

Famitsu Marketing Data Service

Data Collected by Famitsu: from September 17 to September 23, 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 | 1 | - | DS | Pokemon Fushigi no Dungeon: Toki no Tankentai/Yami no Tankentai | Pokemon | 09-13-07 | ¥4,800 | RPG | 176,189 | 1,089,378 | 759,902 | 69.8% | 199.3-329.5K |
| 2 | 2 | - | PSP | Crisis Core: Final Fantasy VII | SQUARE ENIX | 09-13-07 | ¥6,090 | Act/RPG | 132,667 | 676,811 | 602,819 | 89.1% | 61.7-74K |
| 3 | NEW | - | PSP | Metal Gear Solid: Portable Ops + | KONAMI | 09-20-07 | ¥2,400 | Act | 88,940 | 115,404 | 88,940 | 77.1% | 26.5K |
| 4 | NEW | - | Wii | Mario Strikers Charged | Nintendo | 09-20-07 | ¥5,800 | Act | 32,725 | 176,912 | 32,725 | 18.5% | 144.2K |
| 5 | NEW | - | DS | KateKyo Hitman Reborn! DS: Flame Rumble Kaien Ring Sodatsusen! | TAKARATOMY | 09-20-07 | ¥5,040 | Act | 24,559 | 42,602 | 24,559 | 57.6% | 18K |
| 6 | 6 | 3 | Wii | Mario Party 8 | Nintendo | 07-26-07 | ¥5,800 | Board/Act | 18,584 | 846,792 | 819,237 | 96.7% | 27.6-34K |
| 7 | NEW | - | PS2 | Kiniro no Corda 2 Encore | KOEI | 09-20-07 | ¥5,040 | Sim | 17,517 | 30,096 | 17,517 | 58.2% | 12.6K |
| 8 | 4 | 1 | PS2 | Another Century's Episode 3: The Final | BANPRESTO | 09-06-07 | ¥7,329 | Act | 16,575 | 226,813 | 213,713 | 94.2% | 13.1-15.5K |
| 9 | NEW | - | PSP | Metal Gear Solid: Portable Ops + Deluxe Pack | KONAMI | 09-20-07 | ¥4,300 | Act | 14,775 | 23,306 | 14,775 | 63.4% | 8.5K |
| 10 | 5 | 2 | DS | Final Fantasy Crystal Chronicles: Ring of Fates | SQUARE ENIX | 08-23-07 | ¥5,040 | Act/RPG | 14,294 | 368,206 | 353,051 | 95.9% | 15.2-16.4K |
| 11 | 8 | 8 | Wii | Wii Sports | Nintendo | 12-02-06 | ¥4,800 | Act | 13,492 | 2,018,641 | 1,995,433 | 98.9% | 23.2-25.3K |
| 12 | 7 | - | DS | Taiko no Tatsujin DS: Touch de Dokodon! | NAMCO BANDAI Games | 07-26-07 | ¥5,040 | Act | 13,383 | 156,770 | 138,581 | 88.4% | 9.8-18.2K |
| 13 | 12 | 7 | Wii | Hajimete no Wii Wii Play | Nintendo | 12-02-06 | ¥4,800 | Other | 12,694 | 1,586,139 | 1,561,817 | 98.5% | 24.3-46.8K |
| 14 | 9 | 9 | DS | Ganbaru Watashi no Kakei Diary | Nintendo | 07-12-07 | ¥3,800 | Other | 12,668 | 219,454 | 206,931 | 94.3% | 7.5-12.5K |
| 15 | 13 | 12 | DS | Mario Kart DS | Nintendo | 12-08-05 | ¥4,800 | Act | 12,426 | 2,461,783 | 2,444,559 | 99.3% | 17.2-25.2K |

| | | | | | | | | | | | | | |
|----|-----|----|-----|---|-------------|----------|--------|-------|--------|-----------|-----------|-------|------------|
| 16 | NEW | - | Wii | Sengoku Musou: Katana Samurai Warriors: Katana | KOEI | 09-20-07 | ¥6,279 | Act | 11,576 | 38,382 | 11,576 | 30.2% | 26.8K |
| 17 | 15 | 14 | DS | Oide yo Dobutsu no Mori Animal Crossing: Wild World | Nintendo | 11-23-05 | ¥4,800 | Other | 11,350 | 4,390,075 | 4,373,103 | 99.6% | 17-18.6K |
| 18 | 14 | 15 | DS | New Super Mario Bros. | Nintendo | 05-25-06 | ¥4,800 | Act | 10,966 | 4,833,062 | 4,814,845 | 99.6% | 18.2-29.6K |
| 19 | 11 | 11 | 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 | 10,634 | 4,694,103 | 4,677,748 | 99.7% | 16.4-28.5K |
| 20 | 17 | 20 | 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 | 8,982 | 3,543,895 | 3,533,603 | 99.7% | 10.3-17.5K |
| 21 | 22 | 19 | DS | Eigo ga Nigate na Otona no DS Training Motto Eigo-zuke | Nintendo | 03-29-07 | ¥3,800 | Other | 8,974 | 555,466 | 543,765 | 97.9% | 11.7-16.7K |
| 22 | 10 | 4 | PS2 | Sengoku Musou 2: Moshō-den | KOEI | 08-23-07 | ¥4,494 | Act | 8,914 | 294,692 | 280,035 | 95.0% | 11.4-14.7K |
| 23 | 20 | 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 | 8,445 | 590,420 | 576,285 | 97.6% | 14.1-15.3K |
| 24 | 19 | 10 | DS | Gyakuten Saiban 3 [Best Price!] Phoenix Wright: Ace Attorney Trials and Tribulations | CAPCOM | 08-23-07 | ¥3,129 | Adv | 8,248 | 137,046 | 124,807 | 91.1% | 12.2-12.4K |
| 25 | 3 | - | PSP | Fate / Tiger Colosseum | CAPCOM | 09-13-07 | ¥5,240 | Act | 8,176 | 68,705 | 61,343 | 89.3% | 7.4-10.8K |
| 26 | 23 | 17 | PS3 | Minna no Golf 5 Hot Shots Golf 5 | SCEJ (SONY) | 07-26-07 | ¥5,980 | Act | 7,879 | 406,376 | 322,140 | 79.3% | 31-84.2K |
| 27 | NEW | - | PS2 | Nanatsu Iro Drops Pure!! | MEDIA WORKS | 09-20-07 | ¥7,140 | Adv | 7,767 | 11,670 | 7,767 | 66.6% | 3.9K |
| 28 | 16 | 6 | PS2 | Grand Theft Auto: Liberty City Stories | CAPCOM | 09-06-07 | ¥4,179 | Act | 7,608 | 98,734 | 36,479 | 36.9% | 62.3-76.7K |
| 29 | 26 | - | DS | Gakken DS: Shin TOEIC Test Kanzen Koryaku | Gakken | 09-13-07 | ¥3,990 | Other | 7,420 | 34,101 | 15,096 | 44.3% | 9.7-19K |
| 30 | 18 | 5 | PS3 | Bladestorm: Hyakunen Senso Bladestorm: The Hundred Years' War | KOEI | 08-30-07 | ¥8,190 | Act | 7,385 | 111,438 | 103,731 | 93.1% | 6.8-7.7K |

Other New Titles

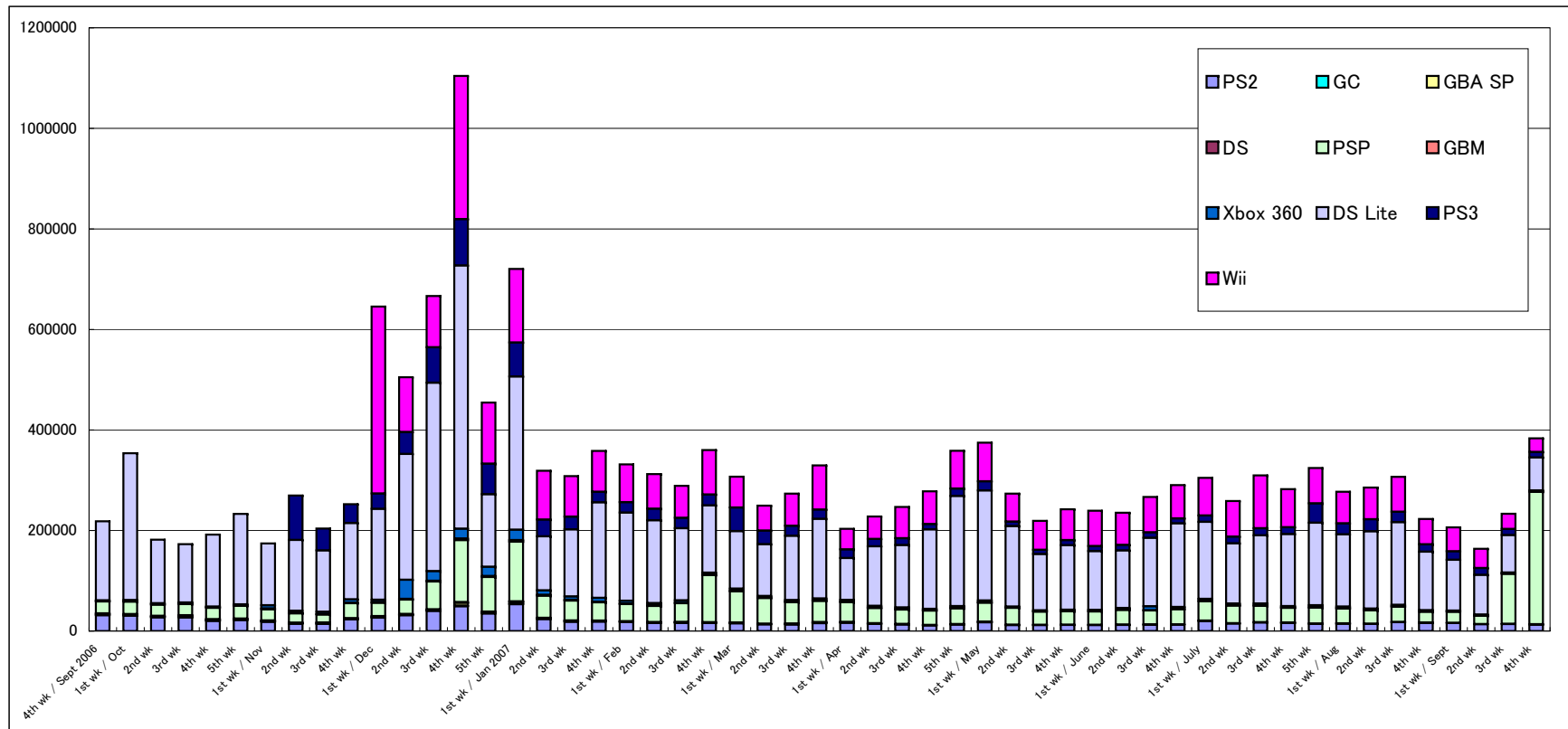
| Platform | Title | Publisher | Sales Date | Price (incl. tax) | Genre | Copies Sold/wk (Estimated) | Sales-Stock Ratio | Copies Shipped (Estimated) | Copies in Stock |
|----------|-------|-----------|------------|----------------------|-------|----------------------------------|----------------------|----------------------------------|--------------------|
|----------|-------|-----------|------------|----------------------|-------|----------------------------------|----------------------|----------------------------------|--------------------|

| | | | | | | | | | |
|-----|--|---------------------------|----------|--------|---------|-------|-------|--------|-------|
| PS2 | Burnout Dominator | Electronic Arts | 09-20-07 | ¥7,140 | Act | 6,197 | 23.0% | 26,890 | 20.7K |
| DS | Deltora Quest: 7-tsu no Hoseki | NAMCO BANDAI Games | 09-20-07 | ¥5,040 | Act/RPG | 3,579 | 19.4% | 18,435 | 14.9K |
| DS | Sankei Sports Kanshu: Keiba-ryoku Nintai Shiken Baken DS | dimple | 09-20-07 | ¥3,990 | Quiz | 3,136 | 54.9% | 5,710 | 2.6K |
| PSP | Burnout Dominator | Electronic Arts | 09-20-07 | ¥5,040 | Act | 3,119 | 25.0% | 12,452 | 9.3K |
| DS | Uwasa no Midori-kun!! Natsu-Iro Striker | IDEA FACTORY | 09-20-07 | ¥5,040 | Adv | 3,085 | 61.9% | 4,980 | 1.9K |
| PSP | R-Type Tactics | IREM SOFTWARE ENGINEERING | 09-20-07 | ¥5,040 | Sim | 2,855 | 31.4% | 9,082 | 6.2K |
| PSP | Ace Combat X: Skies of Deception [PSP the Best] | NAMCO BANDAI Games | 09-20-07 | ¥2,800 | Sht | 2,520 | 27.1% | 9,293 | 6.8K |
| PS2 | Saint Beast: Rasen no Sho | Marvelous Entertainment | 09-20-07 | ¥7,140 | Adv | 1,839 | 33.1% | 5,548 | 3.7K |
| DS | Elemental Monster: Gochushin no Nazo | Hudson | 09-20-07 | ¥5,229 | Card | 1,597 | 29.2% | 5,472 | 3.9K |
| PS2 | Madden NFL 08 (English Version) | Electronic Arts | 09-20-07 | ¥7,140 | Act | 1,332 | 35.1% | 3,794 | 2.5K |
| PS2 | Princess Concerto | BROCCOLI | 09-20-07 | ¥7,140 | Sim/RPG | 803 | 23.8% | 3,378 | 2.6K |
| DS | Kyoryu Ikusei Battle RPG: Kyoryu Monster | MTO | 09-20-07 | ¥5,040 | RPG | 687 | 14.1% | 4,874 | 4.2K |
| DS | Simple DS Series Vol. 22: Age Age The Zero-Yon Midnight | D3 PUBLISHER | 09-20-07 | ¥2,800 | Act | 649 | 10.1% | 6,447 | 5.8K |
| DS | Gachapin Nikki DS | Hudson | 09-20-07 | ¥2,940 | Pzl | 614 | 7.0% | 8,742 | 8.1K |

| | | | | | | | | | |
|-------|---|-----------------|----------|--------|-------|-----|-------|-------|------|
| PS2 | Jojo no Kimyona Boken: Ogon no Kaze [Best Price!] | CAPCOM | 09-20-07 | ¥2,090 | Act | 458 | 27.9% | 1,644 | 1.2K |
| PS2 | Kiniro no Corda 2 & Encore Twin Pack | KOEI | 09-20-07 | ¥9,429 | Sim | 414 | 41.4% | 1,001 | 0.6K |
| PSP | Bleach: Heat the Soul 3 [PSP the Best] | SCEJ (SONY) | 09-20-07 | ¥2,800 | Act | 378 | 10.5% | 3,587 | 3.2K |
| PSP | Metal Gear Solid: Portable Ops [PSP the Best] | KONAMI | 09-20-07 | ¥2,800 | Act | 367 | 15.0% | 2,445 | 2.1K |
| XB360 | Madden NFL 08 (English Version) | Electronic Arts | 09-20-07 | ¥7,140 | Act | 201 | 19.6% | 1,027 | 0.8K |
| DS | Tanoshii Yochien: Kotoba to Asobo! | COMPILE HEART | 09-20-07 | ¥5,040 | Other | 163 | 4.2% | 3,895 | 3.7K |
| PS2 | Ayakashibito: Genyo Ibun-roku [Best Selection] | dimple | 09-20-07 | ¥3,045 | Adv | 154 | 24.6% | 625 | 0.5K |

Hardware Sales/Share

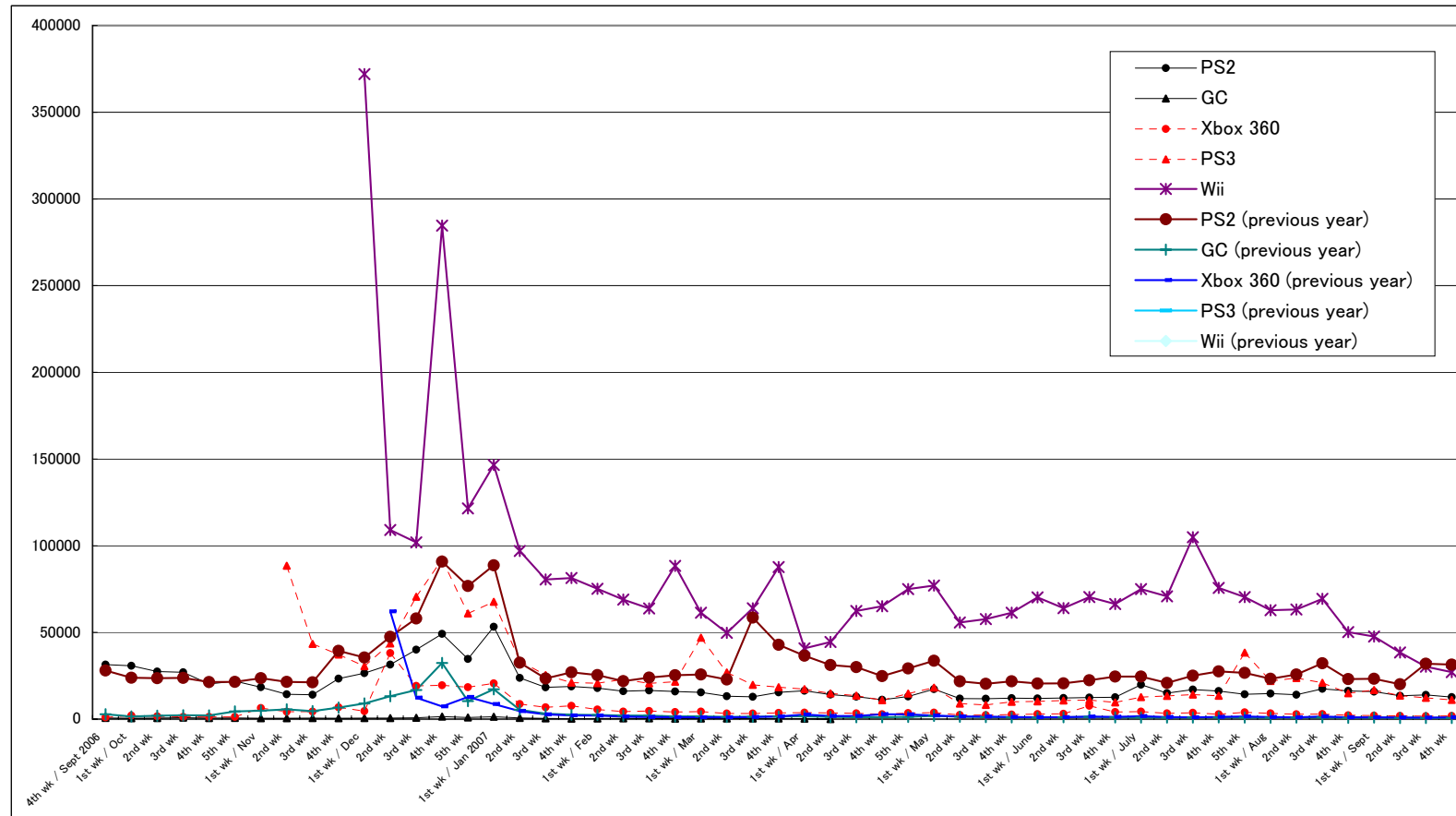
| | 7/30-8/5 | | 8/6-8/12 | | 8/13-8/19 | | 8/20-8/26 | | 8/27-9/2 | | 9/3-9/9 | | 9/10-9/16 | | 9/17-9/23 | | 2007 to Date |
|----------|------------|--------|------------|--------|------------|--------|------------|--------|------------|--------|------------|--------|------------|--------|------------|--------|--------------|
| | 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 | 14,762 | 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% | 12,726 | 3.3% | 608,388 |
| GC | | | | | | | | | | | | | | | | | 5,710 |
| GBA SP | 464 | 0.2% | 580 | 0.2% | 678 | 0.2% | 475 | 0.2% | 407 | 0.2% | 236 | 0.1% | 303 | 0.1% | 363 | 0.1% | 28,224 |
| DS | 105 | 0.0% | 138 | 0.0% | 170 | 0.1% | 153 | 0.1% | 138 | 0.1% | 121 | 0.1% | 108 | 0.0% | 385 | 0.1% | 13,270 |
| PSP | 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% | 263,538 | 68.7% | 1,705,010 |
| GBM | 692 | 0.2% | 611 | 0.2% | 774 | 0.3% | 697 | 0.3% | 489 | 0.2% | 697 | 0.4% | 1,056 | 0.5% | 768 | 0.2% | 32,530 |
| Xbox 360 | 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% | 1,835 | 0.5% | 159,293 |
| DS Lite | 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% | 65,736 | 17.1% | 5,328,808 |
| PS3 | 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% | 11,103 | 2.9% | 730,850 |
| Wii | 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% | 27,059 | 7.1% | 2,560,802 |
| Total | 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% | 383,513 | 100.0% | |



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

| Units Sold | 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 | 4th wk |
|------------|--------|--------|--------|---------------|--------|---------|--------|--------|--------------|--------|--------|--------|---------------|--------|--------|--------|
| PS2 | 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 | 12,726 |
| GC | | | | | | | | | | | | | | | | |
| Xbox 360 | 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 | 1,835 |
| PS3 | 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 | 11,103 |
| Wii | 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 | 27,059 |

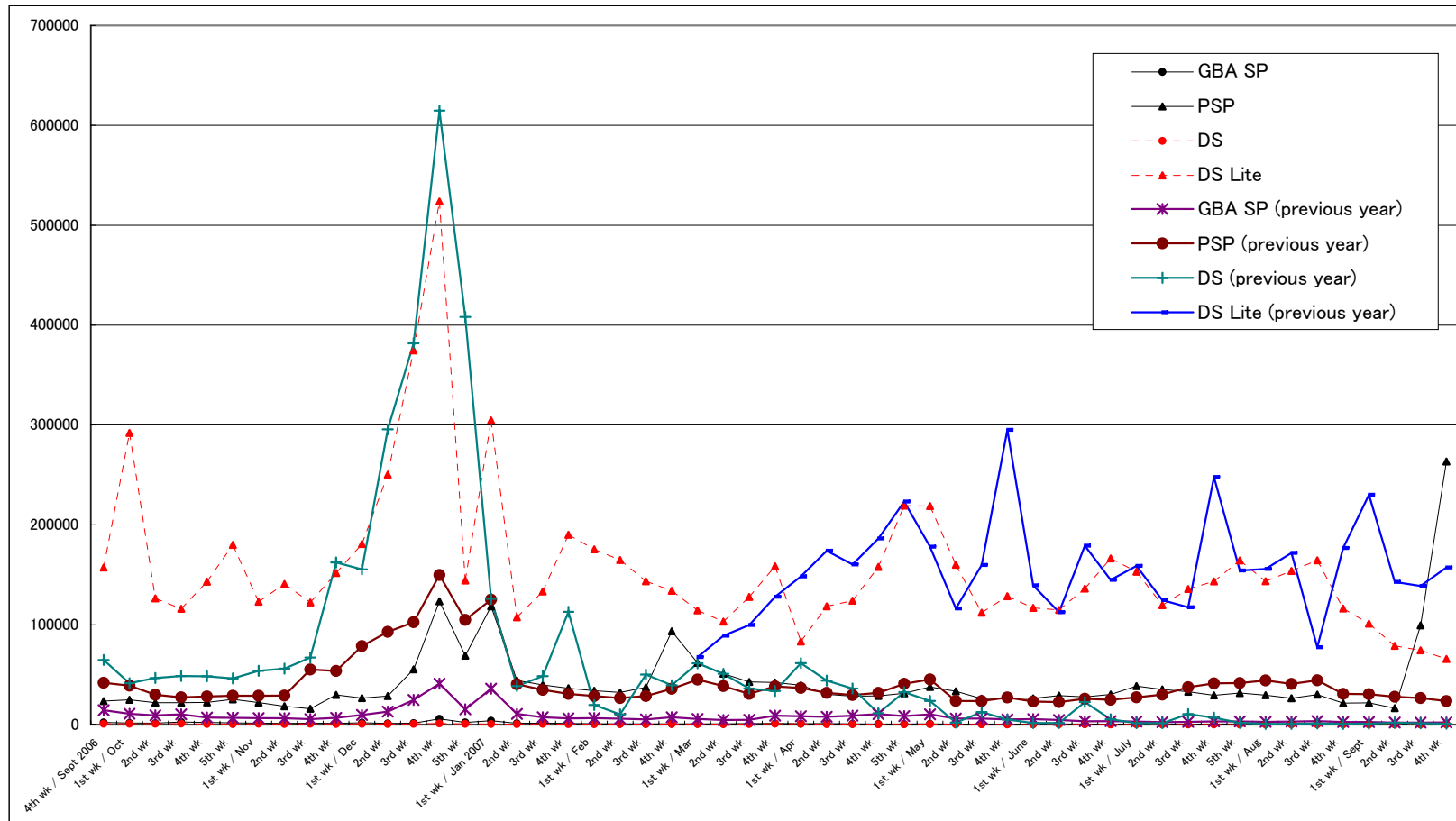
| | | | | | | | | | | | | | | | | |
|--------------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| PS2 (previous year) | 20,661 | 22,399 | 24,579 | 24,556 | 20,889 | 25,085 | 27,517 | 26,683 | 23,302 | 25,727 | 32,172 | 23,082 | 23,290 | 20,135 | 31,927 | 31,456 |
| GC (previous year) | 1,106 | 1,312 | 1,015 | 929 | 919 | 905 | 1,007 | 959 | 893 | 937 | 1,023 | 754 | 901 | 721 | 662 | 721 |
| Xbox 360 (previous year) | 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 | 1,039 |
| PS3 (previous year) | | | | | | | | | | | | | | | | |
| Wii (previous year) | | | | | | | | | | | | | | | | |



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

| Units Sold | 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 | 4th wk |
|------------|---------|---------|---------|---------------|---------|---------|---------|---------|--------------|---------|---------|---------|---------------|--------|--------|---------|
| GBA SP | 615 | 539 | 426 | 513 | 476 | 388 | 571 | 606 | 464 | 580 | 678 | 475 | 407 | 236 | 303 | 363 |
| PSP | 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 | 263,538 |
| DS | 278 | 225 | 186 | 239 | 188 | 155 | 128 | 128 | 105 | 138 | 170 | 153 | 138 | 121 | 108 | 385 |
| DS Lite | 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 | 65,736 |

| | | | | | | | | | | | | | | | | |
|-------------------------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|--------|---------|---------|---------|---------|---------|
| GBA SP (previous year) | 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 | 2,201 |
| PSP (previous year) | 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 | 23,602 |
| DS (previous year) | 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 | 904 |
| DS Lite (previous year) | 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 | 157,346 |

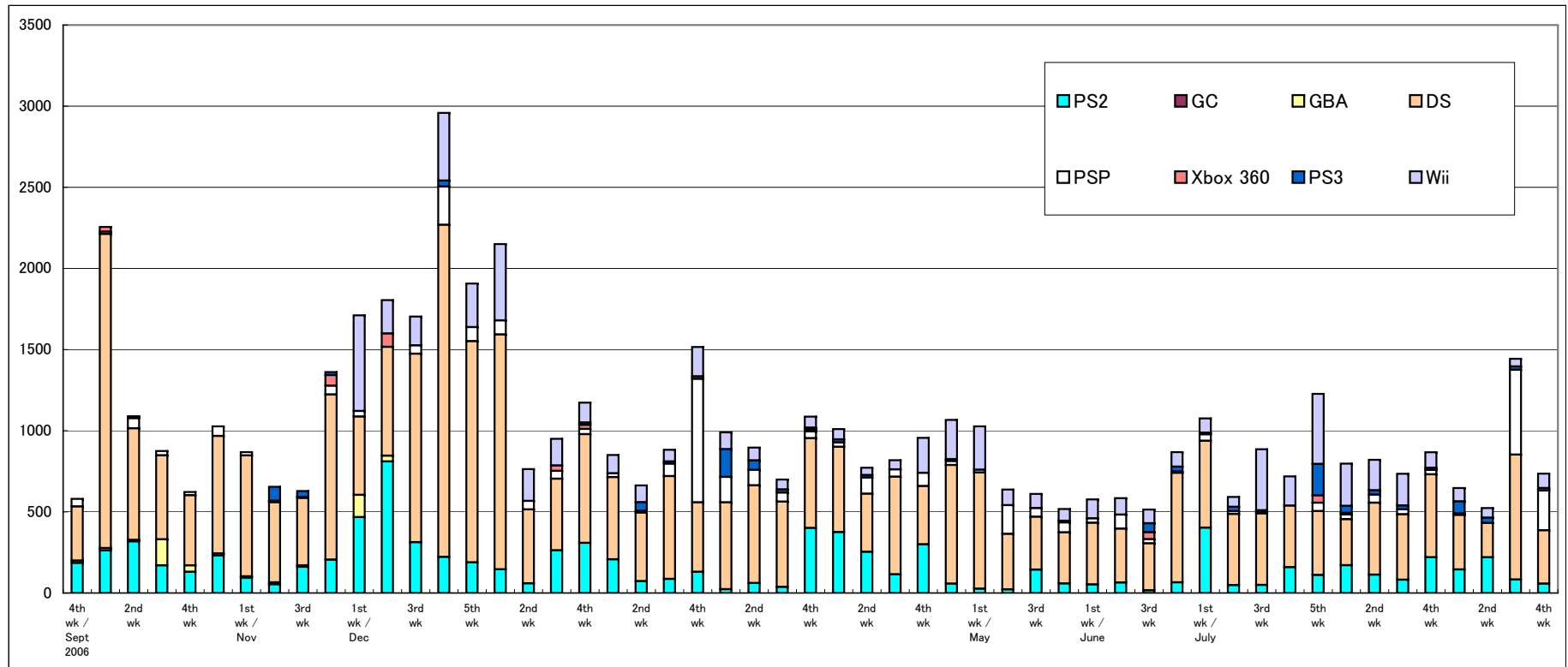


Software Sales/Share for Each Platform

*Only covering titles ranked in the TOP 30

Unit: K = 1000

| | 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 | | 9/17-9/23 | | 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 | 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% | 58.4 | 7.9% | 5,229.2 |
| 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 | 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% | 328.5 | 44.6% | 18,646.8 |
| PSP | 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% | 244.6 | 33.2% | 3,194.5 |
| Xbox 360 | 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% | 0.0 | 0.0% | 217.3 |
| PS3 | 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% | 15.3 | 2.1% | 948.9 |
| Wii | 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% | 89.1 | 12.1% | 5,416.1 |
| Total | 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% | 735.8 | 100.0% | |



Market Scale Transition

Unit: 100 million yen

| | 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 | 4th wk | 2007 to Date |
|----------|--------|--------|--------|---------------|--------|--------|--------|--------|--------------|--------|--------|--------|---------------|--------|--------|--------|--------------|
| Hardware | 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 | 72.0 | 2,252.9 |
| Software | 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 | 50.2 | 2,462.5 |
| Total | 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 | 122.2 | 4,715.4 |

| | | | | | | | | | | | | | | | | |
|--------------------------|------|------|------|------|------|------|-------|-------|-------|------|------|-------|------|------|------|------|
| Hardware (previous year) | 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 | 34.3 |
| Software (previous year) | 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 | 38.6 |
| Total (previous year) | 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 | 72.8 |

