

# *Famitsu Marketing Data Service*

Monthly Report: August 2007

Data Collected by Famitsu: from July 30 to August 26, 2007

Monthly Software Sales Ranking: TOP 50

Market Scale Transition

Hardware Sales Transition

Software Sales/Share for Each Platform

Software Sales Sorted by Genre

Individual Publisher's Software Sales

Monthly TOP 50

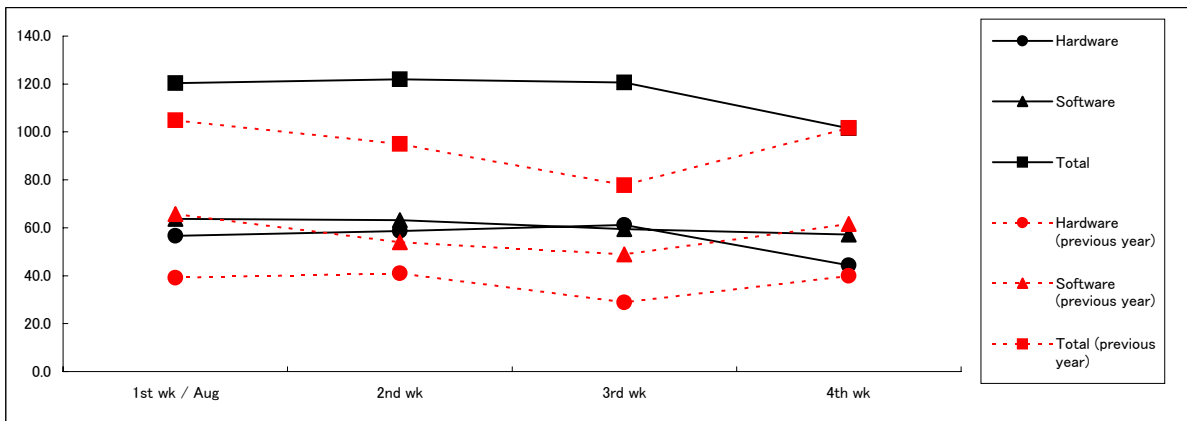
Ranking	Platform	Title	Publisher	Sales Date	Price (including tax)	Genre	Copies Sold/Month (Estimated)	Cumulative Copies Sold (Estimated)
1	Wii	Mario Party 8	Nintendo	07-26-07	¥5,800	Board/Act	426,777	709,166
2	PS2	J-League Winning Eleven 2007: Club Championship	KONAMI	08-02-07	¥7,329	Act	242,793	242,793
3	DS	Final Fantasy Crystal Chronicles: Ring of Fates	SQUARE ENIX	08-23-07	¥5,040	Act/RPG	206,439	206,439
4	DS	SD Gundam G Generation: Cross Drive	NAMCO BANDAI Games	08-09-07	¥5,040	Sim	201,513	201,513
5	PS2	Sengoku Musou 2: Moshō-den	KOEI	08-23-07	¥4,494	Act	175,598	175,598
6	Wii	Wii Sports	Nintendo	12-02-06	¥4,800	Act	118,339	1,931,927
7	PS3	Minna no Golf 5 Hot Shots Golf 5	SCEJ (SONY)	07-26-07	¥5,980	Act	107,529	283,279
8	DS	Donkey Kong: Jungle Climber DK Jungle Climber	Nintendo	08-09-07	¥4,800	Act	101,825	101,825
9	Wii	Hajimete no Wii Wii Play	Nintendo	12-02-06	¥4,800	Other	98,837	1,502,185
10	DS	Subarashiki Kono Sekai	SQUARE ENIX	07-27-07	¥5,980	Act/RPG	90,303	171,629
11	PS2	Final Fantasy XII International Zodiac Job System	SQUARE ENIX	08-09-07	¥6,800	RPG	89,874	89,874
12	DS	New Super Mario Bros.	Nintendo	05-25-06	¥4,800	Act	83,770	4,764,302
13	DS	Zelda no Densetsu: Mugen no Sunadokei The Legend of Zelda: Phantom Hourglass	Nintendo	06-23-07	¥4,800	Act/RPG	80,795	760,689
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	79,675	4,625,006
15	DS	Mario Kart DS	Nintendo	12-08-05	¥4,800	Act	77,179	2,392,893
16	DS	Oide yo Dobutsu no Mori Animal Crossing: Wild World	Nintendo	11-23-05	¥4,800	Other	74,462	4,322,622
17	PS2	Jikkyo Powerful Pro Yakyu 14	KONAMI	07-19-07	¥7,329	Act/Sim	69,943	270,843
18	DS	Ganbaru Watashi no Kakei Diary	Nintendo	07-12-07	¥3,800	Other	67,805	144,816
19	DS	Miru Chikara wo Jissen de Kitaeru: DS Mejjikara Training Flash Focus: Vision Training in Minutes a Day	Nintendo	05-31-07	¥3,800	Other	66,149	537,334
20	DS	Gyakuten Saiban 3 [Best Price!] Phoenix Wright: Ace Attorney Trials and Tribulations	CAPCOM	08-23-07	¥3,129	Adv	64,860	64,860
21	DS	Eigo ga Nigate na Otona no DS Training Motto Eigo-zuke	Nintendo	03-29-07	¥3,800	Other	64,294	501,445
22	DS	Itadaki Street DS	SQUARE ENIX	06-21-07	¥5,040	Board	61,885	348,890
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	52,521	453,445
24	DS	Facening de Hyojo Yutaka ni Insho Up: Otona no DS Kao Training	Nintendo	08-02-07	¥4,800	Other	51,263	51,263
25	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	51,094	3,493,586
26	DS	Eigo ga Nigate na Otona no DS Training Eigo-zuke	Nintendo	01-26-06	¥3,800	Other	47,990	1,968,438
27	PSP	Grand Theft Auto: Liberty City Stories	CAPCOM	07-26-07	¥5,229	Act	47,779	86,464
28	PSP	Wild Arms: Crossfire	SCEJ (SONY)	08-09-07	¥4,980	Sim/RPG	41,909	41,909
29	DS	Naruto: Shippu-den Saikyo Ninja Daikesshu 5 Kessen! "Akatsuki"	TAKARATOMY	07-19-07	¥5,040	Act	41,540	84,405
30	DS	Wantame Uranai Channel	CAPCOM	08-09-07	¥3,990	Other	39,039	39,039
31	PSP	Monster Hunter Portable 2nd Monster Hunter Freedom 2	CAPCOM	02-22-07	¥5,229	Act	35,572	1,290,925
32	Wii	Kido Senshi Gundam: MS-Sensen 0079	NAMCO BANDAI Games	07-26-07	¥7,140	Sht	34,734	78,393
33	DS	Pocket Monster Diamond/Pearl	Pokemon	09-28-06	¥4,800	RPG	33,952	5,288,569
34	DS	Zettai-Onkan Otodamaster	Hudson	08-02-07	¥5,040	RPG	31,104	31,104
35	DS	Sakasete! Chibi-Robo! Chibi-Robo: Park Patrol	Nintendo	07-05-07	¥4,800	Act/Adv	30,948	139,295
36	DS	Kochu Ouja MushiKing: Super Collection	SEGA	07-19-07	¥6,090	Card	29,694	72,499
37	DS	nintendogs: Shiba & Friends/Dachshund & Friends/Chihuahua & Friends	Nintendo	04-21-05	¥4,800	Sim	28,837	1,638,927

38	Wii	Jikkyo Powerful Pro Yakyu Wii	KONAMI	07-19-07	¥7,329	Act/Sim	27,420	91,400
39	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	26,291	526,953
40	DS	Yamakawa Shuppansha Kanshu: Shosetsu Nihonshi B Sogo Training	NAMCO BANDAI Games	06-07-07	¥3,990	Other	25,541	73,035
41	DS	Yoshi Island DS Yoshi's Island DS	Nintendo	03-08-07	¥4,800	Act	25,198	842,808
42	Wii	Forever Blue Endless Ocean	Nintendo	08-02-07	¥5,800	Act	24,868	24,868
43	DS	Saiyuki: Kinkaku, Ginkaku no Inbo	D3 PUBLISHER	07-12-07	¥3,990	Act	24,678	52,210
44	DS	TOEIC Test DS Training	IE Institute	03-29-07	¥3,990	Other	23,802	152,113
45	DS	Kanshu Nihon Joshiki-ryoku Kentei Kyokai: Imasara Hito ni wa Kikenai Otona no Joshiki-ryoku Training DS	Nintendo	10-26-06	¥3,800	Other	23,573	1,496,446
46	DS	Layton Kyoju to Fushigi na Machi Professor Layton and the Curious Village	LEVEL-5	02-15-07	¥4,800	Adv	22,009	634,770
47	PSP	Saru Get You: SaruSaru Daisakusen	SCEJ (SONY)	07-26-07	¥4,980	Act	21,599	34,302
48	XB360	The Elder Scrolls IV: Oblivion	Spike	07-26-07	¥8,190	RPG	21,281	66,778
49	DS	Kekkaishi: Karasumori Ayakashi Kidan	NAMCO BANDAI Games	05-24-07	¥5,040	Act	21,099	127,634
50	PSP	Dragoneer's Aria: Ryu ga Nemuru made Dragoneer's Aria	NIPPON ICHI SOFTWARE	08-23-07	¥5,040	RPG	20,360	20,360

### Market Scale Transition

Unit: 100 million yen

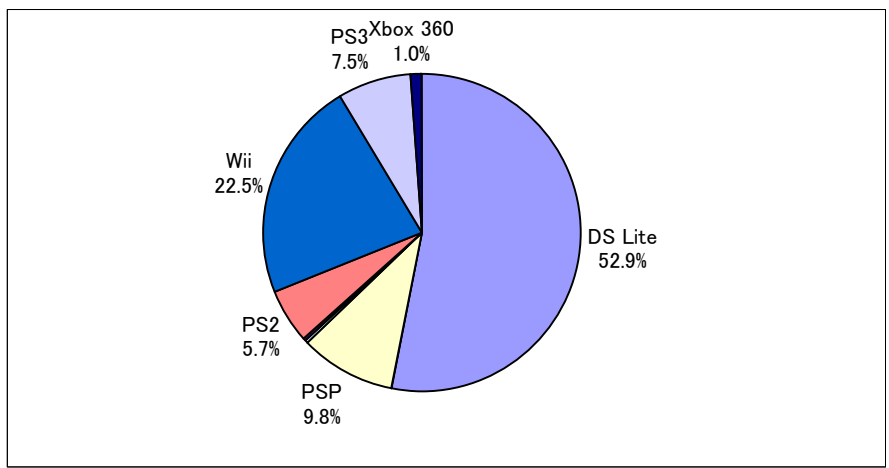
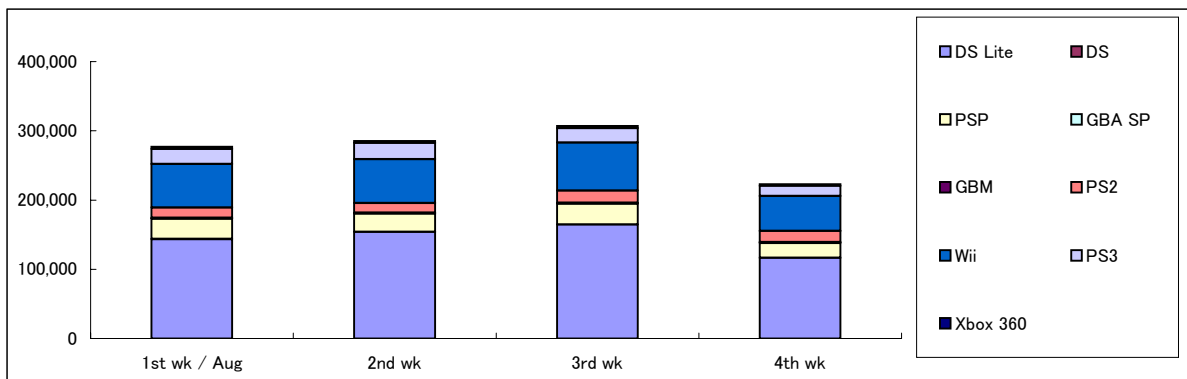
	1st wk / Aug	2nd wk	3rd wk	4th wk	Accumulated Sales/Month
Hardware	56.7	58.7	61.2	44.4	220.9
Software	63.7	63.2	59.4	57.2	243.6
Total	120.3	121.9	120.6	101.6	464.4



### Hardware Sales Transition

Units Sold

	1st wk / Aug	2nd wk	3rd wk	4th wk	Accumulated Sales/Month
DS Lite	143,551	153,845	164,484	116,353	578,233
DS	105	138	170	153	566
PSP	29,492	26,487	30,076	21,506	107,561
GBA SP	464	580	678	475	2,197
GBM	692	611	774	697	2,774
PS2	14,762	14,064	17,431	16,269	62,526
Wii	62,798	63,238	69,404	50,213	245,653
PS3	21,985	23,705	20,968	14,883	81,541
Xbox 360	3,305	2,826	2,899	2,258	11,288
	277,154	285,494	306,884	222,807	1,092,339

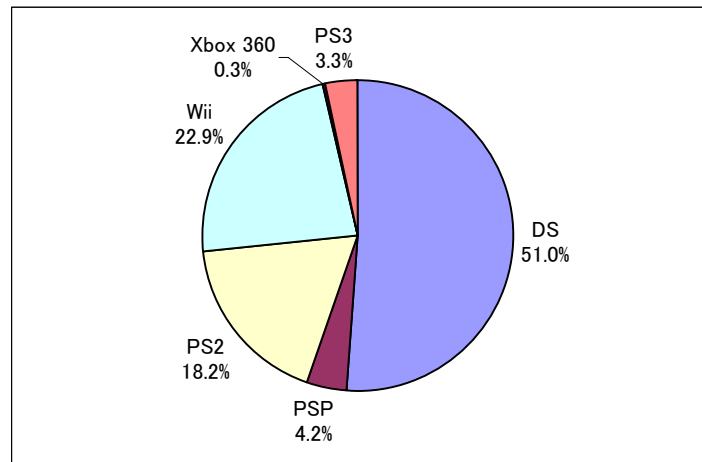
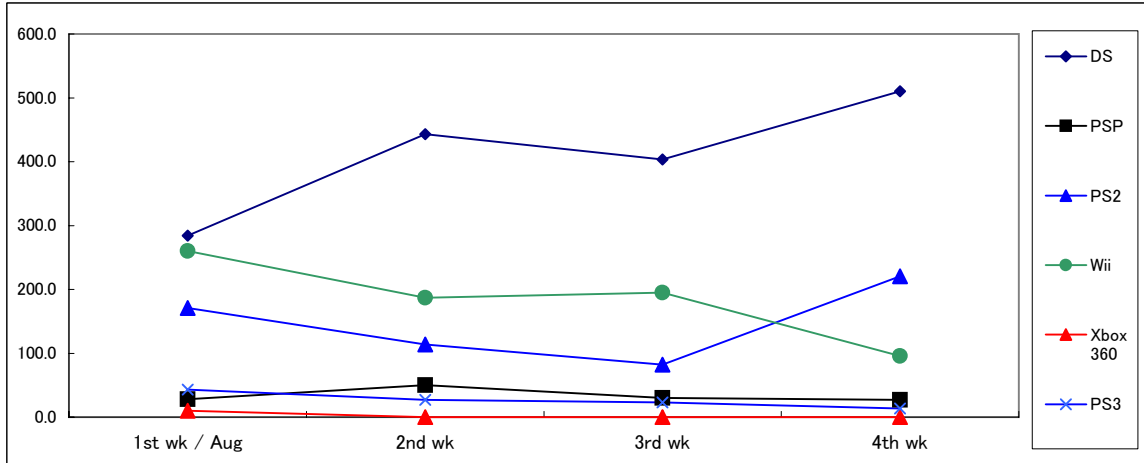


**Software Sales/Share  
for Each Platform**

\*Only covering titles ranked in the weekly TOP 30 (DS, PSP, PS2, Wii, Xbox 360, and PS3 titles)

Unit: K (=1000)

	1st wk / Aug	2nd wk	3rd wk	4th wk	Accumulated Sales/Month
DS	284.4	442.9	403.7	510.3	1,641.4
PSP	28.2	49.9	30.3	27.2	135.6
PS2	171.0	113.5	82.1	220.7	587.5
Wii	260.1	186.9	195.2	95.7	737.9
Xbox 360	10.2	-	-	-	10.2
PS3	43.3	27.3	23.3	13.7	107.5
	797.2	820.7	734.6	867.7	3,220.1



**Software Sales Sorted by Genre**

Genre	Copies Sold	Number of Titles Ranked in TOP 50	Leading Titles
Act	1,149,366	15	J-League Winning Eleven 2007: Club Championship, Sengoku Musou 2: Moshō-den, Wii Sports
Other	739,815	14	Wii Play, Brain Age 2: More Training in Minutes a Day, Animal Crossing: Wild World
Act/RPG	430,058	4	Final Fantasy Crystal Chronicles: Ring of Fates, Subarashiki Kono Sekai, The Legend of Zelda: Phantom Hourglass
Board/Act	426,777	1	Mario Party 8
Sim	230,350	2	SD Gundam G Generation: Cross Drive, nintendogs: Shiba & Friends/Dachshund & Friends/Chihuahua & Friends
RPG	196,571	5	Final Fantasy XII International Zodiac Job System, Pocket Monster Diamond/Pearl, Zettai-Onkan Otodamaster
Act/Sim	97,363	2	Jikkyo Powerful Pro Yakyu 14, Jikkyo Powerful Pro Yakyu Wii
Adv	86,869	2	Phoenix Wright: Ace Attorney Trials and Tribulations [Best Price!], Professor Layton and the Curious Village
Board	61,885	1	Itadaki Street DS
Sim/RPG	41,909	1	Wild Arms: Crossfire
Sht	34,734	1	Kido Senshi Gundam: MS-Sensen 0079
Act/Adv	30,948	1	Chibi-Robo: Park Patrol
Card	29,694	1	Kochu Ouja MushiKing: Super Collection

Individual Publisher's Software Sales

\*Only covering titles ranked in the monthly TOP 50

Publisher	Copies Sold	Number of Titles Ranked in TOP 50	Leading Titles
Nintendo	1,623,678	20	Mario Party 8, Wii Sports, DK Jungle Climber
SQUARE ENIX	501,022	5	Final Fantasy Crystal Chronicles: Ring of Fates, Subarashiki Kono Sekai, Final Fantasy XII International Zodiac Job System
KONAMI	340,156	3	J-League Winning Eleven 2007: Club Championship, Jikkyo Powerful Pro Yakyu 14, Jikkyo Powerful Pro Yakyu Wii
NAMCO BANDAI Games	282,887	4	SD Gundam G Generation: Cross Drive, Kido Senshi Gundam: MS-Sensen 0079, Yamakawa Shuppansha Kanshu: Shosetsu Nihonshi B Sogo Training
CAPCOM	187,250	4	Phoenix Wright: Ace Attorney Trials and Tribulations [Best Price!], Grand Theft Auto: Liberty City Stories, Wantame Uranai Channel
KOEI	175,598	1	Sengoku Musou 2: Moshou-den
SCEJ (SONY)	171,037	3	Hot Shots Golf 5, Wild Arms: Crossfire, Saru Get You: SaruSaru Daisakusen
IE Institute	50,093	2	Zaidan Hojin Nihon Kanji Noryoku Kentei Kyokai Koshiki Soft: 200-man-nin no KanKen Tokoton Kanji-nou, TOEIC Test DS Training
TAKARATOMY	41,540	1	Naruto: Shippu-den Saikyo Ninja Daikesshu 5 Kessen! "Akatsuki"
Pokemon	33,952	1	Pocket Monster Diamond/Pearl
Hudson	31,104	1	Zettai-Onkan Otodamaster
SEGA	29,694	1	Kochu Ouja MushiKing: Super Collection
D3 PUBLISHER	24,678	1	Saiyuki: Kinkaku, Ginkaku no Inbo
LEVEL-5	22,009	1	Professor Layton and the Curious Village
Spike	21,281	1	The Elder Scrolls IV: Oblivion
NIPPON ICHI SOFTWARE	20,360	1	Dragoneer's Aria

