

# **Famitsu Marketing Data Service**

Data Collected by Famitsu: from September 24 to September 30, 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	1	DS	Pokemon Fushigi no Dungeon: Toki no Tankentai/Yami no Tankentai	Pokemon	09-13-07	¥4,800	RPG	97,309	1,098,986	857,211	78.0%	201.1-241.8K
2	NEW	-	XB360	Halo 3	Microsoft	09-27-07	¥7,140	Sht	61,143	78,425	61,143	78.0%	17.3K
3	2	2	PSP	Crisis Core: Final Fantasy VII	SQUARE ENIX	09-13-07	¥6,090	Act/RPG	61,001	704,081	663,820	94.3%	40.3-49.3K
4	NEW	-	DS	Tamagotchi no Puchi-Puchi Omisecchi Mina-San-Kyu!	NAMCO BANDAI Games	09-27-07	¥5,040	Sim	48,319	106,772	48,319	45.3%	58.5K
5	3	-	PSP	Metal Gear Solid: Portable Ops +	KONAMI	09-20-07	¥2,400	Act	40,933	146,986	129,873	88.4%	17.1-19.3K
6	NEW	-	PS2	Bleach: Blade Battlers 2nd	SCEJ (SONY)	09-27-07	¥6,980	Act	31,676	49,150	31,676	64.4%	17.5K
7	NEW	-	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	34,848	30,168	86.6%	4.7K
8	NEW	-	PSP	Eiyu Densetsu: Sora no Kiseki SC	Nihon Falcom	09-27-07	¥6,090	RPG	25,881	35,444	25,881	73.0%	9.6K
9	NEW	-	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	48,502	24,294	50.1%	24.2K
10	NEW	-	PS2	Phantasy Star Universe: Illuminas no Yabo Phantasy Star Universe: Ambition of the Illuminus	SEGA	09-27-07	¥5,040	RPG	24,141	53,714	24,141	44.9%	29.6K
11	NEW	-	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	110,216	23,100	21.0%	87.1K
12	NEW	-	PS3	The Elder Scrolls IV: Oblivion	Spike	09-27-07	¥8,190	RPG	22,988	44,946	22,988	51.1%	22K
13	4	-	Wii	Mario Strikers Charged	Nintendo	09-20-07	¥5,800	Act	20,131	177,473	52,856	29.8%	50.9-124.6K
14	6	6	Wii	Mario Party 8	Nintendo	07-26-07	¥5,800	Board/Act	15,628	860,577	834,865	97.0%	25.7-30.2K
15	14	9	DS	Ganbaru Watashi no Kakei Diary	Nintendo	07-12-07	¥3,800	Other	14,338	235,345	221,269	94.0%	8.8-14.1K

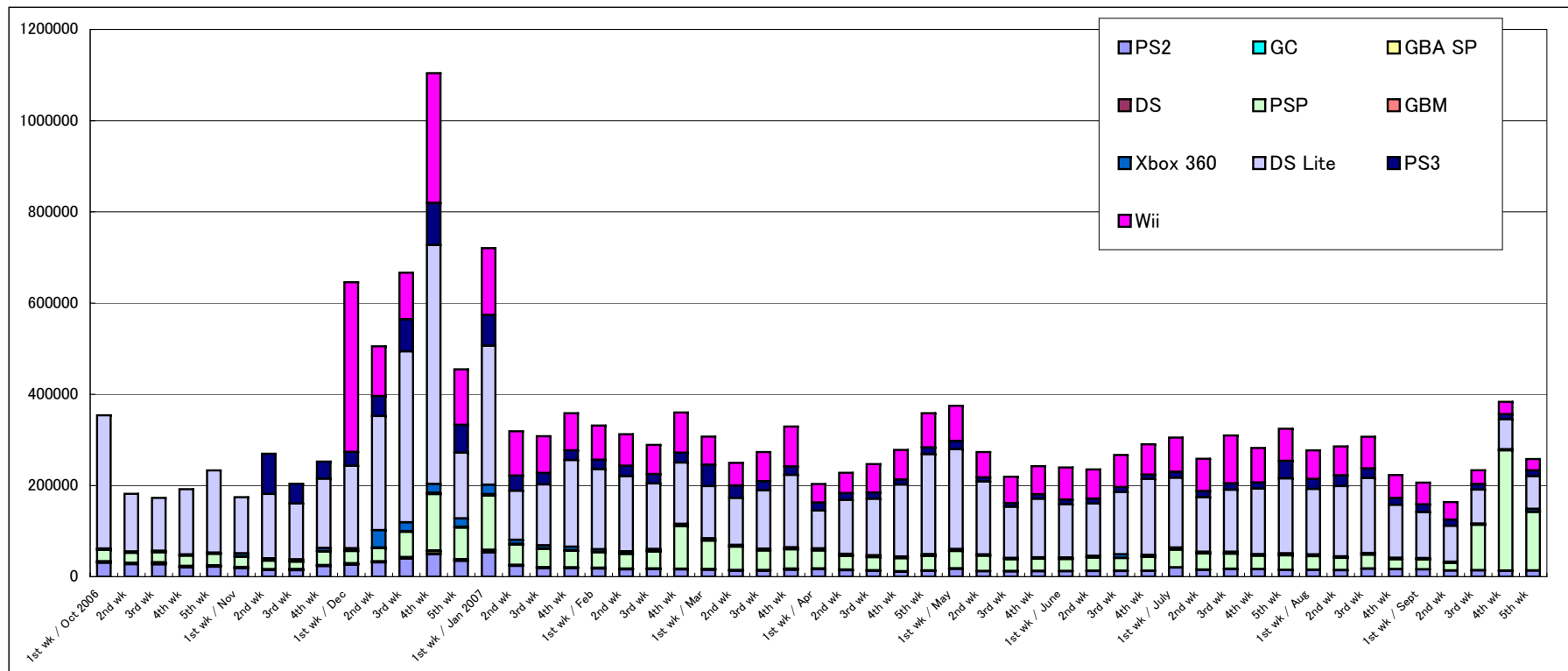
16	15	13	DS	Mario Kart DS	Nintendo	12-08-05	¥4,800	Act	12,192	2,468,879	2,456,751	99.5%	12.1-17.9K
17	17	15	DS	Oide yo Dobutsu no Mori Animal Crossing: Wild World	Nintendo	11-23-05	¥4,800	Other	11,853	4,395,301	4,384,956	99.8%	10.3-17.7K
18	11	8	Wii	Wii Sports	Nintendo	12-02-06	¥4,800	Act	11,770	2,027,231	2,007,203	99.0%	20-27.2K
19	13	12	Wii	Hajimete no Wii Wii Play	Nintendo	12-02-06	¥4,800	Other	11,353	1,595,403	1,573,170	98.6%	22.2-45.8K
20	18	14	DS	New Super Mario Bros.	Nintendo	05-25-06	¥4,800	Act	11,200	4,839,513	4,826,045	99.7%	13.5-21.3K
21	NEW	-	PSP	Wangan Midnight Portable	GENKI	09-27-07	¥5,040	Act	10,150	24,819	10,150	40.9%	14.7K
22	10	5	DS	Final Fantasy Crystal Chronicles: Ring of Fates	SQUARE ENIX	08-23-07	¥5,040	Act/RPG	9,979	376,680	363,030	96.4%	13.7-16K
23	NEW	-	Wii	Kekkaishi: Kokuboro no Kage	NAMCO BANDAI Games	09-27-07	¥6,040	Act	9,807	52,200	9,807	18.8%	42.4K
24	5	-	DS	KateKyo Hitman Reborn! DS: Flame Rumble Kaen Ring Sodatsusen!	TAKARATOMY	09-20-07	¥5,040	Act	9,372	46,305	33,931	73.3%	8.9-12.4K
25	8	4	PS2	Another Century's Episode 3: The Final	BANPRESTO	09-06-07	¥7,329	Act	9,345	233,906	223,058	95.4%	10.8-13K
26	9	-	PSP	Metal Gear Solid: Portable Ops + Deluxe Pack	KONAMI	09-20-07	¥4,300	Act	9,255	30,312	24,030	79.3%	5.8-6.3K
27	NEW	-	PS3	Agarest Senki	COMPILE HEART	09-27-07	¥7,140	RPG	9,024	13,044	9,024	69.2%	4K
28	NEW	-	DS	EiKen DS: Obunsha EiKen-sho Series Junkyo	Rocket Company	09-27-07	¥2,940	Other	8,895	42,711	8,895	20.8%	33.8K
29	21	22	DS	Eigo ga Nigate na Otona no DS Training Motto Eigo-zuke	Nintendo	03-29-07	¥3,800	Other	8,814	566,588	552,579	97.5%	14-14.4K
30	19	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	8,783	4,701,523	4,686,531	99.7%	15-25.6K

## 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
Wii	Boku to Sim no Machi MySims	Electronic Arts	09-27-07	¥6,090	Sim	8,145	71.2%	11,442	3.3K
PS2	Saishu Shiken Kujira: Alive	Sweets	09-27-07	¥7,140	Adv	4,327	50.2%	8,618	4.3K
DS	Mitsukete! Keroro Gunso: Machigai Sagashi Daisakusen de Arimasu!	NAMCO BANDAI Games	09-27-07	¥5,040	Pzl	3,432	17.0%	20,222	16.8K
PS2	Towa no Sakura	IDEA FACTORY	09-27-07	¥7,140	Adv	3,416	53.7%	6,367	3.K
DS	Picto Image DS	SEGA	09-27-07	¥3,990	Other	3,100	6.8%	45,667	42.6K
Wii	Bass Fishing Wii: Rokumaru Densetsu Big Catch Bass Fishing	ARC SYSTEM WORKS	09-27-07	¥5,040	Act	2,842	21.4%	13,302	10.5K
PSP	Coded Arms: Contagion	KONAMI	09-27-07	¥5,229	Act/Sht	2,597	17.0%	15,258	12.7K
PS2	Kyo kara Maou!: Shin Ma-koku no Kyujitsu	NAMCO BANDAI Games	09-27-07	¥13,440	Adv	2,089	42.9%	4,874	2.8K
PS2	Generation of Chaos: Desire	IDEA FACTORY	09-27-07	¥7,140	Sim/RPG	1,855	42.2%	4,396	2.5K
DS	Jigoku Shoujo: Akekazura	COMPILE HEART	09-27-07	¥5,040	Adv	1,373	30.8%	4,461	3.1K
PS2	Angel Profile	CYBERFRONT	09-27-07	¥7,140	Sim	1,232	29.8%	4,132	2.9K
PSP	Simple 2500 Series Vol. 11: The Puzzle Quest: Agaria no Kishi Puzzle Quest: Challenge of the Warlords	D3 PUBLISHER	09-27-07	¥2,625	Pzl/RPG	1,082	26.6%	4,072	3.K

## Hardware Sales/Share

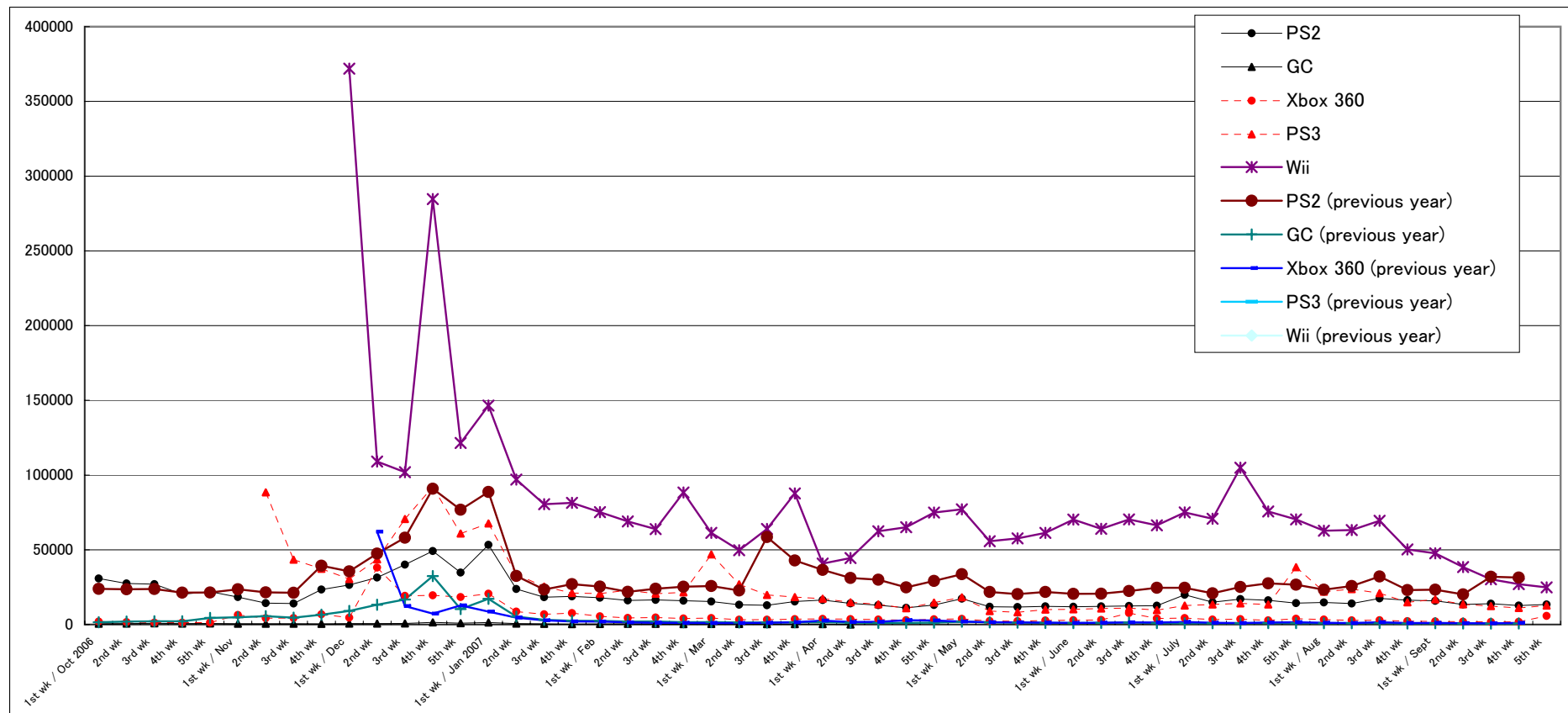
	8/6-8/12		8/13-8/19		8/20-8/26		8/27-9/2		9/3-9/9		9/10-9/16		9/17-9/23		9/24-9/30		2007 to Date
	Units Sold	Share	Units Sold	Share	Units Sold	Share	Units Sold	Share	Units Sold	Share	Units Sold	Share	Units Sold	Share	Units Sold	Share	
PS2	14,064	4.9%	17,431	5.7%	16,269	7.3%	15,835	7.7%	13,448	8.2%	13,953	6.0%	12,726	3.3%	13,438	5.2%	621,826
GC																	5,710
GBA SP	580	0.2%	678	0.2%	475	0.2%	407	0.2%	236	0.1%	303	0.1%	363	0.1%	223	0.1%	28,447
DS	138	0.0%	170	0.1%	153	0.1%	138	0.1%	121	0.1%	108	0.0%	385	0.1%	204	0.1%	13,474
PSP	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%	128,172	49.7%	1,833,182
GBM	611	0.2%	774	0.3%	697	0.3%	489	0.2%	697	0.4%	1,056	0.5%	768	0.2%	969	0.4%	33,499
Xbox 360	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%	5,772	2.2%	165,065
DS Lite	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%	71,635	27.8%	5,400,443
PS3	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%	12,676	4.9%	743,526
Wii	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%	24,828	9.6%	2,585,630
Total	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%	257,917	100.0%	



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

Units Sold	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	5th wk
PS2	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	13,438
GC																
Xbox 360	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	5,772
PS3	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	12,676
Wii	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	24,828

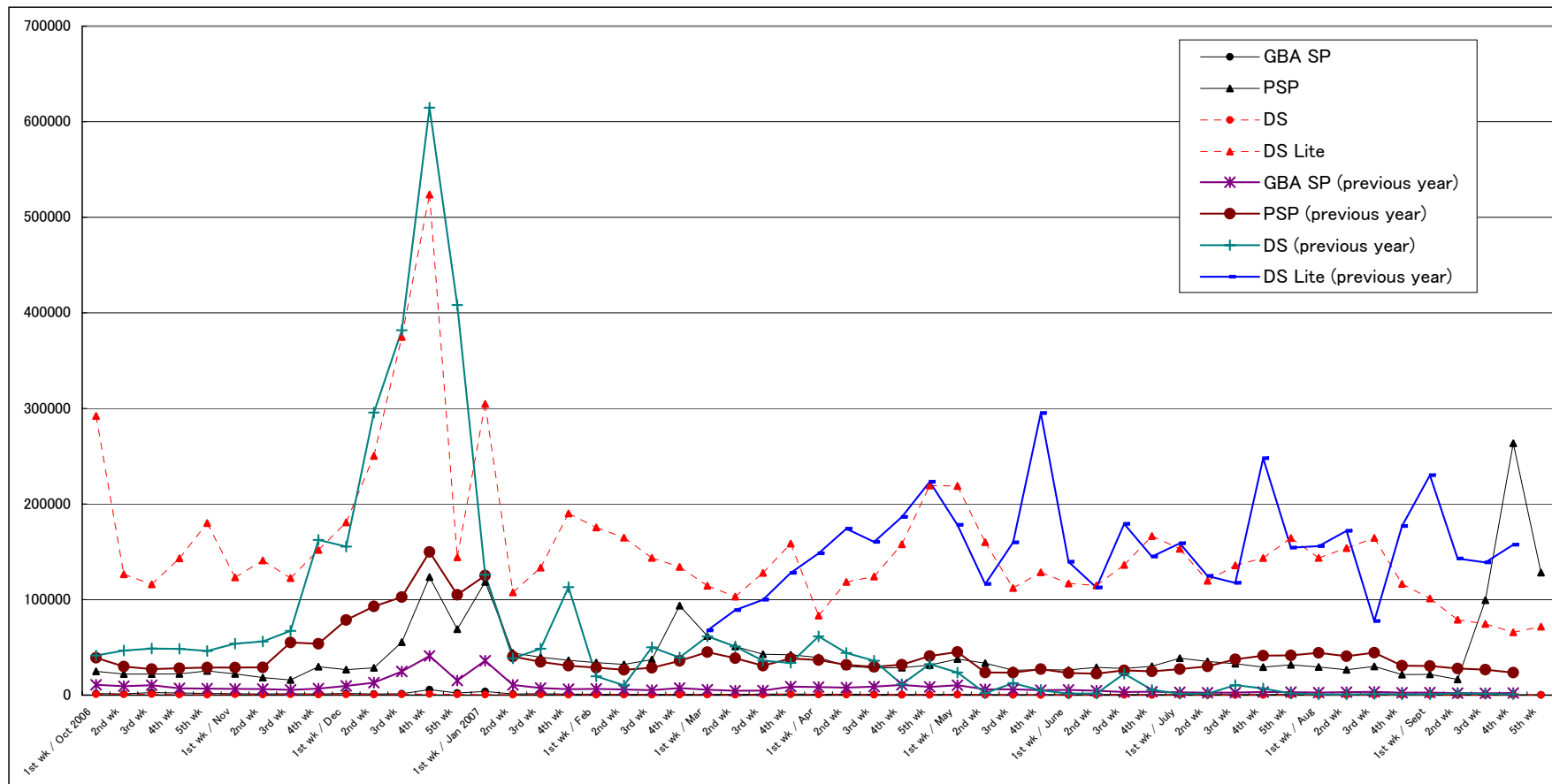
PS2 (previous year)	22,399	24,579	24,556	20,889	25,085	27,517	26,683	23,302	25,727	32,172	23,082	23,290	20,135	31,927	31,456	
GC (previous year)	1,312	1,015	929	919	905	1,007	959	893	937	1,023	754	901	721	662	721	
Xbox 360 (previous year)	1,475	1,315	1,676	1,191	1,020	1,317	1,513	1,182	1,025	1,517	1,004	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	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	5th wk
GBA SP	539	426	513	476	388	571	606	464	580	678	475	407	236	303	363	223
PSP	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	128,172
DS	225	186	239	188	155	128	128	105	138	170	153	138	121	108	385	204
DS Lite	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	71,635

GBA SP (previous year)	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)	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)	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)	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	

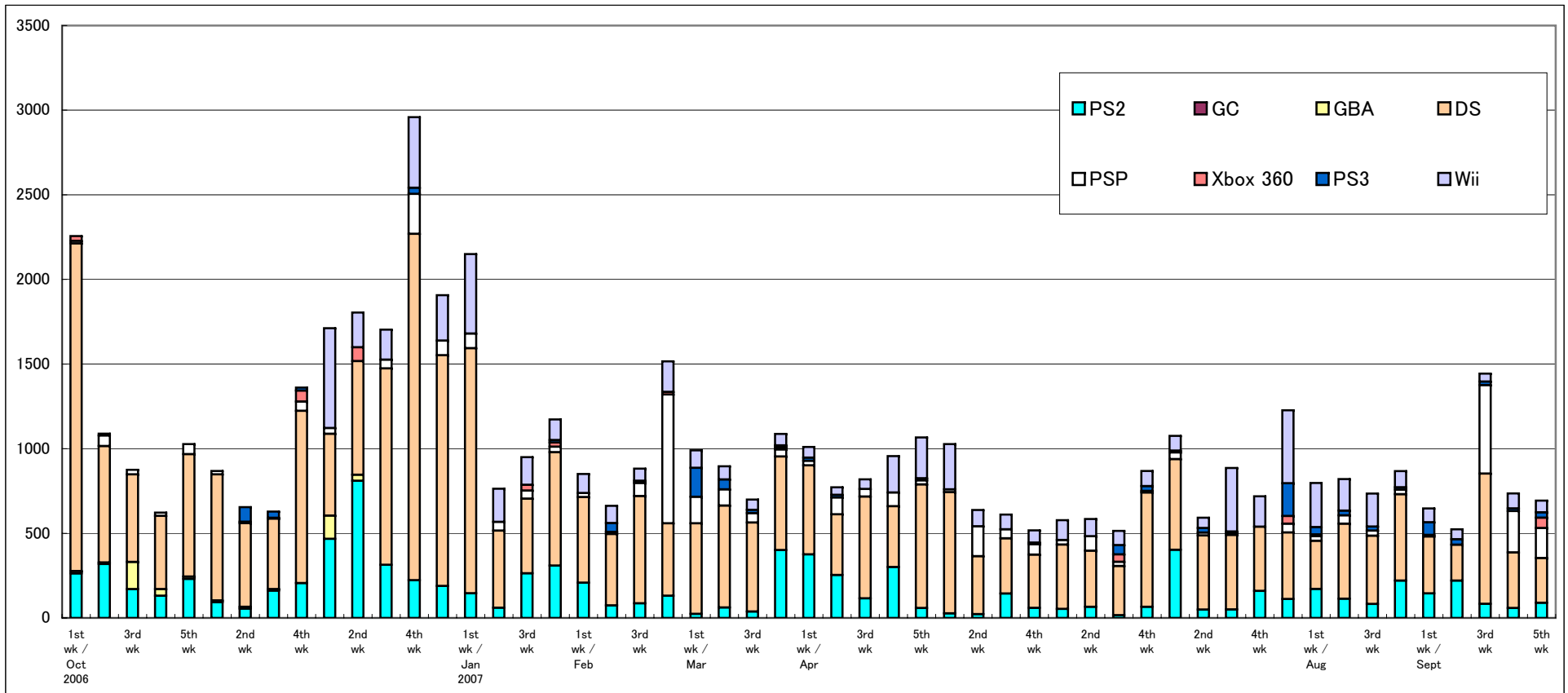


# Software Sales/Share for Each Platform

\*Only covering titles ranked in the TOP 30

Unit: K = 1000

	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		9/24-9/30		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	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%	89.5	12.9%	5,318.6
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	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%	264.2	38.1%	18,910.9
PSP	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%	177.4	25.6%	3,371.9
Xbox 360	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%	61.1	8.8%	278.5
PS3	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%	32.0	4.6%	980.9
Wii	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%	68.7	9.9%	5,484.8
Total	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%	692.8	100.0%	





# Market Scale Transition

Unit: 100 million yen	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	5th wk	2007 to Date
Hardware	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	49.5	2,302.4
Software	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	53.9	2,516.4
Total	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	103.4	4,818.8

Hardware (previous year)	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)	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)	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	0.0

