

Famitsu Marketing Data Service

Data Collected by Famitsu: from September 3 to September 9, 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 chains.

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	-	PS2	Another Century's Episode 3: The Final	BANPRESTO	09-06-07	¥7,329	Act	156,693	176,794	156,693	88.6%	20.1K
2	1	1	DS	Final Fantasy Crystal Chronicles: Ring of Fates	SQUARE ENIX	08-23-07	¥5,040	Act/RPG	33,215	333,673	316,970	95.0%	16.7-18.1K
3	4	4	Wii	Mario Party 8	Nintendo	07-26-07	¥5,800	Board/Act	27,784	809,409	779,720	96.3%	29.7-34.3K
4	3	2	PS2	Sengoku Musou 2: Moshō-den	KOEI	08-23-07	¥4,494	Act	24,279	277,492	257,619	92.8%	16.6-19.9K
5	2	-	PS3	Bladestorm: Hyakunen Senso Bladestorm: The Hundred Years' War	KOEI	08-30-07	¥8,190	Act	22,025	95,097	84,946	89.3%	10.2-10.3K
6	NEW	-	PS2	Grand Theft Auto: Liberty City Stories	CAPCOM	09-06-07	¥4,179	Act	17,344	98,038	17,344	17.7%	80.7K
7	11	11	Wii	Hajimete no Wii Wii Play	Nintendo	12-02-06	¥4,800	Other	15,816	1,570,662	1,536,721	97.8%	33.9-34.7K
8	10	7	Wii	Wii Sports	Nintendo	12-02-06	¥4,800	Act	15,406	2,002,125	1,967,915	98.3%	32.3-34.2K
9	8	5	DS	Ganbaru Watashi no Kakei Diary	Nintendo	07-12-07	¥3,800	Other	14,931	192,725	180,604	93.7%	8.2-12.1K
10	7	3	DS	Gyakuten Saiban 3 [Best Price!] Phoenix Wright: Ace Attorney Trials and Tribulations	CAPCOM	08-23-07	¥3,129	Adv	13,782	120,299	105,713	87.9%	14.6-15.2K
11	13	16	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	13,057	4,673,382	4,653,940	99.6%	10.7-19.4K
12	18	15	DS	Mario Kart DS	Nintendo	12-08-05	¥4,800	Act	12,511	2,438,316	2,420,075	99.3%	16.3-18.2K
13	NEW	-	DS	Kido Gekidan Haro Ichiza: Gundam Mahjong + Z Sarani Dekiruyoni Nattana!	NAMCO BANDAI Games	09-06-07	¥5,040	Table	12,463	26,525	12,463	47.0%	14.1K
14	17	13	DS	Oide yo Dobutsu no Mori Animal Crossing: Wild World	Nintendo	11-23-05	¥4,800	Other	12,310	4,367,793	4,349,904	99.6%	10.6-17.9K

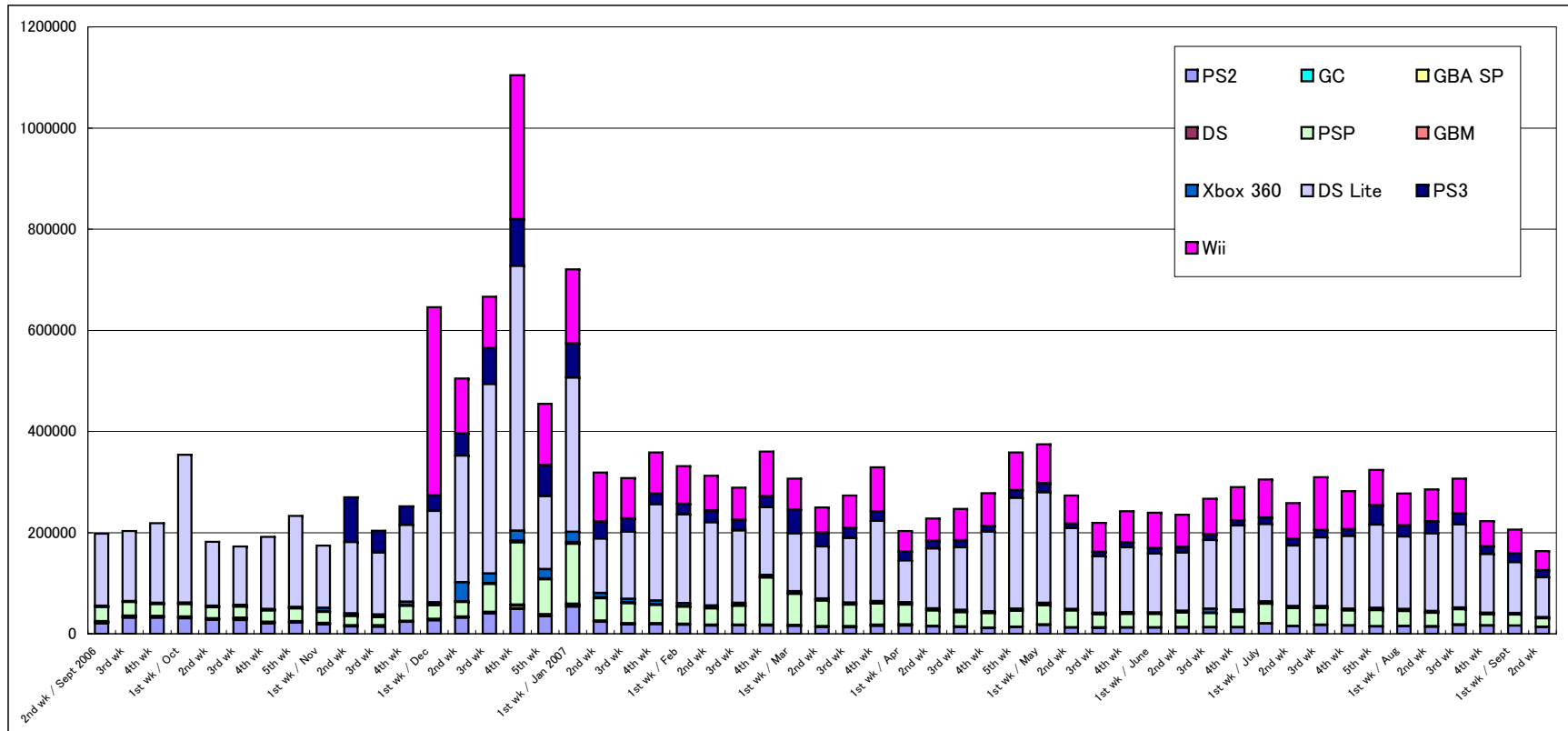
15	15	14	DS	New Super Mario Bros.	Nintendo	05-25-06	¥4,800	Act	11,856	4,816,220	4,791,864	99.5%	11.7-24.4K
16	6	-	DS	One Piece: Gear Spirit	NAMCO BANDAI Games	08-30-07	¥5,040	Act	11,161	70,285	41,484	59.0%	13.5-28.8K
17	21	20	PS3	Minna no Golf 5 Hot Shots Golf 5	SCEJ (SONY)	07-26-07	¥5,980	Act	10,325	397,126	305,365	76.9%	36.6-91.8K
18	14	6	PS2	J-League Winning Eleven 2007: Club Championship	KONAMI	08-02-07	¥7,329	Act	10,306	285,976	268,827	94.0%	12.5-17.1K
19	19	18	DS	Eigo ga Nigate na Otona no DS Training Motto Eigo-zuke	Nintendo	03-29-07	¥3,800	Other	10,051	542,126	524,955	96.8%	15.5-17.2K
20	25	24	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	9,214	3,524,308	3,513,176	99.7%	11.1-13.7K
21	22	21	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	9,096	572,765	557,897	97.4%	12.1-14.9K
22	26	23	DS	Eigo ga Nigate na Otona no DS Training Eigo-zuke	Nintendo	01-26-06	¥3,800	Other	8,586	2,001,154	1,987,337	99.3%	8.6-13.8K
23	16	8	DS	Donkey Kong: Jungle Climber DK Jungle Climber	Nintendo	08-09-07	¥4,800	Act	8,124	166,903	125,371	75.1%	18.5-41.5K
24	20	10	DS	SD Gundam G Generation: Cross Drive	NAMCO BANDAI Games	08-09-07	¥5,040	Sim	7,532	250,918	221,581	88.3%	17.9-29.3K
25	24	19	DS	Zelda no Densetsu: Mugen no Sunadokei The Legend of Zelda: Phantom Hourglass	Nintendo	06-23-07	¥4,800	Act/RPG	6,951	794,795	778,242	97.9%	16.6-19.7K
26	9	-	DS	Summon Night: Twin Age - Seirei-tachi no Koe	BANPRESTO	08-30-07	¥5,040	RPG	6,800	55,119	27,470	49.8%	12.5-27.6K
27	28	17	PS2	Final Fantasy XII International Zodiac Job System	SQUARE ENIX	08-09-07	¥6,800	RPG	6,150	153,075	104,287	68.1%	33.9-48.8K
28	5	-	PS2	Gintama: Gin-san to Issho! Boku no Kabuki-cho Nikki	NAMCO BANDAI Games	08-30-07	¥7,140	Adv	5,541	58,790	41,038	69.8%	15-17.8K
29	30	26	DS	Itadaki Street DS	SQUARE ENIX	06-21-07	¥5,040	Board	5,423	382,607	361,558	94.5%	20.9-21K
30	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	5,033	549,221	539,420	98.2%	4.7-9.8K

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	Dear My Sun!!: Musuko Ikusei Capriccio	D3 PUBLISHER	09-06-07	¥7,140	Sim	4,740	70.3%	6,744	2.K
PS2	Will O' Wisp	IDEA FACTORY	09-06-07	¥7,140	Adv	4,071	59.3%	6,861	2.8K
PSP	Rezel Cross	SCEJ (SONY)	09-06-07	¥4,980	RPG	3,283	24.2%	13,545	10.3K
PS2	God of War [Best Price!]	CAPCOM	09-06-07	¥2,090	Act	3,277	38.0%	8,629	5.4K
DS	Theta	Nintendo	09-06-07	¥3,800	Pzl	2,092	11.6%	18,099	16.K
PS3	Yamasa Digi World SP: Pachi-Slot Sengoku Musou	Yamasa Entertainment	09-06-07	¥6,090	Simu	1,340	20.1%	6,673	5.3K
PS2	EA Sports Rugby 08 (English Version)	Electronic Arts	09-06-07	¥7,140	Act	996	21.1%	4,716	3.7K

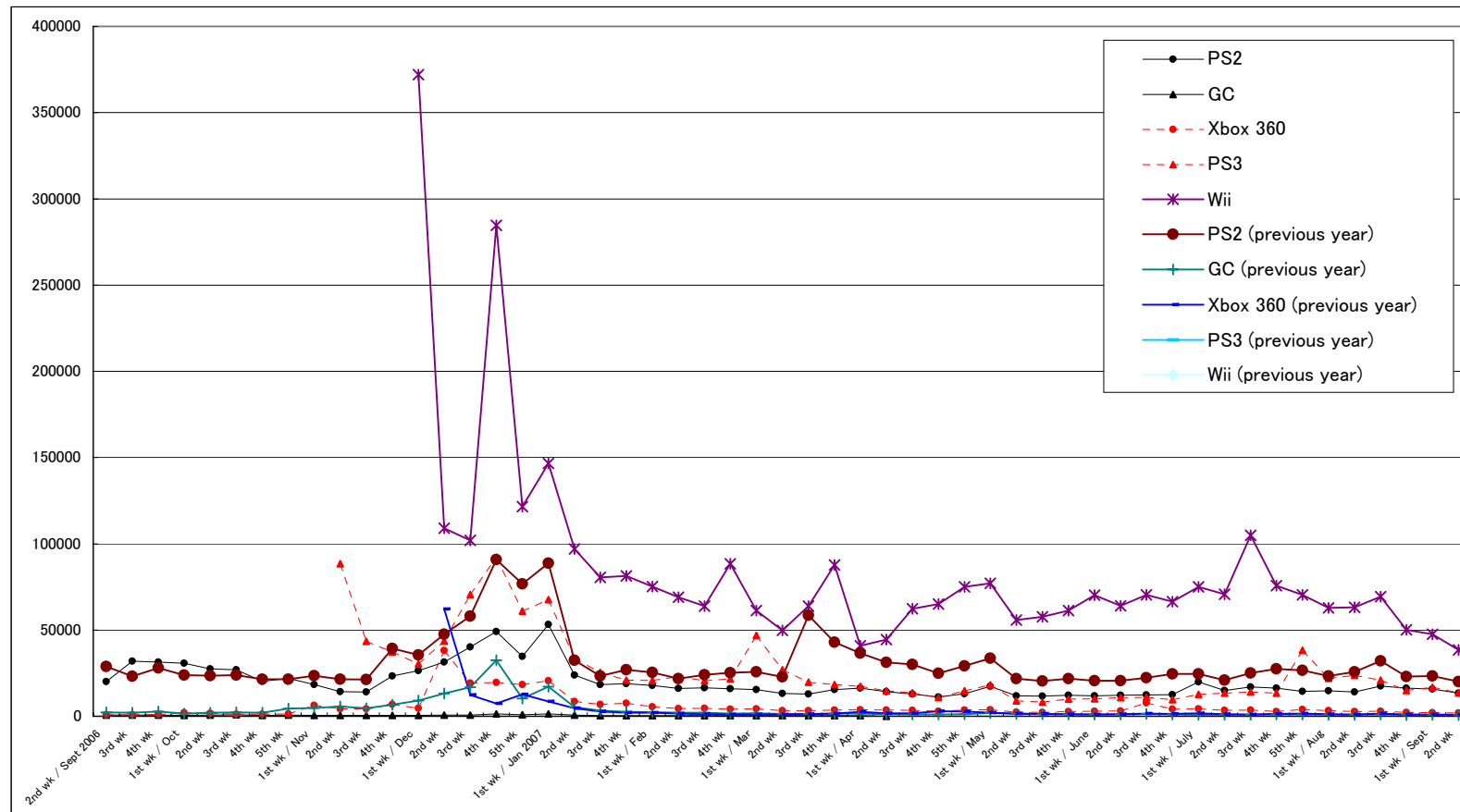
Hardware Sales/Share

	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		9/3-9/9		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	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%	13,448	8.2%	581,709
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%	5,710
GBA SP	571	0.2%	606	0.2%	464	0.2%	580	0.2%	678	0.2%	475	0.2%	407	0.2%	236	0.1%	27,558
DS	128	0.0%	128	0.0%	105	0.0%	138	0.0%	170	0.1%	153	0.1%	138	0.1%	121	0.1%	12,777
PSP	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%	16,437	10.0%	1,342,132
GBM	656	0.2%	616	0.2%	692	0.2%	611	0.2%	774	0.3%	697	0.3%	489	0.2%	697	0.4%	30,706
Xbox 360	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%	1,849	1.1%	155,734
DS Lite	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%	78,859	48.2%	5,188,660
PS3	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%	13,550	8.3%	707,448
Wii	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%	38,472	23.5%	2,503,521
Total	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%	163,669	100.0%	



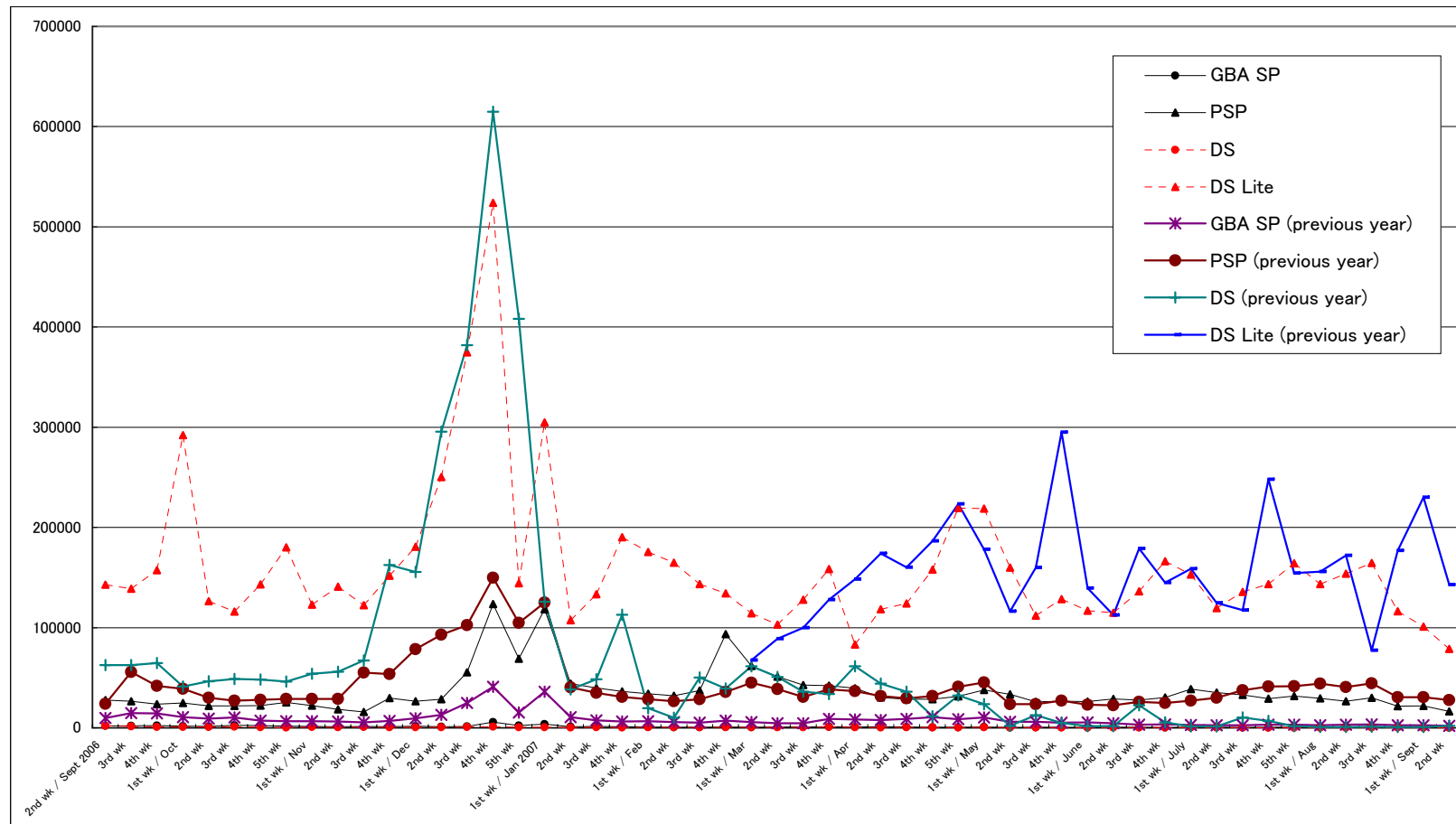
Comparison of Weekly Sales of PS2, GC, Xbox 360, PS3, and Wii

Units Sold	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	2nd wk
PS2	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	13,448
GC	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Xbox 360	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	1,849
PS3	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	13,550
Wii	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	38,472
PS2 (previous year)	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	20,135
GC (previous year)	1,056	970	1,106	1,312	1,015	929	919	905	1,007	959	893	937	1,023	754	901	721
Xbox 360 (previous year)	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	911
PS3 (previous year)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Wii (previous year)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0



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

Units Sold	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	2nd wk
GBA SP	464	408	615	539	426	513	476	388	571	606	464	580	678	475	407	236
PSP	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	16,437
DS	215	188	278	225	186	239	188	155	128	128	105	138	170	153	138	121
DS Lite	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	78,859
GBA SP (previous year)	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	2,061
PSP (previous year)	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	27,812
DS (previous year)	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	1,950
DS Lite (previous year)	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	142,812

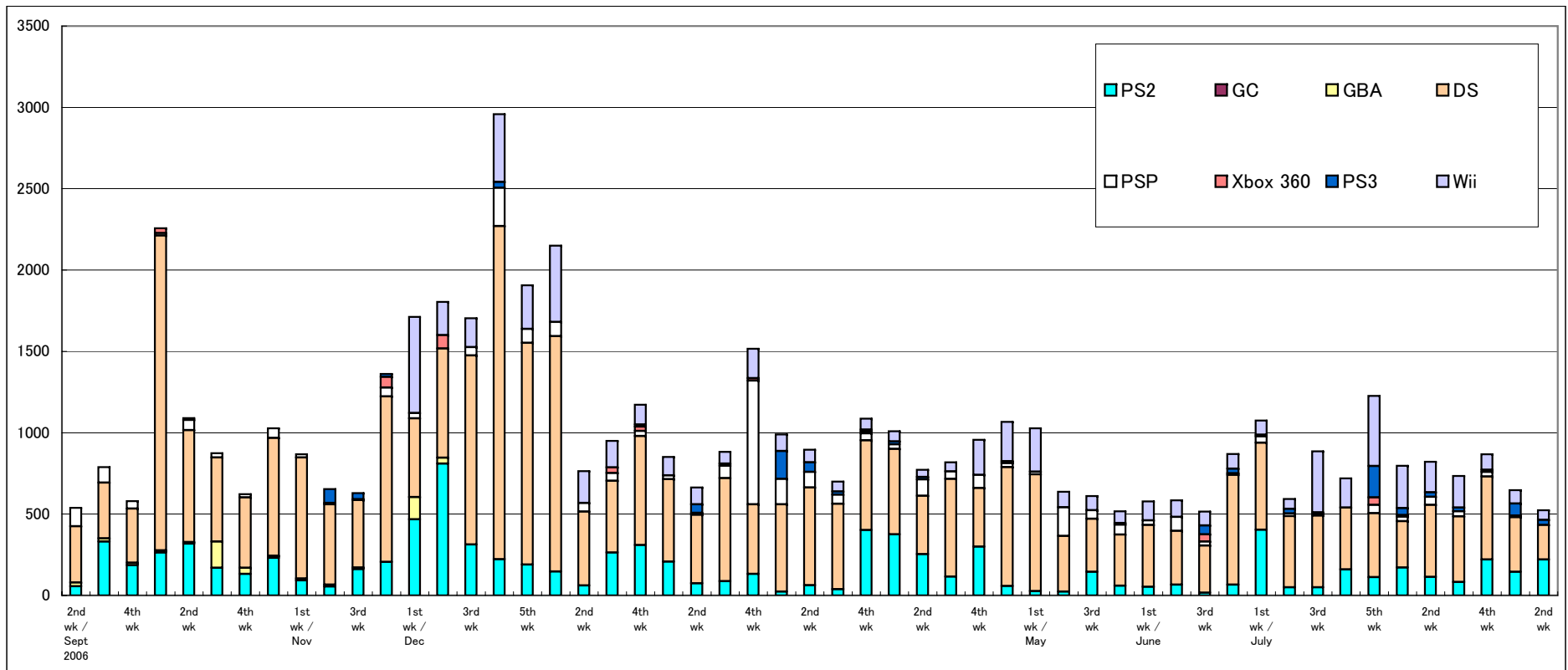


Software Sales/Share for Each Platform

*Only covering titles ranked in the TOP 30

Unit: K = 1000

	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		9/3-9/9		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	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%	220.3	42.1%	5,087.4
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	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%	212.1	40.5%	17,548.9
PSP	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%	0.0	0.0%	2,426.6
Xbox 360	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%	0.0	0.0%	217.3
PS3	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%	32.3	6.2%	913.4
Wii	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%	59.0	11.3%	5,279.7
Total	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%	523.8	100.0%	



Market Scale Transition

Unit: 100 million yen

	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	2nd wk	2007 to Date
Hardware	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	33.6	2,131.6
Software	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	43.3	2,326.1
Total	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	76.9	4,457.7

Hardware (previous year)	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	32.3
Software (previous year)	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	35.2
Total (previous year)	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	67.6

