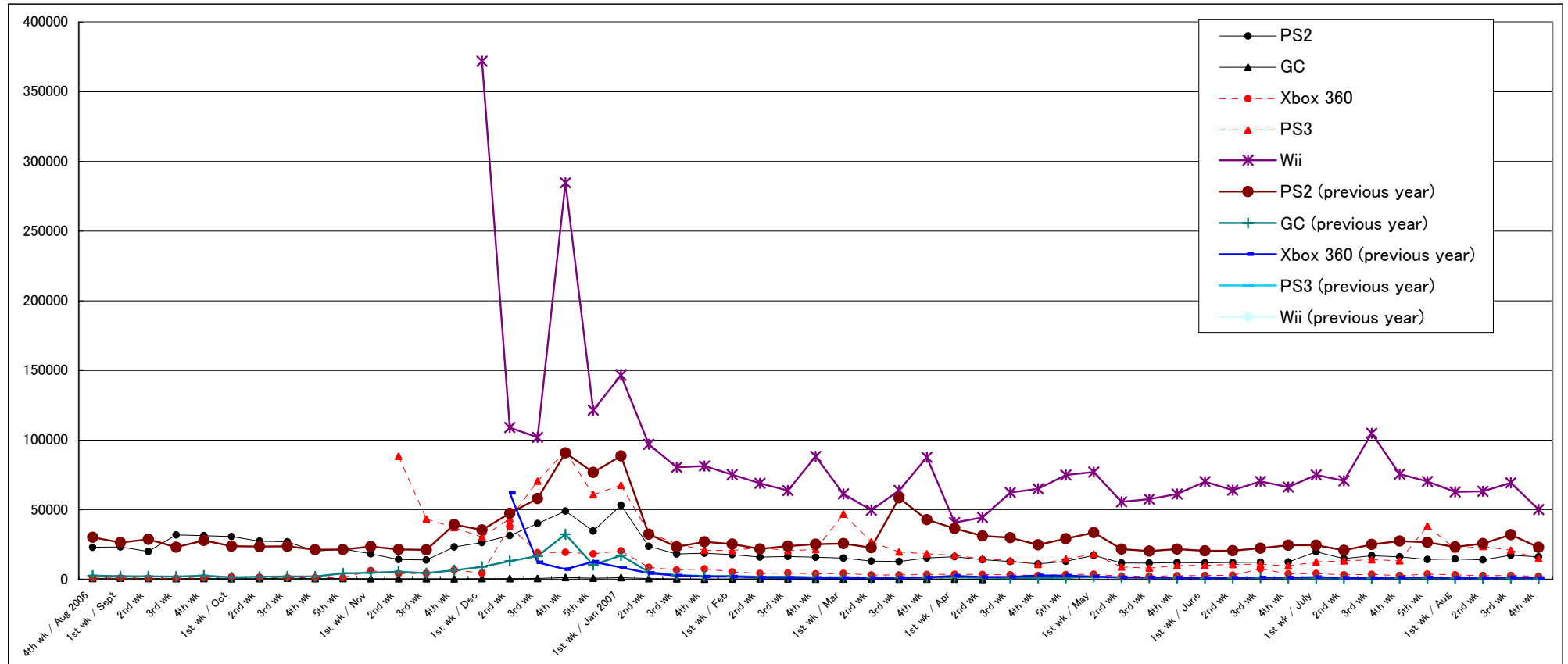
	7/2-7/8		7/9-7/15		7/16-7/22		7/23-7/29		7/30-8/5		8/6-8/12		8/13-8/19		8/20-8/26		2007 to Date
	Units Sold	Share	Units Sold	Share	Units Sold	Share	Units Sold	Share	Units Sold	Share	Units Sold	Share	Units Sold	Share	Units Sold	Share	
PS2	14,956	5.8%	17,041	5.5%	16,233	5.8%	14,339	4.4%	14,762	5.3%	14,064	4.9%	17,431	5.7%	16,269	7.3%	552,426
GC																	5,710
GBA SP	476	0.2%	388	0.1%	571	0.2%	606	0.2%	464	0.2%	580	0.2%	678	0.2%	475	0.2%	26,915
DS	188	0.1%	155	0.1%	128	0.0%	128	0.0%	105	0.0%	138	0.0%	170	0.1%	153	0.1%	12,518
PSP	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%	21,506	9.7%	1,303,885
GBM	658	0.3%	539	0.2%	656	0.2%	616	0.2%	692	0.2%	611	0.2%	774	0.3%	697	0.3%	29,520
Xbox 360	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%	2,258	1.0%	151,823
DS Lite	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%	116,353	52.2%	5,008,691
PS3	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%	14,883	6.7%	677,082
Wii	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%	50,213	22.5%	2,417,410
Total	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%	222,807	100.0%	



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

Units Sold	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	4th wk
PS2	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	16,269
GC																
Xbox 360	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	2,258
PS3	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	14,883
Wii	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	50,213

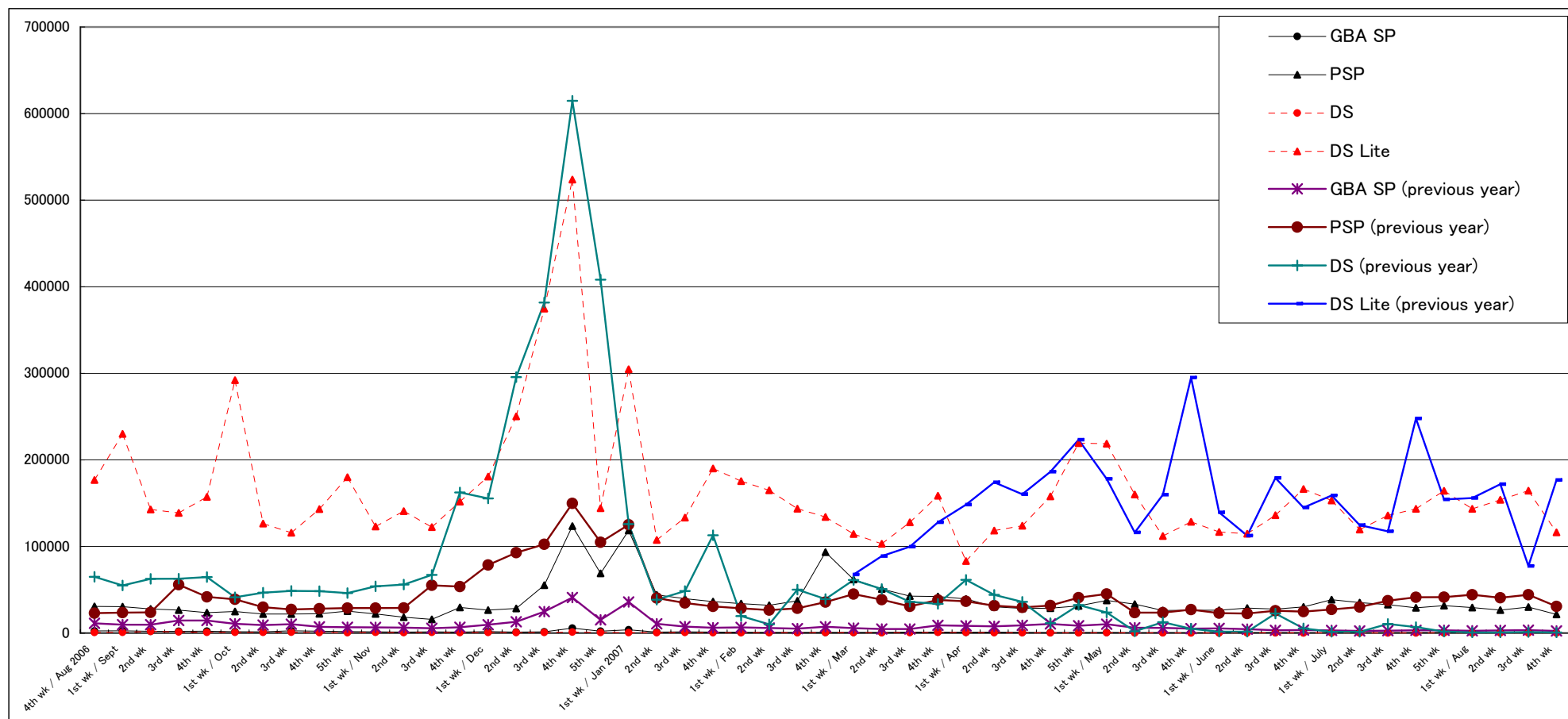
PS2 (previous year)	21,778	20,360	21,827	20,557	20,661	22,399	24,579	24,556	20,889	25,085	27,517	26,683	23,302	25,727	32,172	23,082
GC (previous year)	1,406	1,221	1,056	970	1,106	1,312	1,015	929	919	905	1,007	959	893	937	1,023	754
Xbox 360 (previous year)	1,496	1,415	1,218	1,095	1,143	1,475	1,315	1,676	1,191	1,020	1,317	1,513	1,182	1,025	1,517	1,004
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	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	4th wk
GBA SP	398	515	464	408	615	539	426	513	476	388	571	606	464	580	678	475
PSP	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	21,506
DS	303	229	215	188	278	225	186	239	188	155	128	128	105	138	170	153
DS Lite	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	116,353

GBA SP (previous year)	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	2,538
PSP (previous year)	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	30,741
DS (previous year)	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	787
DS Lite (previous year)	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	176,855

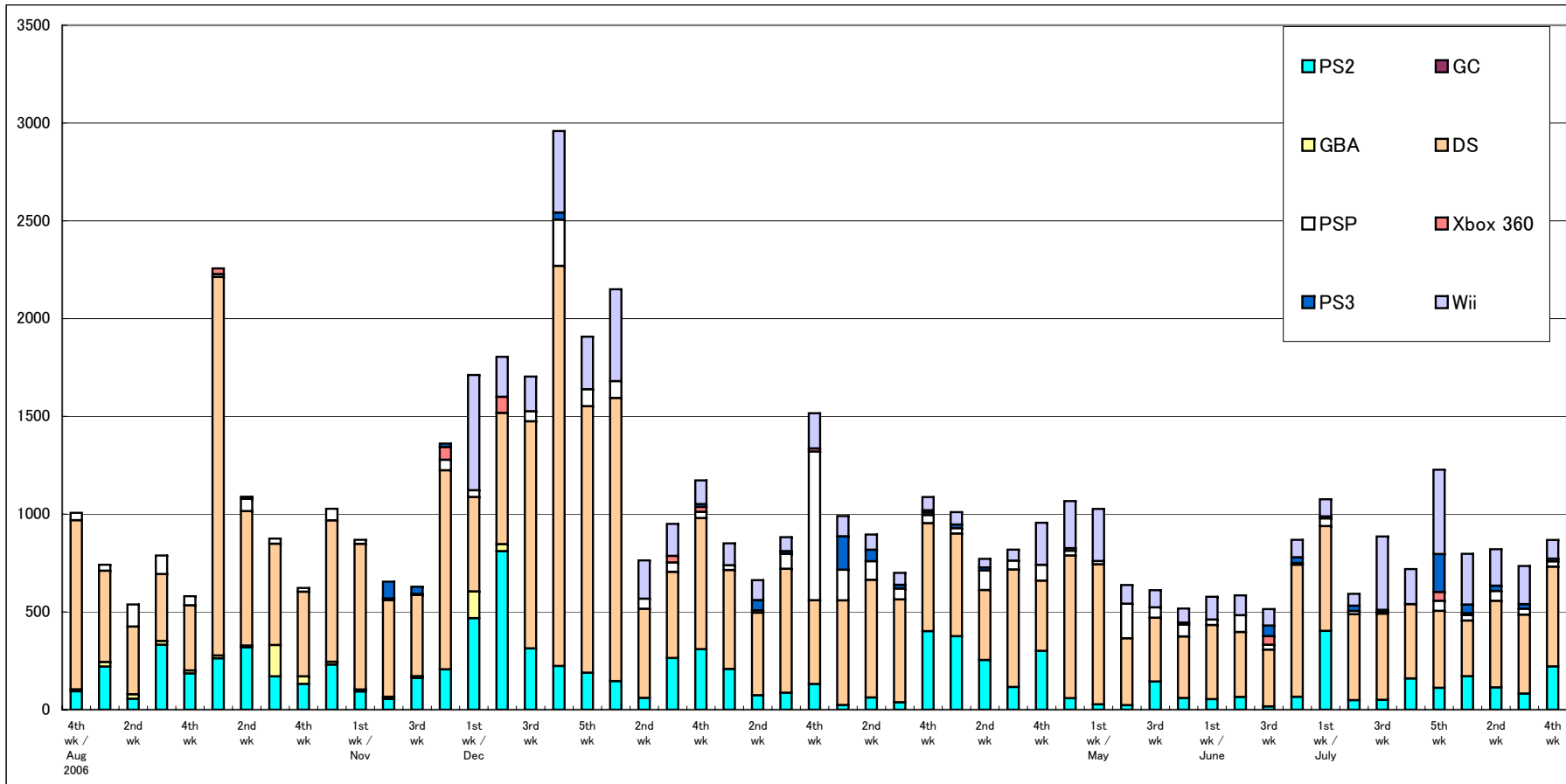


Software Sales/Share for Each Platform

*Only covering titles ranked in the TOP 30

Unit: K = 1000

	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		8/20-8/26		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	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%	220.7	25.4%	4,721.9
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	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%	510.3	58.8%	17,000.5
PSP	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%	27.2	3.1%	2,417.8
Xbox 360	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%	0.0	0.0%	217.3
PS3	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%	13.7	1.6%	806.3
Wii	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%	95.7	11.0%	5,138.6
Total	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%	867.7	100.0%	



Market Scale Transition

Unit: 100 million yen	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	4th wk	2007 to Date
Hardware	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	44.4	2,055.7
Software	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	57.2	2,231.9
Total	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	101.6	4,287.6

Hardware (previous year)	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	40.0
Software (previous year)	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	61.6
Total (previous year)	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	101.6

