

# **Famitsu Marketing Data Service**

Data Collected by Famitsu: from October 1 to October 7, 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	Dragon Ball Z: Sparking! Meteor Dragon Ball Z: Budokai Tenkaichi 3	NAMCO BANDAI Games	10-04-07	¥7,140	Act	161,752	221,935	161,752	72.9%	60.2K
2	NEW	-	PSP	Gundam Battle Chronicle	NAMCO BANDAI Games	10-04-07	¥5,040	Act	86,538	96,470	86,538	89.7%	9.9K
3	NEW	-	DS	Archaic Sealed Heat	Nintendo	10-04-07	¥5,800	Act/RPG	58,102	169,643	58,102	34.2%	111.5K
4	1	1	DS	Pokemon Fushigi no Dungeon: Toki no Tankentai/Yami no Tankentai	Pokemon	09-13-07	¥4,800	RPG	55,310	1,103,610	912,521	82.7%	172.2-191.1K
5	NEW	-	PS2	Jikkyo Powerful Major League 2	KONAMI	10-04-07	¥7,329	Act	42,946	160,687	42,946	26.7%	117.7K
6	NEW	-	Wii	Dragon Ball Z: Sparking! Meteor Dragon Ball Z: Budokai Tenkaichi 3	NAMCO BANDAI Games	10-04-07	¥7,140	Act	34,783	82,679	34,783	42.1%	47.9K
7	3	2	PSP	Crisis Core: Final Fantasy VII	SQUARE ENIX	09-13-07	¥6,090	Act/RPG	26,729	713,757	690,549	96.7%	23.2-36.6K
8	5	3	PSP	Metal Gear Solid: Portable Ops +	KONAMI	09-20-07	¥2,400	Act	22,795	166,143	152,668	91.9%	13.5-14.4K
9	11	-	DS	Zaidan Hojin Nihon Kanji Noryoku Kentei Kyokai Konin: KanKen DS 2 + Joyo-Kanji Jiten	Rocket Company	09-27-07	¥2,940	Other	20,573	111,397	43,673	39.2%	40.6-67.7K
10	4	-	DS	Tamagotchi no Puchi-Puchi Omisecchi Mina-San-Kyu!	NAMCO BANDAI Games	09-27-07	¥5,040	Sim	19,197	108,331	67,516	62.3%	26.2-40.8K
11	16	15	DS	Mario Kart DS	Nintendo	12-08-05	¥4,800	Act	10,985	2,479,958	2,467,736	99.5%	12.2-17.2K
12	15	14	DS	Ganbaru Watashi no Kakei Diary	Nintendo	07-12-07	¥3,800	Other	10,865	245,258	232,134	94.6%	11.1-13.1K
13	20	18	DS	New Super Mario Bros.	Nintendo	05-25-06	¥4,800	Act	10,774	4,852,048	4,836,819	99.7%	15.2-19.2K
14	14	6	Wii	Mario Party 8	Nintendo	07-26-07	¥5,800	Board/Act	10,405	867,466	845,270	97.4%	22.2-29.9K

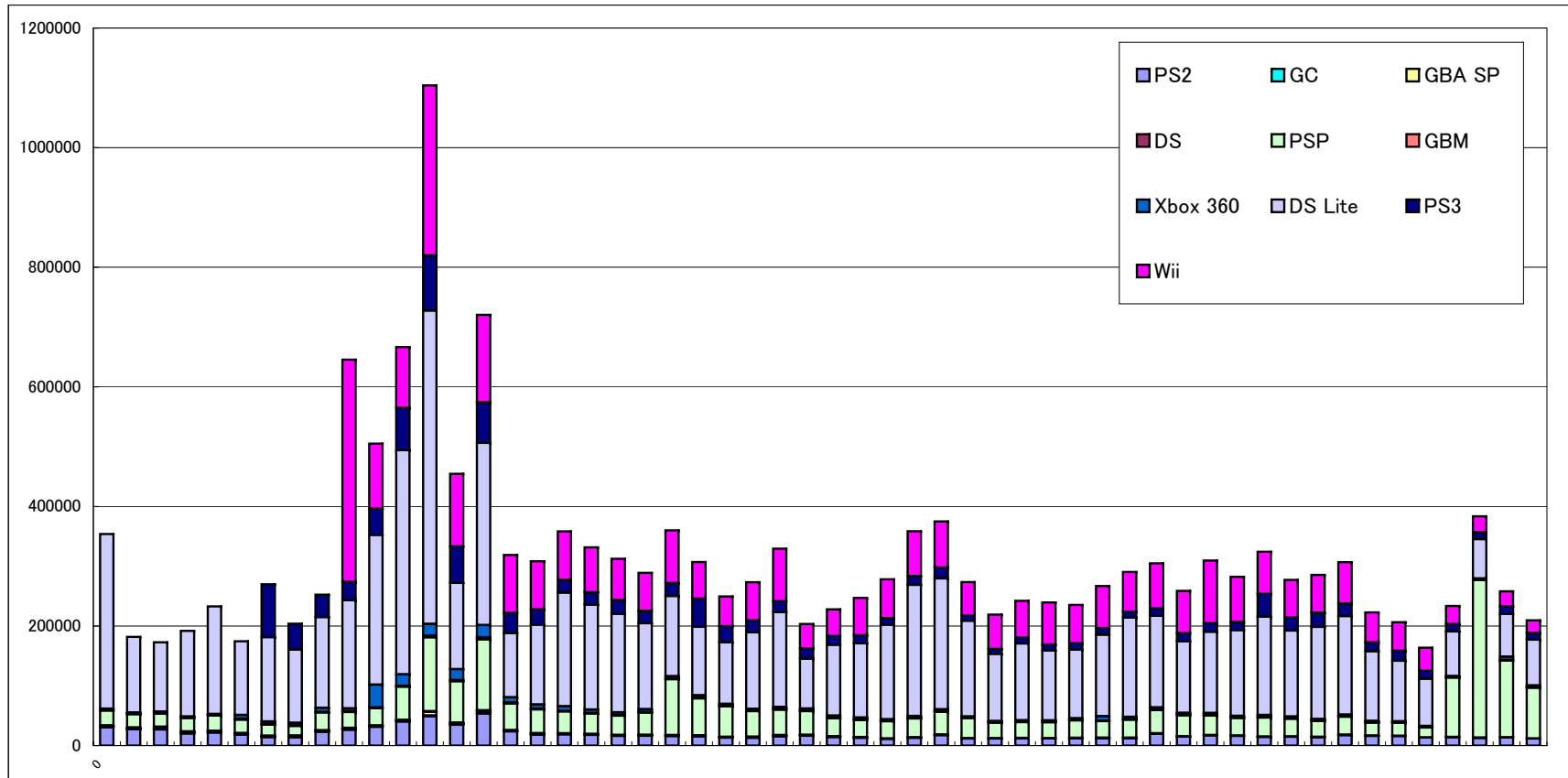
15	13	4	Wii	Mario Strikers Charged	Nintendo	09-20-07	¥5,800	Act	10,338	177,946	63,194	35.5%	47.4-114.8K
16	17	17	DS	Oide yo Dobutsu no Mori Animal Crossing: Wild World	Nintendo	11-23-05	¥4,800	Other	10,037	4,407,112	4,394,993	99.7%	12.1-17K
17	-	12	DS	Taiko no Tatsujin DS: Touch de Dokodon!	NAMCO BANDAI Games	07-26-07	¥5,040	Act	9,562	176,427	152,766	86.6%	13.5-23.7K
18	6	-	PS2	Bleach: Blade Battlers 2nd	SCEJ (SONY)	09-27-07	¥6,980	Act	9,181	51,120	40,857	79.9%	10.3-10.4K
19	19	13	Wii	Hajimete no Wii Wii Play	Nintendo	12-02-06	¥4,800	Other	9,081	1,596,915	1,582,251	99.1%	14.7-38.3K
20	9	-	PS2	Hissho Pachinko Pachi-Slot Koryaku Series Vol. 11: Shinseiki Evangelion - Magokoro wo, Kimi ni	D3 PUBLISHER	09-27-07	¥5,460	Simu	8,901	50,636	33,195	65.6%	8.9-17.4K
21	18	11	Wii	Wii Sports	Nintendo	12-02-06	¥4,800	Act	8,753	2,035,506	2,015,956	99.0%	19.6-22.7K
22	2	-	XB360	Halo 3	Microsoft	09-27-07	¥7,140	Sht	8,380	80,666	69,523	86.2%	7.1-11.1K
23	12	-	PS3	The Elder Scrolls IV: Oblivion	Spike	09-27-07	¥8,190	RPG	8,296	46,054	31,284	67.9%	4.3-14.8K
24	NEW	-	PS2	GuitarFreaks & DrumMania V3	KONAMI	10-04-07	¥7,329	Act	7,874	16,714	7,874	47.1%	8.8K
25	7	-	PSP	Yu-Gi-Oh Duel Monsters GX: Tag Force 2 Yu-Gi-Oh! GX Tag Force 2	KONAMI	09-27-07	¥5,229	Card	6,953	42,106	37,121	88.2%	4.5-5K
26	30	19	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	6,939	4,706,885	4,693,470	99.7%	13.4-20.5K
27	NEW	-	Wii	Jikkyo Powerful Major League 2 Wii	KONAMI	10-04-07	¥7,329	Act	6,784	36,159	6,784	18.8%	29.4K
28	10	-	PS2	Phantasy Star Universe: Illuminas no Yabo Phantasy Star Universe: Ambition of the Illuminus	SEGA	09-27-07	¥5,040	RPG	6,565	53,960	30,706	56.9%	15.3-23.3K
29	29	21	DS	Eigo ga Nigate na Otona no DS Training Motto Eigo-zuke	Nintendo	03-29-07	¥3,800	Other	6,539	570,218	559,118	98.1%	11.1-14.8K
30	28	-	DS	EiKen DS: Obunsha EiKen-sho Series Junkyo	Rocket Company	09-27-07	¥2,940	Other	6,471	43,656	15,366	35.2%	14.4-28.3K

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	Shinseiki GPX Cyber Formula: Road to the Infinity 4	SUNRISE INTERACTIVE	10-04-07	¥7,140	Act	6,399	46.7%	13,698	7.3K
PS2	Bakumatsu Renka: Karyu Kenshi-den	D3 PUBLISHER	10-04-07	¥7,140	Adv	4,458	51.6%	8,632	4.2K
DS	Chikyu no Arukikata DS: Hawaii	SQUARE ENIX	10-04-07	¥2,940	Other	766	15.5%	4,955	4.2K
DS	Chubaw Desuyo!: Kyosho Recipe-shu	Alpha-Unit	10-04-07	¥4,280	Other	637	4.8%	13,318	12.7K
DS	Tsujii Gakuen Tsujii Cooking Kanshu: Koharu no DS UchiGohan. Shokujii Balance Guide Tsuki	COMOLINK	10-04-07	¥3,990	Other	561	7.1%	7,921	7.4K
PS2	Shin Sangoku Musou 4: Moshō-den [PlayStation 2 the Best] Dynasty Warriors 5: Xtreme Legends	KOEI	10-04-07	¥2,604	Act	557	19.2%	2,902	2.3K
PS2	_summer ## [Best Edition]	GN Software	10-04-07	¥2,940	Adv	548	45.0%	1,219	0.7K
DS	Anata dake no Private Lesson: DS de Hajimeru Tipness no Yoga	SQUARE ENIX	10-04-07	¥3,990	Other	526	8.5%	6,153	5.6K

# Hardware Sales/Share

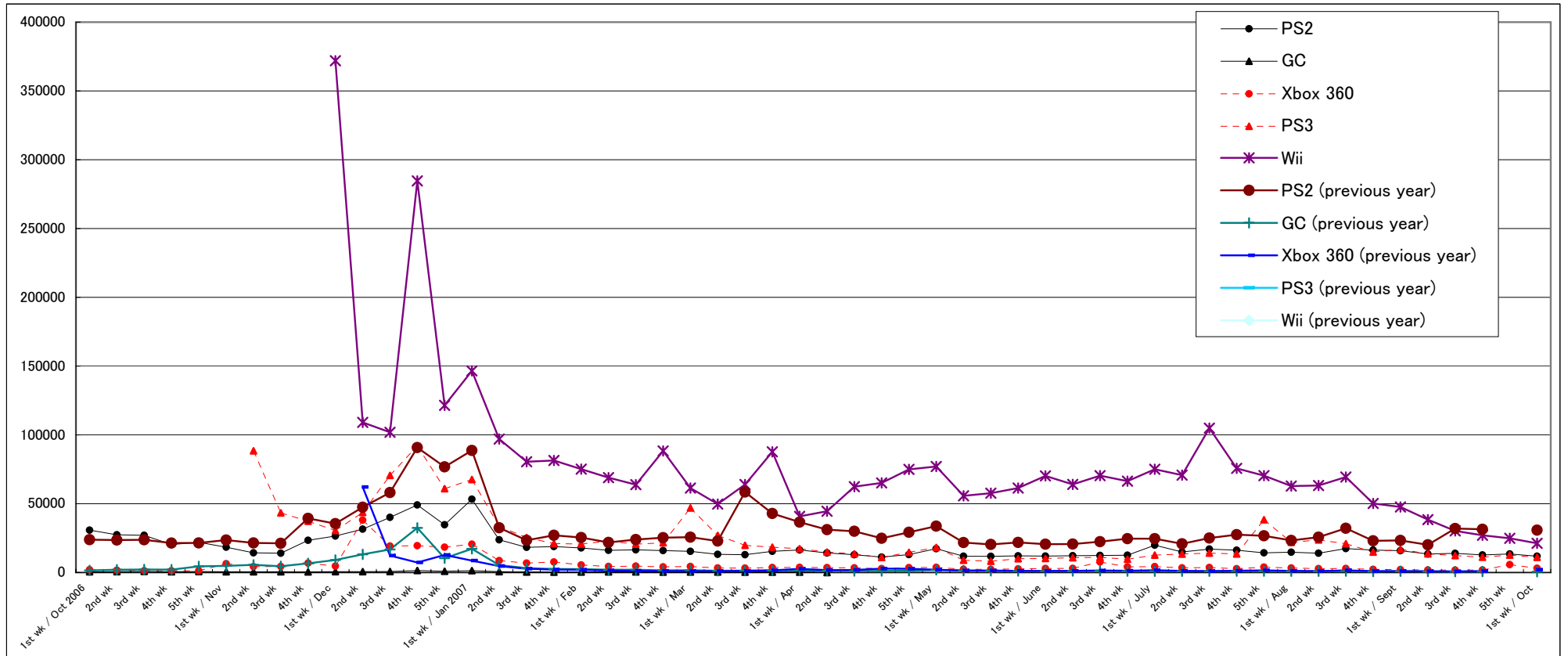
	8/13-8/19		8/20-8/26		8/27-9/2		9/3-9/9		9/10-9/16		9/17-9/23		9/24-9/30		10/1-10/7		2007 to Date
	Units Sold	Share	Units Sold	Share	Units Sold	Share	Units Sold	Share	Units Sold	Share	Units Sold	Share	Units Sold	Share	Units Sold	Share	
PS2	17,431	5.7%	16,269	7.3%	15,835	7.7%	13,448	8.2%	13,953	6.0%	12,726	3.3%	13,438	5.2%	11,838	5.7%	633,664
GC																	5,710
GBA SP	678	0.2%	475	0.2%	407	0.2%	236	0.1%	303	0.1%	363	0.1%	223	0.1%	259	0.1%	28,706
DS	170	0.1%	153	0.1%	138	0.1%	121	0.1%	108	0.0%	385	0.1%	204	0.1%	0	0.0%	13,474
PSP	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%	84,754	40.5%	1,917,936
GBM	774	0.3%	697	0.3%	489	0.2%	697	0.4%	1,056	0.5%	768	0.2%	969	0.4%	679	0.3%	34,178
Xbox 360	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%	3,137	1.5%	168,202
DS Lite	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%	76,560	36.6%	5,477,003
PS3	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%	11,025	5.3%	754,551
Wii	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%	21,178	10.1%	2,606,808
Total	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%	209,430	100.0%	



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

Units Sold	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	1st wk / Oct
PS2	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	11,838
GC																
Xbox 360	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	3,137
PS3	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	11,025
Wii	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	21,178

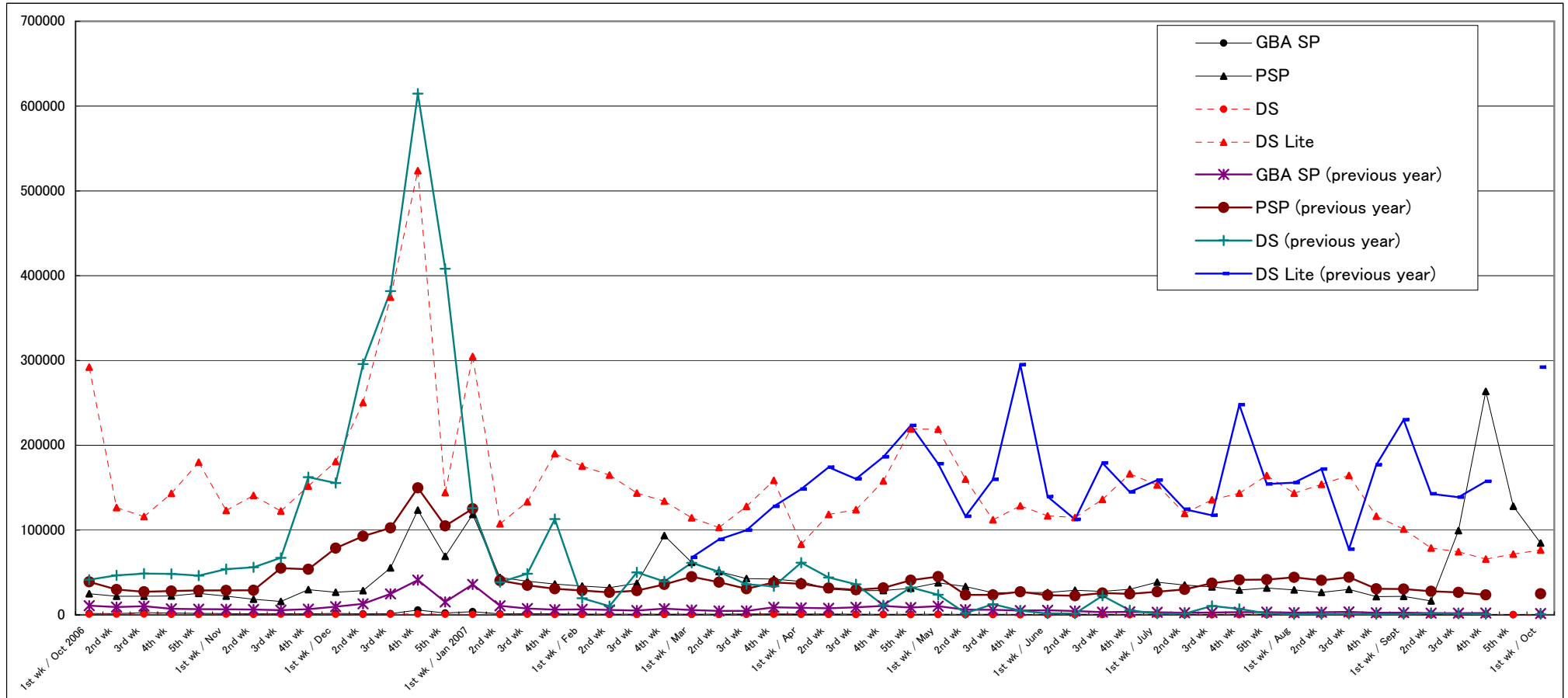
PS2 (previous year)	24,579	24,556	20,889	25,085	27,517	26,683	23,302	25,727	32,172	23,082	23,290	20,135	31,927	31,456		30,765
GC (previous year)	1,015	929	919	905	1,007	959	893	937	1,023	754	901	721	662	721		505
Xbox 360 (previous year)	1,315	1,676	1,191	1,020	1,317	1,513	1,182	1,025	1,517	1,004	1,047	911	854	1,039		2,016
PS3 (previous year)																
Wii (previous year)																



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

Units Sold	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	1st wk / Oct
GBA SP	426	513	476	388	571	606	464	580	678	475	407	236	303	363	223	259
PSP	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	84,754
DS	186	239	188	155	128	128	105	138	170	153	138	121	108	385	204	0
DS Lite	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	76,560

GBA SP (previous year)	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		1,606
PSP (previous year)	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		24,872
DS (previous year)	5,413	1,502	1,425	10,536	6,963	1,769	793	726	1,129	787	819	1,950	1,300	904		858
DS Lite (previous year)	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		292,080

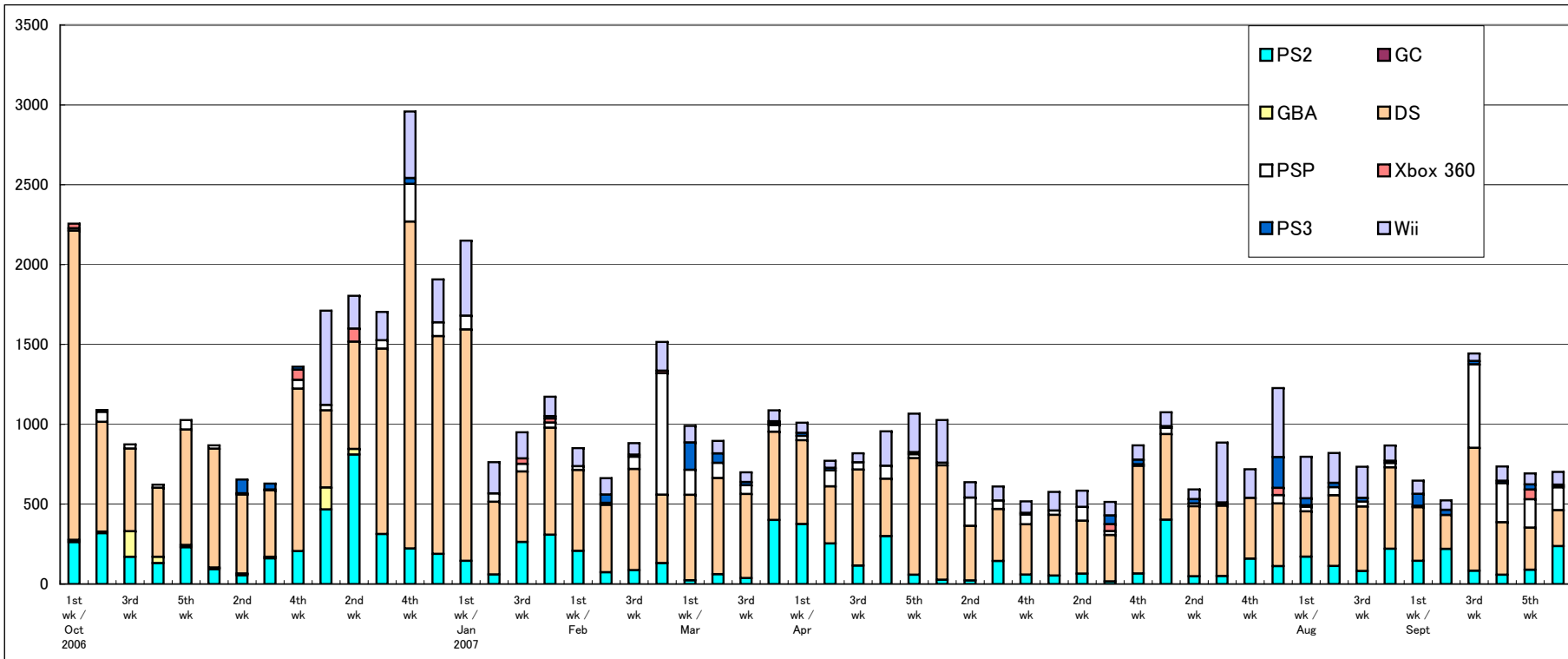


# Software Sales/Share for Each Platform

\*Only covering titles ranked in the TOP 30

Unit: K = 1000

	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		10/1-10/7		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	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%	237.2	33.8%	5,555.8
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	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%	225.4	32.1%	19,136.3
PSP	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%	143.0	20.4%	3,514.9
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%	61.1	8.8%	8.4	1.2%	286.9
PS3	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%	8.3	1.2%	989.2
Wii	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%	80.1	11.4%	5,565.0
Total	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%	702.4	100.0%	





## Market Scale Transition

Unit: 100 million yen	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	1st wk / Oct	2007 to Date
Hardware	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	39.9	2,342.3
Software	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	53.9	2,570.3
Total	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	93.8	4,912.6

Hardware (previous year)	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		55.1
Software (previous year)	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		117.2
Total (previous year)	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	172.3

