

Famitsu Marketing Data Service

Monthly Report: September 2007

Data Collected by Famitsu: from August 27 to September 30, 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

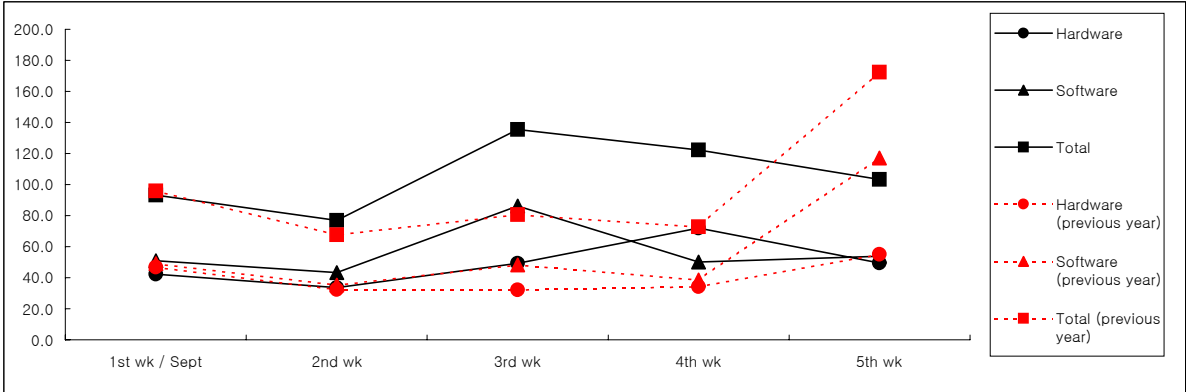
Ranking	Platform	Title	Publisher	Sales Date	Price (including tax)	Genre	Copies Sold/Month (Estimated)	Cumulative Copies Sold (Estimated)
1	DS	Pokemon Fushigi no Dungeon: Toki no Tankentai/Yami no Tankentai	Pokemon	09-13-07	¥4,800	RPG	857,211	857,211
2	PSP	Crisis Core: Final Fantasy VII	SQUARE ENIX	09-13-07	¥6,090	Act/RPG	663,820	663,820
3	PS2	Another Century's Episode 3: The Final	BANPRESTO	09-06-07	¥7,329	Act	223,058	223,058
4	DS	Final Fantasy Crystal Chronicles: Ring of Fates	SQUARE ENIX	08-23-07	¥5,040	Act/RPG	156,591	363,030
5	PSP	Metal Gear Solid: Portable Ops +	KONAMI	09-20-07	¥2,400	Act	129,873	129,873
6	Wii	Mario Party 8	Nintendo	07-26-07	¥5,800	Board/Act	125,699	834,865
7	PS2	Sengoku Musou 2: Moshō-den	KOEI	08-23-07	¥4,494	Act	110,668	286,266
8	PS3	Bladestorm: Hyakunen Senso Bladestorm: The Hundred Years' War	KOEI	08-30-07	¥8,190	Act	108,232	108,232
9	DS	Ganbaru Watashi no Kakei Diary	Nintendo	07-12-07	¥3,800	Other	76,453	221,269
10	Wii	Wii Sports	Nintendo	12-02-06	¥4,800	Act	75,276	2,007,203
11	Wii	Hajimete no Wii Wii Play	Nintendo	12-02-06	¥4,800	Other	70,985	1,573,170
12	DS	Gyakuten Saiban 3 [Best Price!] Phoenix Wright: Ace Attorney Trials and Tribulations	CAPCOM	08-23-07	¥3,129	Adv	67,090	131,950
13	PSP	Fate / Tiger Colosseum	CAPCOM	09-13-07	¥5,240	Act	64,530	64,530
14	DS	Mario Kart DS	Nintendo	12-08-05	¥4,800	Act	63,858	2,456,751
15	DS	Oide yo Dobutsu no Mori Animal Crossing: Wild World	Nintendo	11-23-05	¥4,800	Other	62,334	4,384,956
16	DS	New Super Mario Bros.	Nintendo	05-25-06	¥4,800	Act	61,743	4,826,045
17	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	Nintendo	12-29-05	¥2,800	Other	61,525	4,686,531
18	XB360	Halo 3	Microsoft	09-27-07	¥7,140	Sht	61,143	61,143
19	DS	One Piece: Gear Spirit	NAMCO BANDAI Games	08-30-07	¥5,040	Act	55,052	55,052
20	Wii	Mario Strikers Charged	Nintendo	09-20-07	¥5,800	Act	52,856	52,856
21	DS	Eigo ga Nigate na Otona no DS Training Motto Eigo-zuke	Nintendo	03-29-07	¥3,800	Other	51,134	552,579
22	DS	Tamagotchi no Puchi-Puchi Omiseccchi Mina-San-Kyuu!	NAMCO BANDAI Games	09-27-07	¥5,040	Sim	48,319	48,319
23	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	Nintendo	05-19-05	¥2,800	Other	46,792	3,540,378
24	PS3	Minna no Golf 5 Hot Shots Golf 5	SCEJ (SONY)	07-26-07	¥5,980	Act	46,335	329,614
25	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	46,243	583,577
26	PS2	Gintama: Gin-san to Issho! Boku no Kabuki-cho Nikki	NAMCO BANDAI Games	08-30-07	¥7,140	Adv	46,182	46,182
27	PS2	J-League Winning Eleven 2007: Club Championship	KONAMI	08-02-07	¥7,329	Act	44,546	287,339
28	PS2	Grand Theft Auto: Liberty City Stories	CAPCOM	09-06-07	¥4,179	Act	43,006	43,006
29	DS	Donkey Kong: Jungle Climber DK Jungle Climber	Nintendo	08-09-07	¥4,800	Act	39,788	141,613
30	DS	Eigo ga Nigate na Otona no DS Training Eigo-zuke	Nintendo	01-26-06	¥3,800	Other	39,589	2,008,027
31	DS	Taiko no Tatsujin DS: Touch de Dokodon!	NAMCO BANDAI Games	07-26-07	¥5,040	Act	37,535	143,204
32	DS	Summon Night: Twin Age - Seirei-tachi no Koe	BANPRESTO	08-30-07	¥5,040	RPG	36,471	36,471
33	DS	KateKyo Hitman Reborn! DS: Flame Rumble Kaiken Ring Sodatsusen!	TAKARATOMY	09-20-07	¥5,040	Act	33,931	33,931
34	DS	Zelda no Densetsu: Mugen no Sunadokei The Legend of Zelda: Phantom Hourglass	Nintendo	06-23-07	¥4,800	Act/RPG	32,618	793,307
35	DS	SD Gundam G Generation: Cross Drive	NAMCO BANDAI Games	08-09-07	¥5,040	Sim	31,970	233,483
36	PS2	Bleach: Blade Battlers 2nd	SCEJ (SONY)	09-27-07	¥6,980	Act	31,676	31,676

37	PSP	Yu-Gi-Oh Duel Monsters GX: Tag Force 2 Yu-Gi-Oh! GX Tag Force 2	KONAMI	09-27-07	¥5,229	Card	30,168	30,168
38	PSP	Monster Hunter Portable 2nd Monster Hunter Freedom 2	CAPCOM	02-22-07	¥5,229	Act	28,723	1,319,648
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	26,487	553,440
40	PSP	Eiyu Densetsu: Sora no Kiseki SC	Nihon Falcom	09-27-07	¥6,090	RPG	25,881	25,881
41	PS2	Final Fantasy XII International Zodiac Job System	SQUARE ENIX	08-09-07	¥6,800	RPG	25,676	115,550
42	DS	Itadaki Street DS	SQUARE ENIX	06-21-07	¥5,040	Board	24,301	373,191
43	PS2	Hissho Pachinko Pachi-Slot Koryaku Series Vol. 11: Shinseiki Evangelion - Magokoro wo, Kimi ni	D3 PUBLISHER	09-27-07	¥5,460	Simu	24,294	24,294
44	PS2	BeatMania II DX 13 - Distorted	KONAMI	08-30-07	¥7,329	Act	24,212	24,212
45	PS2	Phantasy Star Universe: Illuminas no Yabo Phantasy Star Universe: Ambition of the Illuminus	SEGA	09-27-07	¥5,040	RPG	24,141	24,141
46	PSP	Metal Gear Solid: Portable Ops + Deluxe Pack	KONAMI	09-20-07	¥4,300	Act	24,030	24,030
47	DS	Kido Gekidan Haro Ichiza: Gundam Mahjong + Z Sarani Dekiruyoni Nattana!	NAMCO BANDAI Games	09-06-07	¥5,040	Table	23,616	23,616
48	DS	Facening de Hyojo Yutaka ni Insho Up: Otona no DS Kao Training	Nintendo	08-02-07	¥4,800	Other	23,378	74,641
49	DS	Zaidan Hojin Nihon Kanji Noryoku Kentei Kyokai Konin: KanKen DS 2 + Joyo-Kanji Jiten	Rocket Company	09-27-07	¥2,940	Other	23,100	23,100
50	PS3	The Elder Scrolls IV: Oblivion	Spike	09-27-07	¥8,190	RPG	22,988	22,988

Market Scale Transition

Unit: 100 million yen

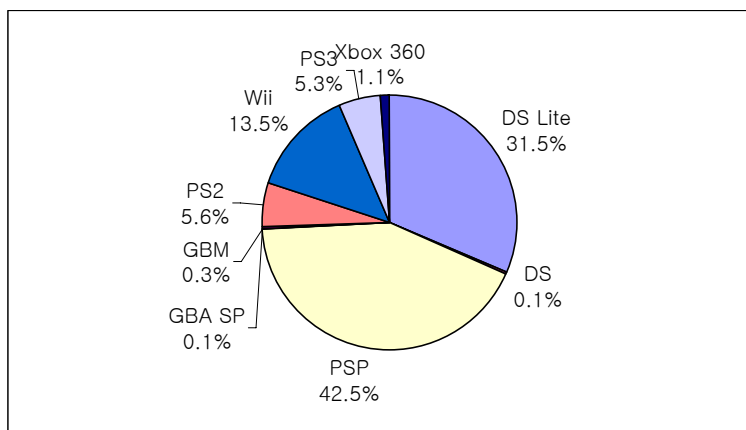
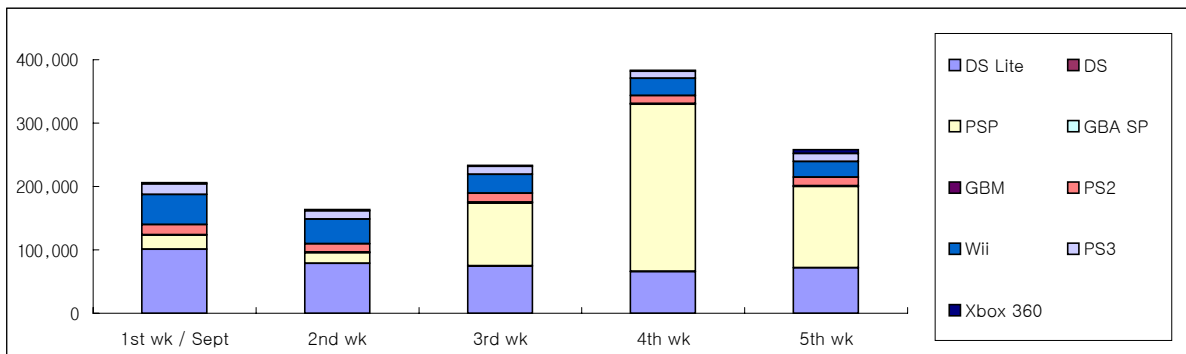
	1st wk / Sept	2nd wk	3rd wk	4th wk	5th wk	Accumulated Sales/Month
Hardware	42.3	33.6	49.3	72.0	49.5	246.7
Software	50.9	43.3	86.2	50.2	53.9	284.6
Total	93.2	76.9	135.5	122.2	103.4	531.2



Hardware Sales Transition

Units Sold

	1st wk / Sept	2nd wk	3rd wk	4th wk	5th wk	Accumulated Sales/Month
DS Lite	101,110	78,859	74,412	65,736	71,635	391,752
DS	138	121	108	385	204	956
PSP	21,810	16,437	99,340	263,538	128,172	529,297
GBA SP	407	236	303	363	223	1,532
GBM	489	697	1,056	768	969	3,979
PS2	15,835	13,448	13,953	12,726	13,438	69,400
Wii	47,639	38,472	30,222	27,059	24,828	168,220
PS3	16,816	13,550	12,299	11,103	12,676	66,444
Xbox 360	2,062	1,849	1,724	1,835	5,772	13,242
	206,306	163,669	233,417	383,513	257,917	1,244,822

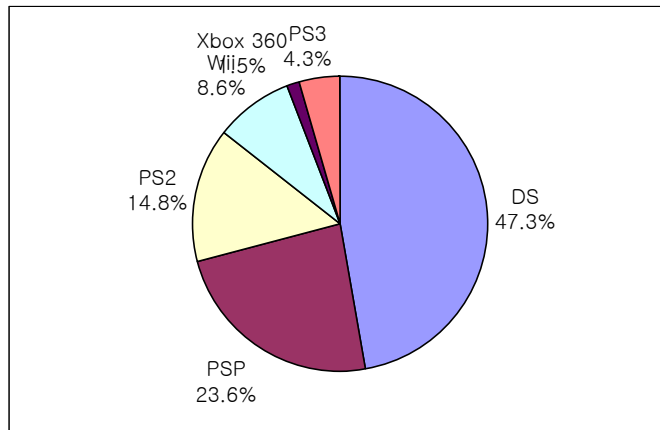
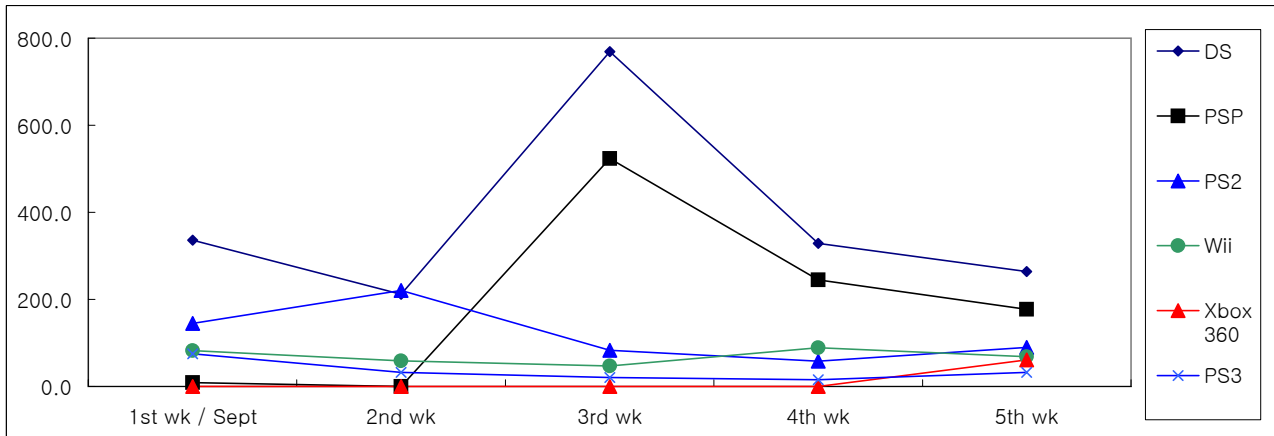


Software Sales/Share
for Each Platform

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

Unit: K (=1000)

	1st wk / Sept	2nd wk	3rd wk	4th wk	5th wk	Accumulated Sales/Month
DS	336.3	212.1	769.3	328.5	264.2	1,910.4
PSP	8.8	-	523.3	244.6	177.4	954.1
PS2	145.2	220.3	83.4	58.4	89.5	596.7
Wii	82.1	59.0	47.4	89.1	68.7	346.2
Xbox 360	-	-	-	-	61.1	61.1
PS3	74.7	32.4	20.3	15.3	32.0	174.6
	647.1	523.8	1,443.7	735.8	692.8	4,043.2



Software Sales Sorted by Genre

Genre	Copies Sold	Number of Titles Ranked in TOP 50	Leading Titles
Act	1,298,928	20	Another Century's Episode 3: The Final, Metal Gear Solid: Portable Ops +, Sengoku Musou 2: Moshō-den
RPG	992,368	6	Pokemon Fushigi no Dungeon: Toki no Tankentai/Yami no Tankentai, Summon Night: Twin Age - Seirei-tachi no Koe, Eiyu Densetsu: Sora no Kiseki SC
Act/RPG	853,029	3	Crisis Core: Final Fantasy VII, Final Fantasy Crystal Chronicles: Ring of Fates, The Legend of Zelda: Phantom Hourglass
Other	528,020	11	Ganbaru Watashi no Kakei Diary, Wii Play, Animal Crossing: Wild World
Board/Act	125,699	1	Mario Party 8
Adv	113,272	2	Phoenix Wright: Ace Attorney Trials and Tribulations [Best Price!], Gintama: Gin-san to Issho! Boku no Kabuki-cho Nikki
Sim	80,289	2	Tamagotchi no Puchi-Puchi Omisecchi Mina-San-Kyu!, SD Gundam G Generation: Cross Drive
Sht	61,143	1	Halo 3
Card	30,168	1	Yu-Gi-Oh! GX Tag Force 2
Board	24,301	1	Itadaki Street DS
Simu	24,294	1	Hissho Pachinko Pachi-Slot Koryaku Series Vol. 11: Shinseiki Evangelion - Magokoro wo, Kimi ni
Table	23,616	1	Kido Gekidan Haro Ichiza: Gundam Mahjong + Z Sarani Dekiruyoni Nattana!

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	930,271	16	Mario Party 8, Ganbaru Watashi no Kakei Diary, Wii Sports
SQUARE ENIX	870,388	4	Crisis Core: Final Fantasy VII, Final Fantasy Crystal Chronicles: Ring of Fates, Final Fantasy XII International Zodiac Job System
Pokemon	857,211	1	Pokemon Fushigi no Dungeon: Toki no Tankentai/Yami no Tankentai
BANPRESTO	259,529	2	Another Century's Episode 3: The Final, Summon Night: Twin Age - Seirei-tachi no Koe
KONAMI	252,829	5	Metal Gear Solid: Portable Ops +, J-League Winning Eleven 2007: Club Championship, Yu-Gi-Oh! GX Tag Force 2
NAMCO BANDAI Games	242,674	6	One Piece: Gear Spirit, Tamagotchi no Puchi-Puchi Omisecchi Mina-San-Kyu!, Gintama: Gint-san to Issho! Boku no Kabuki-cho Nikki
KOEI	218,900	2	Sengoku Musou 2: Moshō-den, Bladestorm: The Hundred Years' War
CAPCOM	203,349	4	Phoenix Wright: Ace Attorney Trials and Tribulations [Best Price!], Fate / Tiger Colosseum, Grand Theft Auto: Liberty City Stories
SCEJ (SONY)	78,011	2	Hot Shots Golf 5, Bleach: Blade Battlers 2nd
Microsoft	61,143	1	Halo 3
TAKARATOMY	33,931	1	KateKyo Hitman Reborn! DS: Flame Rumble Kaien Ring Sodatsusen!
IE Institute	26,487	1	Zaidan Hojin Nihon Kanji Noryoku Kentei Kyokai Koshiki Soft: 200-man-nin no KanKen Tokoton Kanji-nou
Nihon Falcom	25,881	1	Eiyu Densetsu: Sora no Kiseki SC
D3 PUBLISHER	24,294	1	Hissho Pachinko Pachi-Slot Koryaku Series Vol. 11: Shinseiki Evangelion - Magokoro wo, Kimi ni
SEGA	24,141	1	Phantasy Star Universe: Ambition of the Illuminus
Rocket Company	23,100	1	Zaidan Hojin Nihon Kanji Noryoku Kentei Kyokai Konin: KanKen DS 2 + Joyo-Kanji Jiten
Spike	22,988	1	The Elder Scrolls IV: Oblivion

