

Famitsu Marketing Data Service

Monthly Report: October 2007

Data Collected by Famitsu: from October 1 to October 28, 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

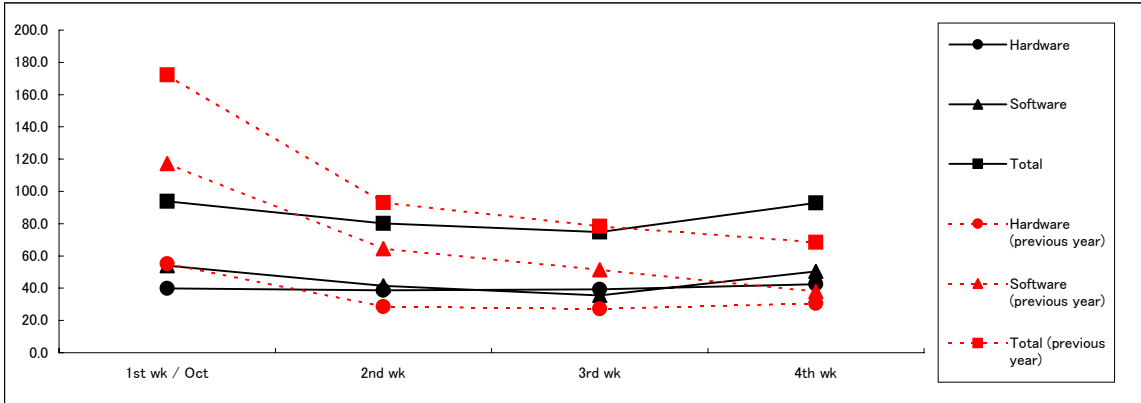
Ranking	Platform	Title	Publisher	Sales Date	Price (including tax)	Genre	Copies Sold/Month (Estimated)	Cumulative Copies Sold (Estimated)
1	PS2	Dragon Ball Z: Sparking! Meteor Dragon Ball Z: Budokai Tenkaichi 3	NAMCO BANDAI Games	10-04-07	¥7,140	Act	252,953	252,953
2	PSP	Gundam Battle Chronicle	NAMCO BANDAI Games	10-04-07	¥5,040	Act	168,926	168,926
3	DS	Final Fantasy Tactics A2: Fuketsu no Grimoire Final Fantasy Tactics A2: The Sealed Grimoire	SQUARE ENIX	10-25-07	¥5,040	Sim/RPG	158,408	158,408
4	DS	Pokemon Fushigi no Dungeon: Toki no Tankentai/Yami no Tankentai	Pokemon	09-13-07	¥4,800	RPG	153,316	1,010,527
5	DS	Archaic Sealed Heat	Nintendo	10-04-07	¥5,800	Act/RPG	97,689	97,689
6	PS2	Jikkyo Powerful Major League 2 MLB Power Pros	KONAMI	10-04-07	¥7,329	Act	78,443	78,443
7	DS	DS Nishimura Kyotaro Suspense Shin Tantei Series: "Kyoto, Atami, Zekkai no Koto - Satsui no Wana"	TECMO	10-11-07	¥3,990	Adv	75,407	75,407
8	PS2	Ar-Toneliko 2: Sekai ni Hibiku Shoujo-tachi no Metafalica	BANPRESTO	10-25-07	¥7,140	RPG	68,104	68,104
9	DS	Zaidan Hojin Nihon Kanji Noryoku Kentei Kyokai Konin: KanKen DS 2 + Joyo-Kanji Jiten	Rocket Company	09-27-07	¥2,940	Other	66,090	89,190
10	Wii	Dragon Ball Z: Sparking! Meteor Dragon Ball Z: Budokai Tenkaichi 3	NAMCO BANDAI Games	10-04-07	¥7,140	Act	61,967	61,967
11	DS	DS Bungaku Zenshu	Nintendo	10-18-07	¥2,800	Other	60,665	60,665
12	PSP	Crisis Core: Final Fantasy VII	SQUARE ENIX	09-13-07	¥6,090	Act/RPG	59,447	723,267
13	DS	Tamagotchi no Puchi-Puchi Omisecchi Mina-San-Kyu!	NAMCO BANDAI Games	09-27-07	¥5,040	Sim	57,501	105,820
14	PSP	Metal Gear Solid: Portable Ops +	KONAMI	09-20-07	¥2,400	Act	53,828	183,701
15	Wii	Wii Sports	Nintendo	12-02-06	¥4,800	Act	49,224	2,056,427
16	DS	Mario Kart DS	Nintendo	12-08-05	¥4,800	Act	44,775	2,501,526
17	Wii	Hajimete no Wii Wii Play	Nintendo	12-02-06	¥4,800	Other	43,625	1,616,795
18	PS3	Rise from Lair Lair	SCEJ (SONY)	10-11-07	¥5,980	Act	42,793	42,793
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	42,033	625,610
20	PS2	Seaman 2: Peking-Genjin Ikusei Kit	SEGA	10-18-07	¥7,140	Sim	40,846	40,846
21	DS	Ganbaru Watashi no Kakei Diary	Nintendo	07-12-07	¥3,800	Other	38,410	259,679
22	Wii	Mario Party 8	Nintendo	07-26-07	¥5,800	Board/Act	35,585	870,450
23	DS	New Super Mario Bros.	Nintendo	05-25-06	¥4,800	Act	35,433	4,861,478
24	DS	Taiko no Tatsujin DS: Touch de Dokodon!	NAMCO BANDAI Games	07-26-07	¥5,040	Act	34,774	177,978
25	DS	Oide yo Dobutsu no Mori Animal Crossing: Wild World	Nintendo	11-23-05	¥4,800	Other	32,978	4,417,934
26	PS2	Arcana Heart	AQ INTERACTIVE	10-11-07	¥6,090	Act	32,575	32,575
27	Wii	Mario Strikers Charged	Nintendo	09-20-07	¥5,800	Act	32,273	85,129
28	DS	TashiTen: Tashite 10 ni Suru Monogatari	Nintendo	10-10-07	¥4,800	Pzl/Adv	28,917	28,917
29	PSP	Monster Hunter Portable 2nd Monster Hunter Freedom 2	CAPCOM	02-22-07	¥5,229	Act	26,374	1,346,022
30	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	24,646	4,711,177
31	DS	Winners Circle	GENKI	10-18-07	¥5,040	Sim	23,936	23,936
32	DS	Eigo ga Nigate na Otona no DS Training Motto Eigo-zuke	Nintendo	03-29-07	¥3,800	Other	21,721	574,300
33	DS	World Soccer Winning Eleven DS - Goal x Goal! Pro Evolution Soccer 2008	KONAMI	10-25-07	¥4,179	Act	21,505	21,505
34	PS2	Hissho Pachinko Pachi-Slot Koryaku Series Vol. 11: Shinseiki Evangelion - Magokoro wo, Kimi ni	D3 PUBLISHER	09-27-07	¥5,460	Simu	20,824	45,118
35	PS3	Imabikiso	SEGA	10-25-07	¥7,980	Adv	20,419	20,419
36	XB360	Beautiful Katamari Damacy Beautiful Katamari	NAMCO BANDAI Games	10-18-07	¥6,090	Act	20,285	20,285
37	DS	EiKen DS: Obunsha EiKen-sho Series Junkyo	Rocket Company	09-27-07	¥2,940	Other	19,954	28,849

38	PS3	Minna no Golf 5 Hot Shots Golf 5	SCEJ (SONY)	07-26-07	¥5,980	Act	19,500	349,114
39	PSP	Yu-Gi-Oh Duel Monsters GX: Tag Force 2 Yu-Gi-Oh! GX Tag Force 2	KONAMI	09-27-07	¥5,229	Card	19,394	49,562
40	PS2	Bleach: Blade Battlers 2nd	SCEJ (SONY)	09-27-07	¥6,980	Act	19,323	50,999
41	PS2	God of War II: Shuen eno Jokyoku God of War II	CAPCOM	10-25-07	¥7,340	Act	18,463	18,463
42	PS3	The Elder Scrolls IV: Oblivion	Spike	09-27-07	¥8,190	RPG	18,207	41,195
43	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	17,582	3,557,960
44	PSP	Eiyu Densetsu: Sora no Kiseki SC	Nihon Falcom	09-27-07	¥6,090	RPG	17,474	43,355
45	DS	KateKyo Hitman Reborn! DS: Flame Rumble Kaen Ring Sodatsusen!	TAKARATOMY	09-20-07	¥5,040	Act	17,442	51,373
46	DS	Gyakuten Saiban 3 [Best Price!] Phoenix Wright: Ace Attorney Trials and Tribulations	CAPCOM	08-23-07	¥3,129	Adv	17,321	149,271
47	XB360	Halo 3	Microsoft	09-27-07	¥7,140	Sht	17,294	78,437
48	Wii	Ghost Squad	SEGA	10-25-07	¥5,040	Sht	16,207	16,207
49	DS	Code Geass: Hangyaku no Lelouch	NAMCO BANDAI Games	10-25-07	¥5,040	Adv/RPG	15,980	15,980
50	DS	Namco Museum DS	NAMCO BANDAI Games	10-11-07	¥3,990	Act/Sht	15,917	15,917

Market Scale Transition

Unit: 100 million yen

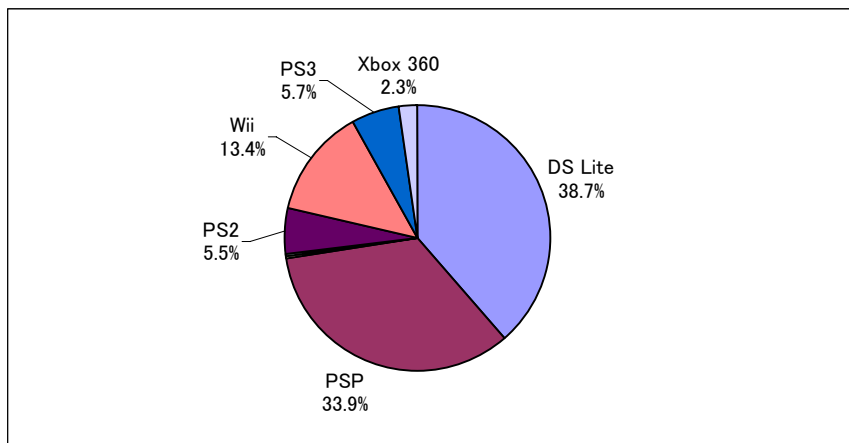
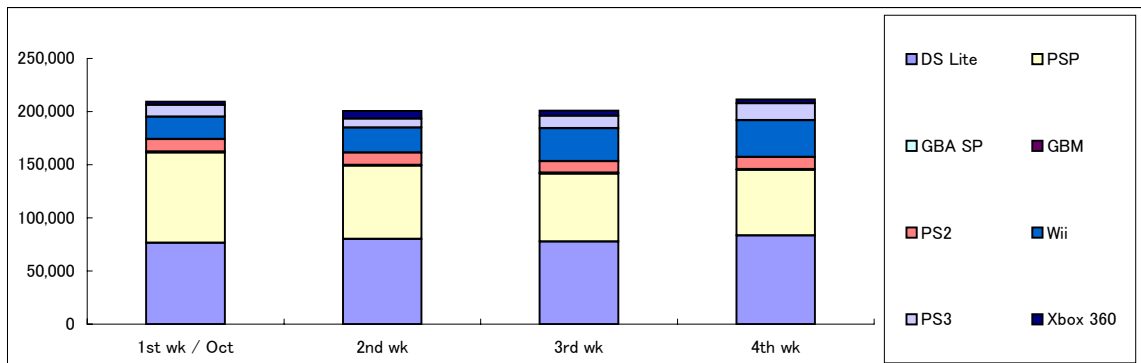
	1st wk / Oct	2nd wk	3rd wk	4th wk	Accumulated Sales/Month
Hardware	39.9	38.6	39.3	42.4	160.3
Software	53.9	41.5	35.5	50.4	181.3
Total	93.8	80.2	74.8	92.9	341.6



Hardware Sales Transition

Units Sold

	1st wk / Oct	2nd wk	3rd wk	4th wk	Accumulated Sales/Month
DS Lite	76,560	80,260	77,810	83,436	318,066
PSP	84,754	68,713	63,777	61,846	279,090
GBA SP	259	334	328	264	1,185
GBM	679	516	589	385	2,169
PS2	11,838	11,542	10,914	11,153	45,447
Wii	21,178	23,695	30,776	34,766	110,415
PS3	11,025	8,374	11,745	16,039	47,183
Xbox 360	3,137	7,102	4,971	3,507	18,717
Total	209,430	200,536	200,910	211,396	822,272

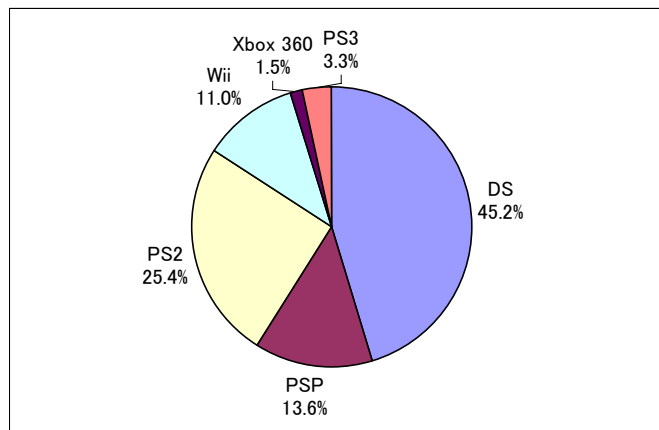
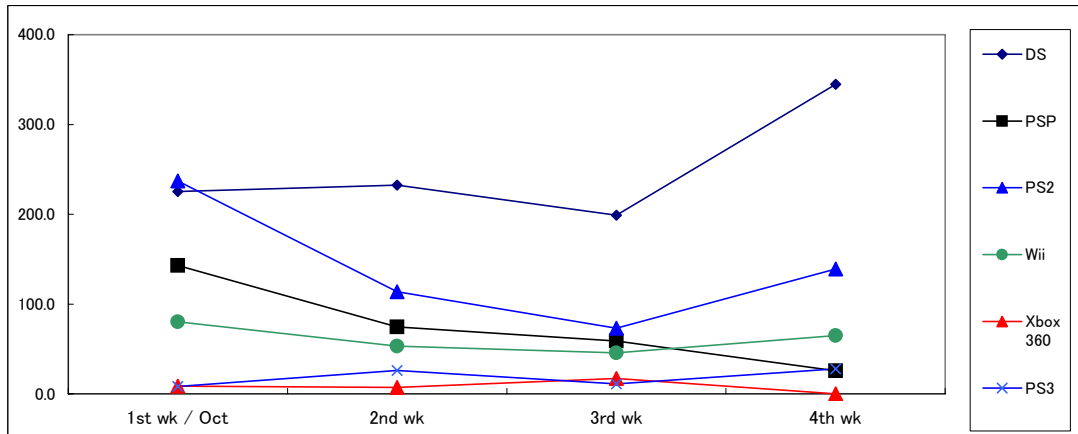


Software Sales/Share
for Each Platform

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

Unit: K (=1000)

	1st wk / Oct	2nd wk	3rd wk	4th wk	Accumulated Sales/Month
DS	225.4	232.6	198.8	344.8	1,001.5
PSP	143.0	74.4	58.7	25.7	301.8
PS2	237.2	113.7	73.0	138.9	562.8
Wii	80.1	53.2	45.6	64.9	243.8
Xbox 360	8.4	7.0	17.1	—	32.5
PS3	8.3	26.1	11.2	28.0	73.5
	702.4	506.9	404.3	602.2	2,215.8



Software Sales Sorted by Genre

Genre	Copies Sold	Number of Titles Ranked in TOP 50	Leading Titles
Act	1,030,856	19	Dragon Ball Z: Budokai Tenkaichi 3 (PS2), Gundam Battle Chronicle, MLB Power Pros
Other	367,704	10	Zaidan Hojin Nihon Kanji Noryoku Kentei Kyokai Konin: KanKen DS 2 + Joyo-Kanji Jiten, DS Bungaku Zenshu, Wii Play
RPG	257,101	4	Pokemon Fushigi no Dungeon: Toki no Tankentai/Yami no Tankentai, Ar-Tonelico 2: Sekai ni Hibiku Shojo-tachi no Metafalica, The Elder Scrolls IV: Oblivion
Sim/RPG	158,408	1	Final Fantasy Tactics A2: The Sealed Grimoire
Act/RPG	157,136	2	Archaic Sealed Heat, Crisis Core: Final Fantasy VII
Sim	122,283	3	Tamagotchi no Puchi-Puchi Omisecchi Mina-San-Kyu!, Seaman 2: Peking-Genjin Ikusei Kit, Winners Circle
Adv	113,147	3	DS Nishimura Kyotaro Suspense Shin Tantei Series: "Kyoto, Atami, Zekkai no Koto - Satsui no Wana", Imabikiso, Phoenix Wright: Ace Attorney Trials and Tribulations [Best Price!]
Board/Act	35,585	1	Mario Party 8
Sht	33,501	2	Halo 3, Ghost Squad
Pzl/Adv	28,917	1	TashiTen: Tashite 10 ni Suru Monogatari
Simu	20,824	1	Hisho Pachinko Pachi-Slot Koryaku Series Vol. 11: Shinseiki Evangelion - Magokoro wo, Kimi ni
Card	19,394	1	Yu-Gi-Oh! GX Tag Force 2
Adv/RPG	15,980	1	Code Geass: Hangyaku no Lelouch
Act/Sht	15,917	1	Namco Museum DS

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
NAMCO BANDAI Games	628,303	8	Dragon Ball Z: Budokai Tenkaichi 3 (PS2), Gundam Battle Chronicle, Dragon Ball Z: Budokai Tenkaichi 3 (Wii)
Nintendo	605,556	15	Archaic Sealed Heat, DS Bungaku Zenshu, Wii Sports
SQUARE ENIX	217,855	2	Final Fantasy Tactics A2: The Sealed Grimoire, Crisis Core: Final Fantasy VII
KONAMI	173,170	4	MLB Power Pros, Metal Gear Solid: Portable Ops +, Pro Evolution Soccer 2008
Pokemon	153,316	1	Pokemon Fushigi no Dungeon: Toki no Tankentai/Yami no Tankentai
Rocket Company	86,044	2	Zaidan Hojin Nihon Kanji Noryoku Kentei Kyokai Konin: KanKen DS 2 + Joyo-Kanji Jiten, EiKen DS: Obunsha EiKen-sho Series Junkyo
SCEJ (SONY)	81,616	3	Lair, Hot Shots Golf 5, Bleach: Blade Battlers 2nd
SEGA	77,472	3	Seaman 2: Peking-Genjin Ikusei Kit, Imabikiso, Ghost Squad
TECMO	75,407	1	DS Nishimura Kyotaro Suspense Shin Tantei Series: "Kyoto, Atami, Zekkai no Koto - Satsui no Wana"
BANPRESTO	68,104	1	Ar-Toneliko 2: Sekai ni Hibiku Shjo-tachi no Metafalica
CAPCOM	62,158	3	Monster Hunter Freedom 2, God of War II, Phoenix Wright: Ace Attorney Trials and Tribulations [Best Price!]
AQ INTERACTIVE	32,575	1	Arcana Heart
GENKI	23,936	1	Winners Circle
D3 PUBLISHER	20,824	1	Hisho Pachinko Pachi-Slot Koryaku Series Vol. 11: Shinseiki Evangelion - Magokoro wo, Kimi ni
Spike	18,207	1	The Elder Scrolls IV: Oblivion
Nihon Falcom	17,474	1	Eiyu Densetsu: Sora no Kiseki SC
TAKARATOMY	17,442	1	KateKyo Hitman Reborn! DS: Flame Rumble Kaen Ring Sodatsusen!
Microsoft	17,294	1	Halo 3

