

Famitsu Marketing Data Service

Data Collected by Famitsu: from August 27 to September 2, 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	1	-	DS	Final Fantasy Crystal Chronicles: Ring of Fates	SQUARE ENIX	08-23-07	¥5,040	Act/RPG	77,316	317,781	283,755	89.3%	34-35K
2	NEW	-	PS3	Bladestorm: Hyakunen Senso Bladestorm: The Hundred Years' War	KOEI	08-30-07	¥8,190	Act	62,921	73,131	62,921	86.0%	10.2K
3	2	-	PS2	Sengoku Musou 2: Mosho-den	KOEI	08-23-07	¥4,494	Act	57,742	255,585	233,340	91.3%	20.1-22.2K
4	4	1	Wii	Mario Party 8	Nintendo	07-26-07	¥5,800	Board/Act	42,770	783,750	751,936	95.9%	31.8-51.7K
5	NEW	-	PS2	Gintama: Gin-san to Issho! Boku no Kabuki-cho Nikki	NAMCO BANDAI Games	08-30-07	¥7,140	Adv	35,497	58,479	35,497	60.7%	23K
6	NEW	-	DS	One Piece: Gear Spirit	NAMCO BANDAI Games	08-30-07	¥5,040	Act	30,323	69,122	30,323	43.9%	38.8K
7	3	-	DS	Gyakuten Saiban 3 [Best Price!] Phoenix Wright: Ace Attorney Trials and Tribulations	CAPCOM	08-23-07	¥3,129	Adv	27,071	112,918	91,931	81.4%	19.2-21K
8	5	7	DS	Ganbaru Watashi no Kakei Diary	Nintendo	07-12-07	¥3,800	Other	20,857	185,495	165,673	89.3%	10.5-19.8K
9	NEW	-	DS	Summon Night: Twin Age - Seirei-tachi no Koe	BANPRESTO	08-30-07	¥5,040	RPG	20,670	54,568	20,670	37.9%	33.9K
10	7	5	Wii	Wii Sports	Nintendo	12-02-06	¥4,800	Act	20,582	#####	#####	98.2%	35.9-39.4K
11	11	6	Wii	Hajimete no Wii Wii Play	Nintendo	12-02-06	¥4,800	Other	18,720	#####	#####	97.7%	36.4-47.2K
12	NEW	-	PS2	BeatMania II DX 13 - Distorted	KONAMI	08-30-07	¥7,329	Act	16,767	26,337	16,767	63.7%	9.6K
13	16	11	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	15,877	#####	#####	99.3%	31-45.7K
14	6	4	PS2	J-League Winning Eleven 2007: Club Championship	KONAMI	08-02-07	¥7,329	Act	15,728	278,154	258,521	92.9%	9.6-19.6K
15	14	9	DS	New Super Mario Bros.	Nintendo Enterbrain, Inc.	05-25-06	¥4,800	Act	15,706	#####	#####	99.5%	25.7-44.1K

16	8	3	DS	Donkey Kong: Jungle Climber DK Jungle Climber	Nintendo	08-09-07	¥4,800	Act	15,422	165,746	117,247	70.7%	28.3-48.5K
17	13	14	DS	Oide yo Dobutsu no Mori Animal Crossing: Wild World	Nintendo	11-23-05	¥4,800	Other	14,972	#####	#####	99.5%	20.9-36.7K
18	15	12	DS	Mario Kart DS	Nintendo	12-08-05	¥4,800	Act	14,671	#####	#####	99.2%	19.8-35.4K
19	18	18	DS	Eigo ga Nigate na Otona no DS Training Motto Eigo-zuke	Nintendo	03-29-07	¥3,800	Other	13,459	533,700	514,904	96.5%	18.8-57.3K
20	10	2	DS	SD Gundam G Generation: Cross Drive	NAMCO BANDAI Games	08-09-07	¥5,040	Sim	12,536	249,449	214,049	85.8%	26.4-35.4K
21	20	13	PS3	Minna no Golf 5 Hot Shots Golf 5	SCEJ (SONY)	07-26-07	¥5,980	Act	11,761	391,820	295,040	75.3%	40.8-96.8K
22	21	15	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	11,467	568,709	548,801	96.5%	18.2-19.9K
23	NEW	-	PS2	KateKyo Hitman Reborn!: Dream Hyper Battle! Shinuki no Hono to Kuroki Kikoku	Marvelous Entertainmen t	08-30-07	¥7,140	Act	11,196	29,691	11,196	37.7%	18.5K
24	19	10	DS	Zelda no Densetsu: Mugen no Sunadokei The Legend of Zelda: Phantom	Nintendo	06-23-07	¥4,800	Act/RPG	10,602	789,161	771,291	97.7%	17.9-25.1K
25	24	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	10,376	#####	#####	99.6%	14.6-45.6K
26	23	21	DS	Eigo ga Nigate na Otona no DS Training Eigo-zuke	Nintendo	01-26-06	¥3,800	Other	10,313	#####	#####	99.1%	17.9-30.5K
27	9	-	PSP	Dragoneer's Aria: Ryu ga Nemuru made Dragoneer's Aria	NIPPON ICHI SOFTWARE	08-23-07	¥5,040	RPG	8,825	34,560	29,185	84.4%	5.4-10.1K
28	17	8	PS2	Final Fantasy XII International Zodiac Job System	SQUARE ENIX	08-09-07	¥6,800	RPG	8,263	152,702	98,137	64.3%	43.2-54.6K
29	-	-	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	7,434	545,938	534,387	97.9%	11.6-23.5K
30	26	17	DS	Itadaki Street DS	SQUARE ENIX	06-21-07	¥5,040	Board	7,245	381,750	356,135	93.3%	21.9-25.6K

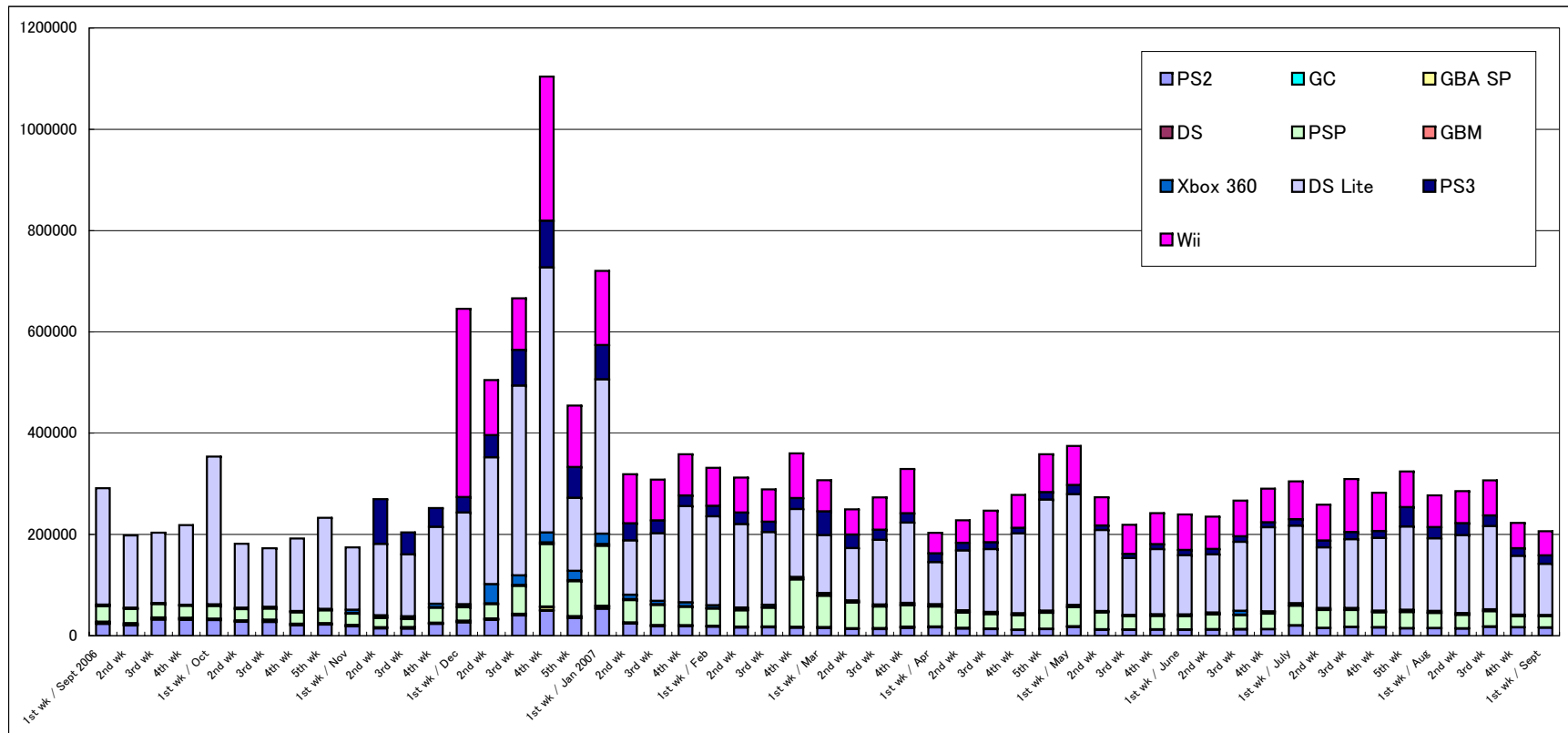
Other New Titles

Platform	Title	Publisher	Sales Date	Price (incl. tax)	Genre	Copies Sold/wk (Estimated)	Sales-Stock Ratio	Copies Shipped (Estimated)	Copies in Stock
		Enterbrain, Inc.							

XB360	Hitman: Blood Money	Spike	08-30-07	¥7,140	Act/Sht	5,501	52.2%	10,529	5.K
PS2	Simple 2000 Series Vol. 120: The Saigo no Nihon-hei - Utsukushiki Kokudo Dakkan-Sakusen	D3 PUBLISHER	08-30-07	¥2,100	Act/Sht	5,484	62.0%	8,852	3.4K
DS	Simple DS Series Vol. 21: The Hohei - Butai de Shutsugeki! Senjo no Inu-tachi	D3 PUBLISHER	08-30-07	¥2,800	Act	3,908	42.4%	9,225	5.3K
PS2	Suika A.S+ Eternal Name	Sweets	08-30-07	¥7,140	Adv	3,461	40.9%	8,461	5.K
PS2	Chanter: Kimi no Uta ga Todoitara#	Interchannel	08-30-07	¥7,140	Adv	2,194	60.0%	3,657	1.5K
DS	Love Cat Life	Interchannel-Holon	08-30-07	¥5,040	Sim	1,681	19.7%	8,516	6.8K
DS	Oni Zero: Sengoku Ranse Hyakkaryoran	COMPILE HEART	08-30-07	¥5,040	Adv	1,578	32.6%	4,834	3.3K
PSP	Shinseiki Evangelion 2: Tsukurareshi Sekai - Another Cases [PSP the Best]	NAMCO BANDAI Games	08-30-07	¥2,800	Adv/Sim	1,318	31.0%	4,257	2.9K
DS	EiKen-Ou: Jun-2-kyu-hen	Gakken-Index	08-30-07	¥3,990	Other	1,175	13.2%	8,918	7.7K
PS2	Yokih-den: Ayakashi Gento-Banashi	IDEA FACTORY	08-30-07	¥7,140	Adv	1,051	32.1%	3,272	2.2K
PSP	Machi: Unmei no Kosaten Tokubetsu-hen [Sega the Best]	SEGA	08-30-07	¥2,625	Adv	660	15.0%	4,407	3.7K

Hardware Sales/Share

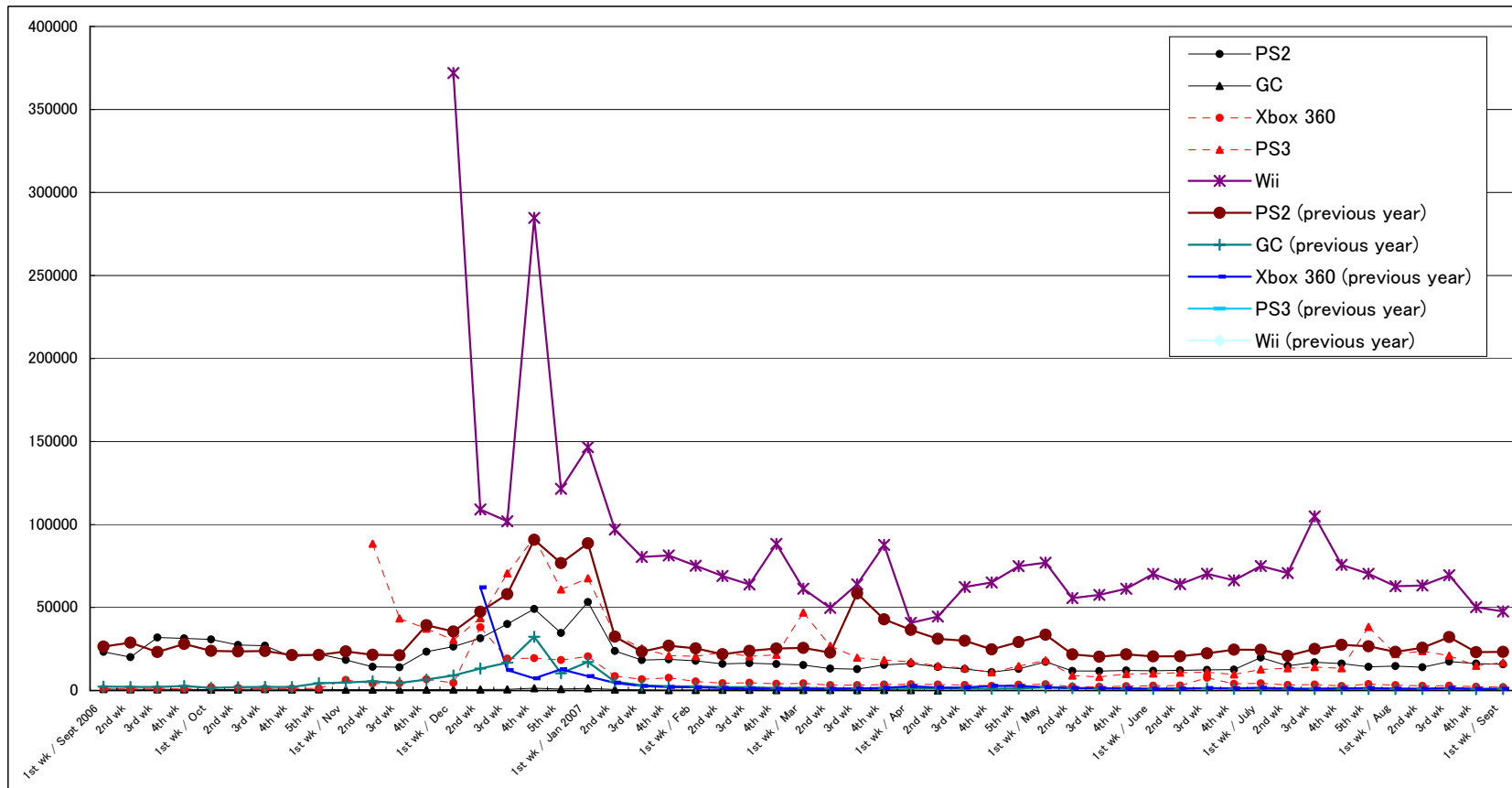
	7/9-7/15		7/16-7/22		7/23-7/29		7/30-8/5		8/6-8/12		8/13-8/19		8/20-8/26		8/27-9/2		2007 to Date
	Units Sold	Share	Units Sold	Share	Units Sold	Share	Units Sold	Share	Units Sold	Share	Units Sold	Share	Units Sold	Share	Units Sold	Share	
PS2	17,041	5.5%	16,233	5.8%	14,339	4.4%	14,762	5.3%	14,064	4.9%	17,431	5.7%	16,269	7.3%	15,835	7.7%	568,261
GC																	5,710
GBA SP	388	0.1%	571	0.2%	606	0.2%	464	0.2%	580	0.2%	678	0.2%	475	0.2%	407	0.2%	27,322
DS	155	0.1%	128	0.0%	128	0.0%	105	0.0%	138	0.0%	170	0.1%	153	0.1%	138	0.1%	12,656
PSP	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%	21,810	10.6%	1,325,695
GBM	539	0.2%	656	0.2%	616	0.2%	692	0.2%	611	0.2%	774	0.3%	697	0.3%	489	0.2%	30,009
Xbox 360	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%	2,062	1.0%	153,885
DS Lite	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%	101,110	49.0%	5,109,801
PS3	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%	16,816	8.2%	693,898
Wii	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%	47,639	23.1%	2,465,049
Total	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%	206,306	100.0%	



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

Units Sold	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	1st wk / Sept
PS2	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	15,835
GC																
Xbox 360	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	2,062
PS3	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	16,816
Wii	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	47,639

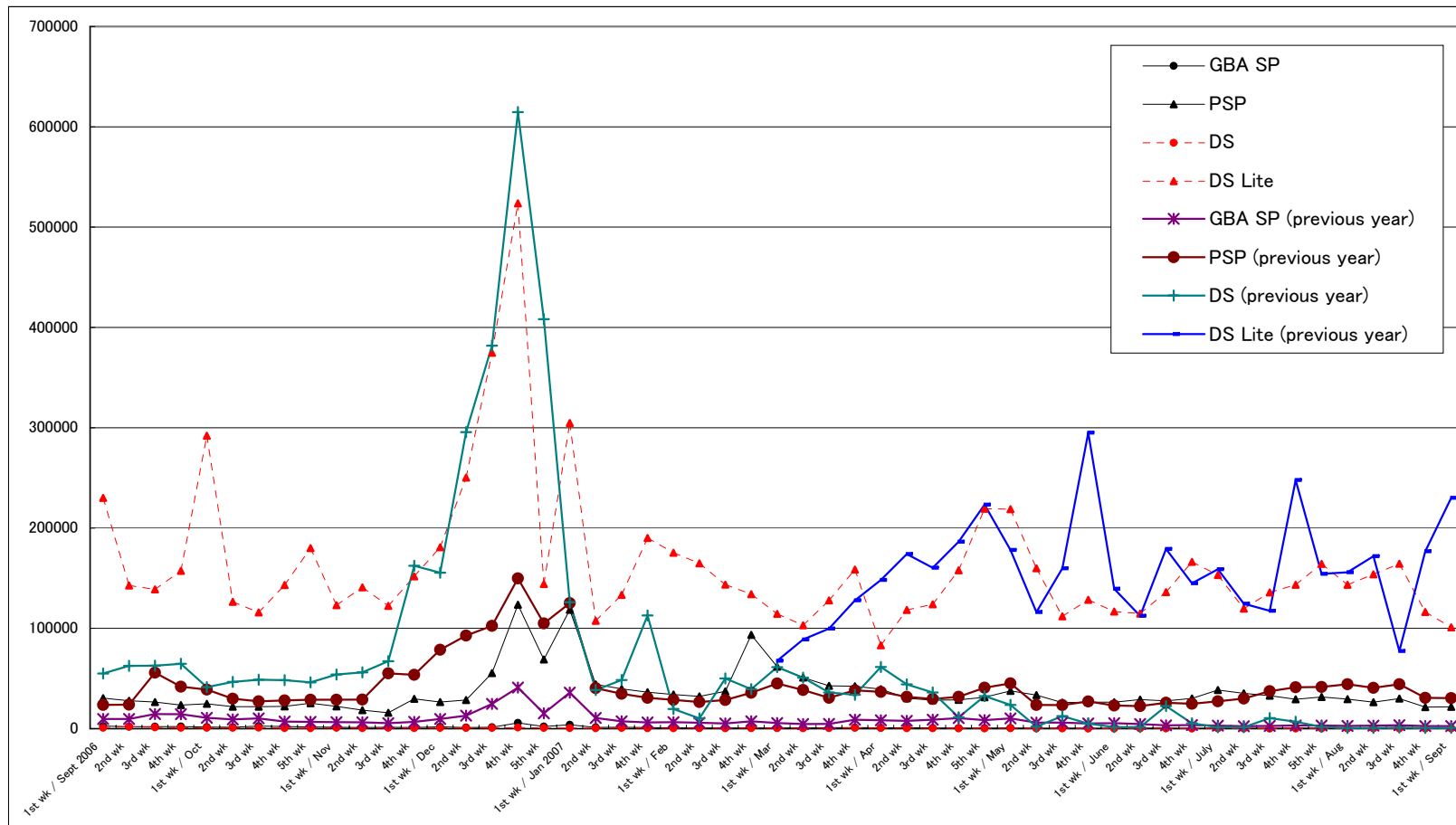
PS2 (previous year)	20,360	21,827	20,557	20,661	22,399	24,579	24,556	20,889	25,085	27,517	26,683	23,302	25,727	32,172	23,082	23,290
GC (previous year)	1,221	1,056	970	1,106	1,312	1,015	929	919	905	1,007	959	893	937	1,023	754	901
Xbox 360 (previous year)	1,415	1,218	1,095	1,143	1,475	1,315	1,676	1,191	1,020	1,317	1,513	1,182	1,025	1,517	1,004	1,047
PS3 (previous year)																
Wii (previous year)																



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

Units Sold	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	1st wk / Sept
GBA SP	515	464	408	615	539	426	513	476	388	571	606	464	580	678	475	407
PSP	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	21,810
DS	229	215	188	278	225	186	239	188	155	128	128	105	138	170	153	138
DS Lite	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	101,110

GBA SP (previous year)	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	2,607
PSP (previous year)	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	30,462
DS (previous year)	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	819
DS Lite (previous year)	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	230,081

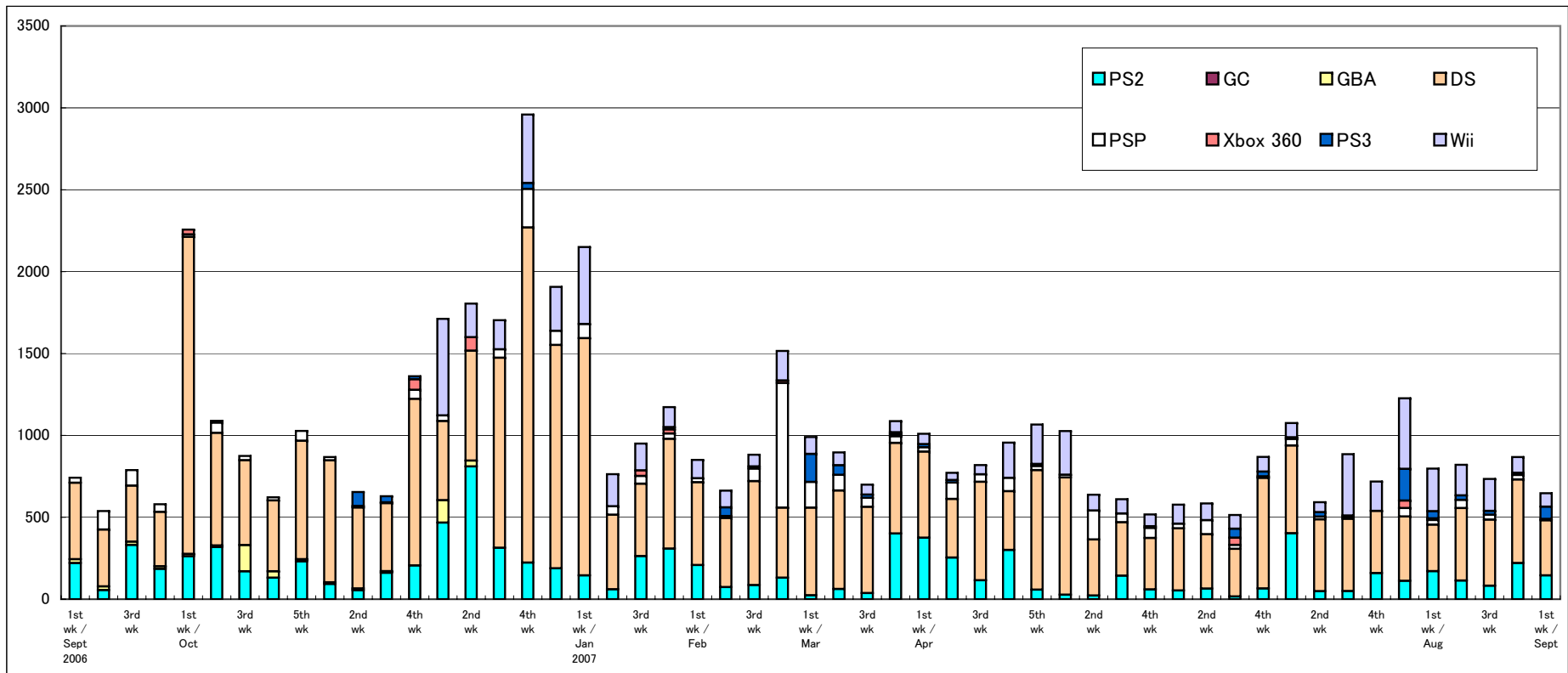


Software Sales/Share for Each Platform

*Only covering titles ranked in the TOP 30

Unit: K = 1000

	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		8/27-9/2		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	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%	145.2	22.4%	4,867.1
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	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%	336.3	52.0%	17,336.8
PSP	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%	8.8	1.4%	2,426.6
Xbox 360	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%	0.0	0.0%	217.3
PS3	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%	74.7	11.5%	881.0
Wii	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%	82.1	12.7%	5,220.7
Total	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%	647.1	100.0%	



Market Scale Transition

Unit: 100 million yen	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	1st wk / Sept	2007 to Date
Hardware	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	42.3	2,098.0
Software	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	50.9	2,282.8
Total	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	93.2	4,380.8

Hardware (previous year)	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	46.9
Software (previous year)	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	49.1
Total (previous year)	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	96.0

