

Famitsu Marketing Data Service

Data Collected by Famitsu: from September 10 to September 16, 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	-	DS	Pokemon Fushigi no Dungeon: Toki no Tankentai/Yami no Tankentai	Pokemon	09-13-07	¥4,800	RPG	583,713	954,364	583,713	61.2%	370.7K
2	NEW	-	PSP	Crisis Core: Final Fantasy VII	SQUARE ENIX	09-13-07	¥6,090	Act/RPG	470,152	587,214	470,152	80.1%	117.1K
3	NEW	-	PSP	Fate / Tiger Colosseum	CAPCOM	09-13-07	¥5,240	Act	53,167	62,561	53,167	85.0%	9.4K
4	1	-	PS2	Another Century's Episode 3: The Final	BANPRESTO	09-06-07	¥7,329	Act	40,445	216,092	197,138	91.2%	15.5-19K
5	2	1	DS	Final Fantasy Crystal Chronicles: Ring of Fates	SQUARE ENIX	08-23-07	¥5,040	Act/RPG	21,787	359,363	338,757	94.3%	20.6-23.9K
6	3	4	Wii	Mario Party 8	Nintendo	07-26-07	¥5,800	Board/Act	20,933	828,114	800,653	96.7%	27.5-38.3K
7	-	-	DS	Taiko no Tatsujin DS: Touch de Dokodon!	NAMCO BANDAI Games	07-26-07	¥5,040	Act	19,231	152,947	125,198	81.9%	10.2-27.7K
8	8	10	Wii	Wii Sports	Nintendo	12-02-06	¥4,800	Act	14,026	2,014,199	1,981,941	98.4%	32.3-35.2K
9	9	8	DS	Ganbaru Watashi no Kakei Diary	Nintendo	07-12-07	¥3,800	Other	13,659	196,806	194,263	98.7%	2.5-9.1K
10	4	3	PS2	Sengoku Musou 2: Mosho-den	KOEI	08-23-07	¥4,494	Act	13,502	287,086	271,121	94.4%	13.3-16K
11	11	13	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	13,174	4,686,950	4,667,114	99.6%	19.8-25.7K
12	7	11	Wii	Hajimete no Wii Wii Play	Nintendo	12-02-06	¥4,800	Other	12,402	1,574,958	1,549,123	98.4%	25.8-39.6K
13	12	18	DS	Mario Kart DS	Nintendo	12-08-05	¥4,800	Act	12,058	2,449,033	2,432,133	99.3%	16.9-21.3K
14	15	15	DS	New Super Mario Bros.	Nintendo	05-25-06	¥4,800	Act	12,015	4,827,634	4,803,879	99.5%	23.8-28.6K

15	14	17	DS	Oide yo Dobutsu no Mori Animal Crossing: Wild World	Nintendo	11-23-05	¥4,800	Other	11,849	4,377,115	4,361,753	99.6%	15.4-21.4K
16	6	-	PS2	Grand Theft Auto: Liberty City Stories	CAPCOM	09-06-07	¥4,179	Act	11,527	98,534	28,871	29.3%	69.7-80.3K
17	20	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	11,445	3,538,843	3,524,621	99.6%	14.2-19.6K
18	5	2	PS3	Bladestorm: Hyakunen Senso Bladestorm: The Hundred Years' War	KOEI	08-30-07	¥8,190	Act	11,400	104,402	96,346	92.3%	8.1K
19	10	7	DS	Gyakuten Saiban 3 [Best Price!] Phoenix Wright: Ace Attorney Trials and Tribulations	CAPCOM	08-23-07	¥3,129	Adv	10,846	128,632	116,559	90.6%	12.1-14.8K
20	21	22	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	9,943	582,207	567,840	97.5%	14.4-16.5K
21	NEW	-	PS2	Jissen Pachislot Hissho-ho!: CR Sakura Taisen	SEGA	09-13-07	¥5,040	Simu	9,899	15,077	9,899	65.7%	5.2K
22	19	19	DS	Eigo ga Nigate na Otona no DS Training Motto Eigo-zuke	Nintendo	03-29-07	¥3,800	Other	9,836	551,098	534,791	97.0%	16.3-19.4K
23	17	21	PS3	Minna no Golf 5 Hot Shots Golf 5	SCEJ (SONY)	07-26-07	¥5,980	Act	8,896	400,454	314,261	78.5%	32-86.2K
24	22	26	DS	Eigo ga Nigate na Otona no DS Training Eigo-zuke	Nintendo	01-26-06	¥3,800	Other	8,203	2,003,432	1,995,540	99.6%	7.9-11.5K
25	18	14	PS2	J-League Winning Eleven 2007: Club Championship	KONAMI	08-02-07	¥7,329	Act	7,992	294,904	276,819	93.9%	10.4-18.1K
26	NEW	-	DS	Gakken DS: Shin TOEIC Test Kanzen Koryaku	Gakken	09-13-07	¥3,990	Other	7,676	33,494	7,676	22.9%	25.8K
27	23	16	DS	Donkey Kong: Jungle Climber DK Jungle Climber	Nintendo	08-09-07	¥4,800	Act	6,232	167,340	131,603	78.6%	18.8-35.7K
28	25	24	DS	Zelda no Densetsu: Mugen no Sunadokei The Legend of Zelda: Phantom Hourglass	Nintendo	06-23-07	¥4,800	Act/RPG	6,048	801,002	784,290	97.9%	16.7-22.4K
29	16	6	DS	One Piece: Gear Spirit	NAMCO BANDAI Games	08-30-07	¥5,040	Act	6,020	71,500	47,504	66.4%	12.3-24K
30	24	20	DS	SD Gundam G Generation: Cross Drive	NAMCO BANDAI Games	08-09-07	¥5,040	Sim	5,586	251,485	227,167	90.3%	18.9-24.3K

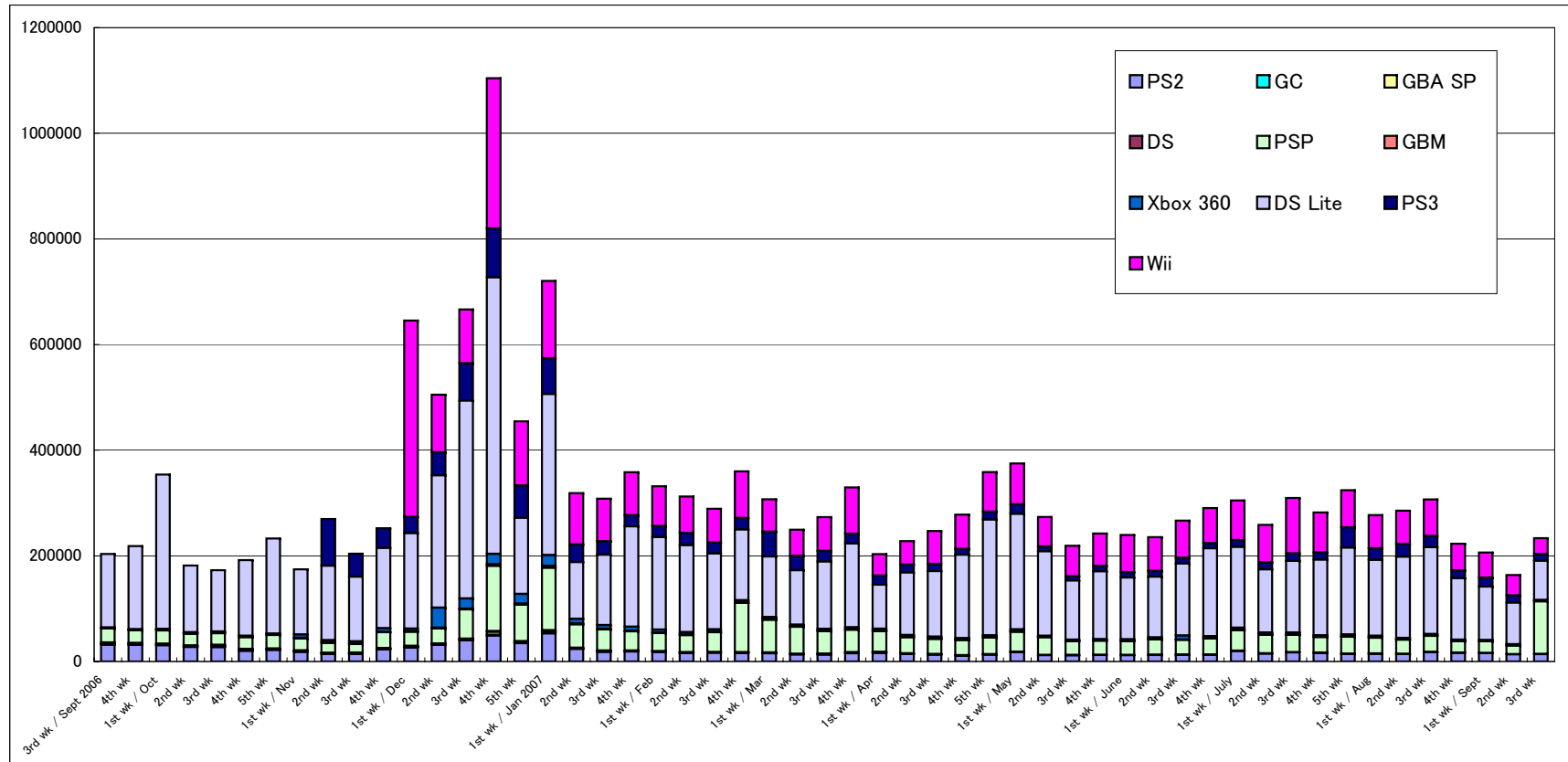
Other New Titles

Enterbrain, Inc.

Platform	Title	Publisher	Sales Date	Price (incl. tax)	Genre	Copies Sold/wk (Estimated)	Sales-Stock Ratio	Copies Shipped (Estimated)	Copies in Stock
XB	Halo History Pack [Xbox Platinum Collection]	Microsoft	09-13-07	¥2,980	Act/Sht	4,635	71.0%	6,532	1.9K
DS	Eiken DS Training	IE Institute	09-13-07	¥3,990	Other	3,987	17.0%	23,522	19.5K
XB360	Musou Orochi Warriors Orochi	KOEI	09-13-07	¥7,140	Act	3,594	49.8%	7,213	3.6K
PSP	Capcom Classics Collection [Best Price!]	CAPCOM	09-13-07	¥2,090	Act/Sht	2,405	39.9%	6,029	3.6K
PS3	Megazone 23: Aoi Garland	COMPILE HEART	09-13-07	¥7,140	Adv	1,141	21.7%	5,261	4.1K
PS2	Shikaku Tantei: Sora no Sekai - Thousand Dreams	Nine's fox	09-13-07	¥5,040	Adv	848	22.8%	3,723	2.9K
Wii	SSX Blur	Electronic Arts	09-13-07	¥6,090	Act	842	14.1%	5,988	5.1K
DS	I Love Dolphin	STARFISH-SD	09-13-07	¥3,990	Other	511	11.1%	4,599	4.1K

Hardware Sales/Share

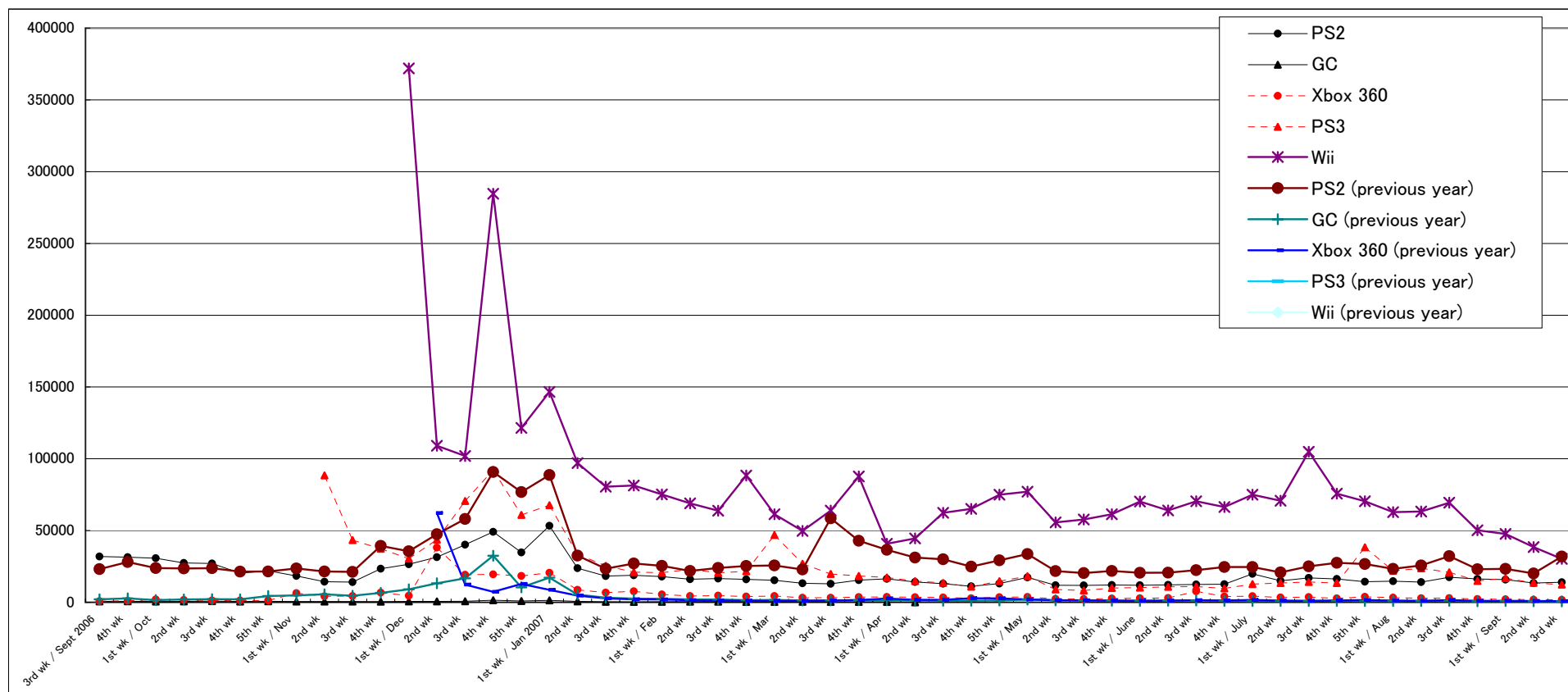
	7/23-7/29		7/30-8/5		8/6-8/12		8/13-8/19		8/20-8/26		8/27-9/2		9/3-9/9		9/10-9/16		2007 to Date
	Units Sold	Share	Units Sold	Share	Units Sold	Share	Units Sold	Share	Units Sold	Share	Units Sold	Share	Units Sold	Share	Units Sold	Share	
PS2	14,339	4.4%	14,762	5.3%	14,064	4.9%	17,431	5.7%	16,269	7.3%	15,835	7.7%	13,448	8.2%	13,953	6.0%	595,662
GC																	5,710
GBA SP	606	0.2%	464	0.2%	580	0.2%	678	0.2%	475	0.2%	407	0.2%	236	0.1%	303	0.1%	27,861
DS	128	0.0%	105	0.0%	138	0.0%	170	0.1%	153	0.1%	138	0.1%	121	0.1%	108	0.0%	12,885
PSP	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%	99,340	42.6%	1,441,472
GBM	616	0.2%	692	0.2%	611	0.2%	774	0.3%	697	0.3%	489	0.2%	697	0.4%	1,056	0.5%	31,762
Xbox 360	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%	1,724	0.7%	157,458
DS Lite	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%	74,412	31.9%	5,263,072
PS3	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%	12,299	5.3%	719,747
Wii	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%	30,222	12.9%	2,533,743
Total	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%	233,417	100.0%	



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

Units Sold	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	3rd wk
PS2	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	13,953
GC																
Xbox 360	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	1,724
PS3	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	12,299
Wii	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	30,222

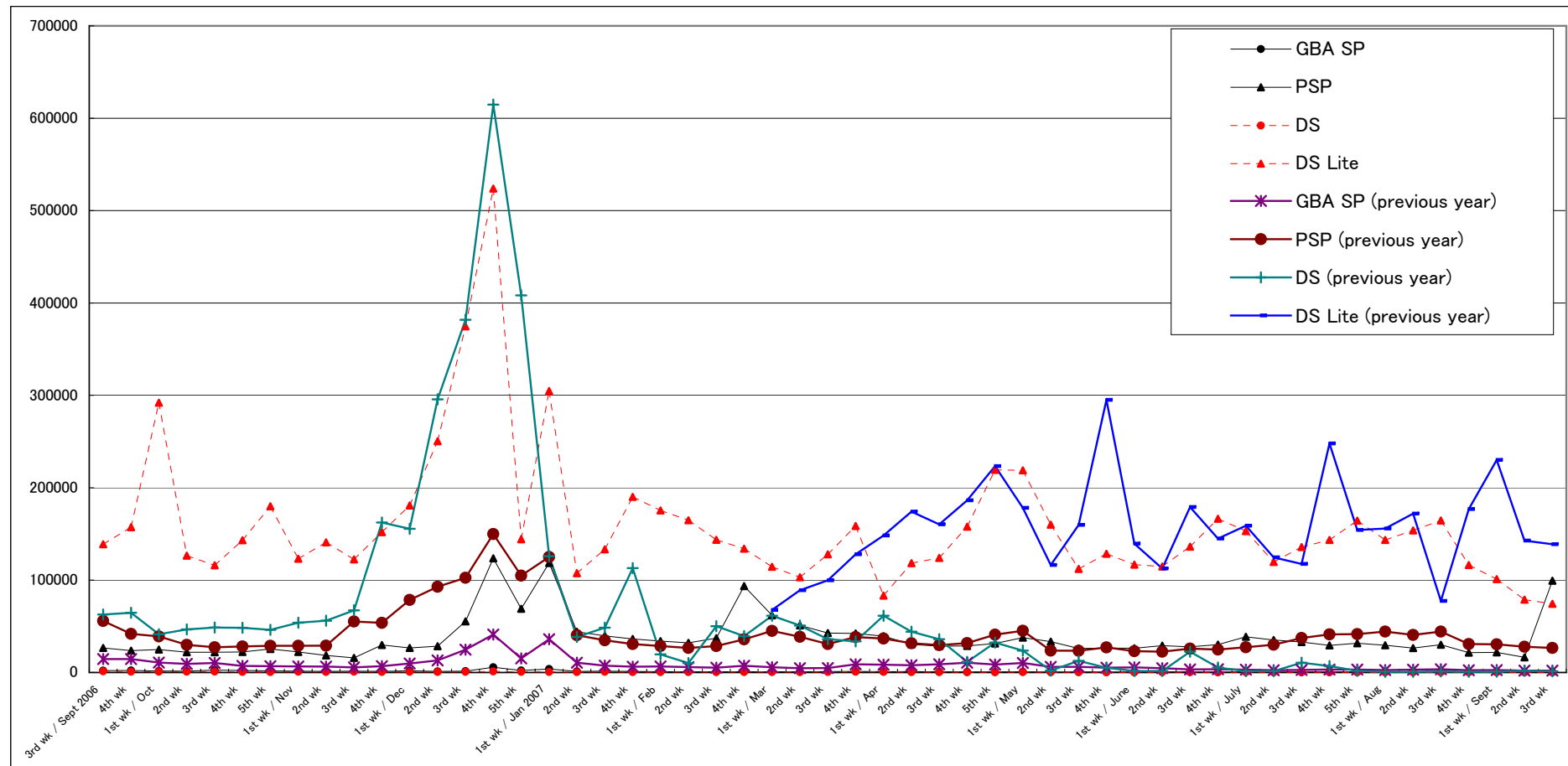
PS2 (previous year)	20,557	20,661	22,399	24,579	24,556	20,889	25,085	27,517	26,683	23,302	25,727	32,172	23,082	23,290	20,135	31,927
GC (previous year)	970	1,106	1,312	1,015	929	919	905	1,007	959	893	937	1,023	754	901	721	662
Xbox 360 (previous year)	1,095	1,143	1,475	1,315	1,676	1,191	1,020	1,317	1,513	1,182	1,025	1,517	1,004	1,047	911	854
PS3 (previous year)																
Wii (previous year)																



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

Units Sold	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	3rd wk
GBA SP	408	615	539	426	513	476	388	571	606	464	580	678	475	407	236	303
PSP	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	99,340
DS	188	278	225	186	239	188	155	128	128	105	138	170	153	138	121	108
DS Lite	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	74,412

GBA SP (previous year)	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	1,989
PSP (previous year)	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	26,587
DS (previous year)	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	1,300
DS Lite (previous year)	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	138,853

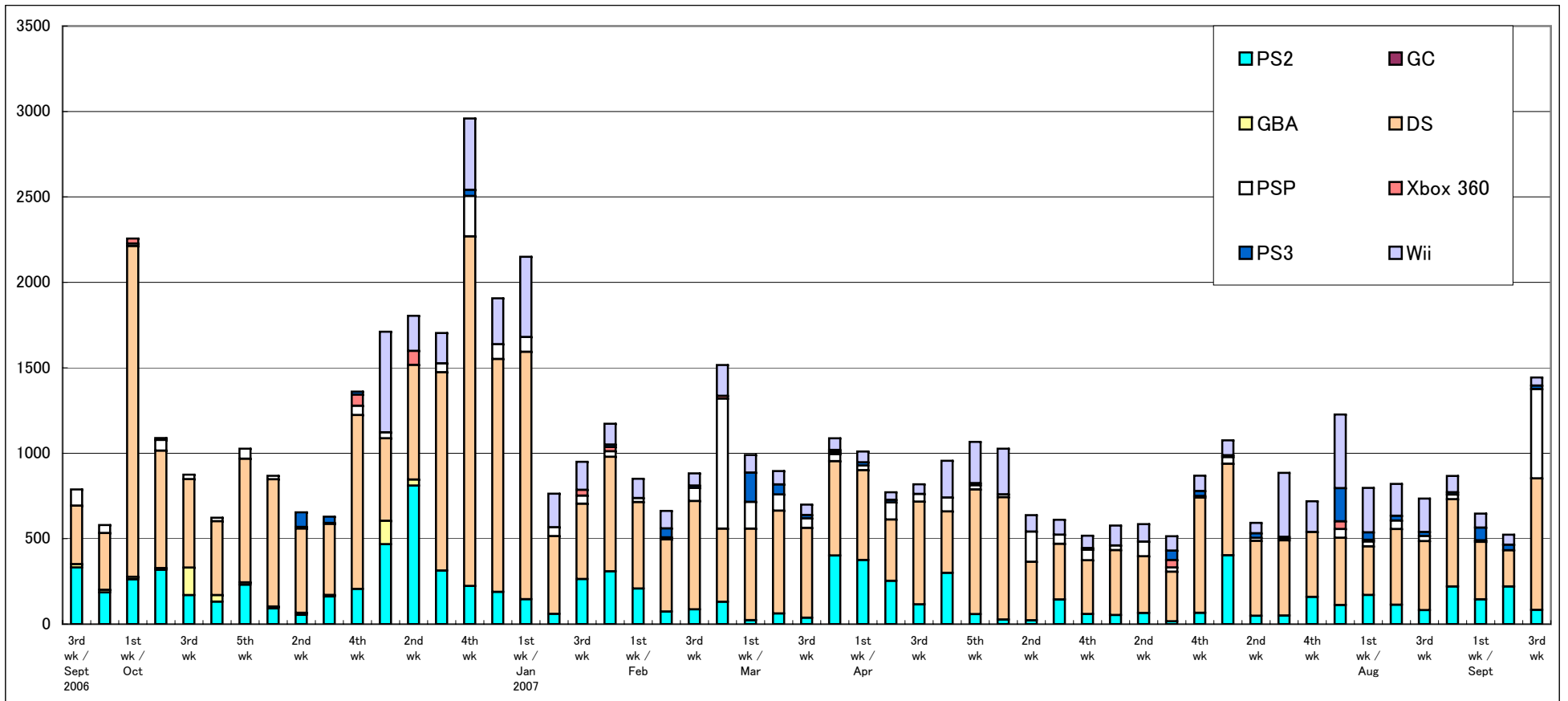


Software Sales/Share for Each Platform

*Only covering titles ranked in the TOP 30

Unit: K = 1000

	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		9/10-9/16		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	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%	83.4	5.8%	5,170.8
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	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%	769.3	53.3%	18,318.3
PSP	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%	523.3	36.2%	2,950.0
Xbox 360	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%	0.0	0.0%	217.3
PS3	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%	20.3	1.4%	933.7
Wii	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%	47.4	3.3%	5,327.1
Total	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%	1,443.7	100.0%	



Market Scale Transition

Unit: 100 million yen

	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	3rd wk	2007 to Date
Hardware	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	49.3	2,180.9
Software	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	86.2	2,412.3
Total	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	135.5	4,593.2

Hardware (previous year)	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	32.2
Software (previous year)	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	48.3
Total (previous year)	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	80.5

