

Famitsu Marketing Data Service

Data Collected by Famitsu: from October 8 to October 14, 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	-	PS2	Dragon Ball Z: Sparking! Meteor Dragon Ball Z: Budokai Tenkaichi 3	NAMCO BANDAI Games	10-04-07	¥7,140	Act	52,586	240,243	214,338	89.2%	25-25.9K
2	4	1	DS	Pokemon Fushigi no Dungeon: Toki no Tankentai/Yami no Tankentai	Pokemon	09-13-07	¥4,800	RPG	43,957	1,118,111	956,478	85.5%	160.7-161.6K
3	NEW	-	DS	DS Nishimura Kyotaro Suspense Shin Tantei Series: "Kyoto, Atami, Zekkai no Koto - Satsui no Wana"	TECMO	10-11-07	¥3,990	Adv	43,645	60,655	43,645	72.0%	17K
4	2	-	PSP	Gundam Battle Chronicle	NAMCO BANDAI Games	10-04-07	¥5,040	Act	37,129	133,891	123,667	92.4%	10.2-16.4K
5	NEW	-	PS3	Rise from Lair Lair	SCEJ (SONY)	10-11-07	¥5,980	Act	26,119	52,808	26,119	49.5%	26.7K
6	NEW	-	PS2	Arcana Heart	AQ INTERACTIVE	10-11-07	¥6,090	Act	24,930	49,067	24,930	50.8%	24.1K
7	3	-	DS	Archaic Sealed Heat	Nintendo	10-04-07	¥5,800	Act/RPG	23,944	171,945	82,046	47.7%	25.8-89.9K
8	5	-	PS2	Jikkyo Powerful Major League 2 MLB Power Pros	KONAMI	10-04-07	¥7,329	Act	18,802	160,878	61,748	38.4%	58.7-99.1K
9	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	16,677	111,397	60,350	54.2%	33.1-51K
10	8	5	PSP	Metal Gear Solid: Portable Ops +	KONAMI	09-20-07	¥2,400	Act	16,205	180,838	168,873	93.4%	12-14.2K
11	10	4	DS	Tamagotchi no Puchi-Puchi Omisecchi Mina-San-Kyu!	NAMCO BANDAI Games	09-27-07	¥5,040	Sim	15,566	109,804	83,082	75.7%	21-26.7K
12	NEW	-	DS	TashiTen: Tashite 10 ni Suru Monogatari	Nintendo	10-10-07	¥4,800	Pzl/Adv	15,347	48,503	15,347	31.6%	33.2K
13	7	3	PSP	Crisis Core: Final Fantasy VII	SQUARE ENIX	09-13-07	¥6,090	Act/RPG	14,762	723,823	705,311	97.4%	18.5-23.7K
14	6	-	Wii	Dragon Ball Z: Sparking! Meteor Dragon Ball Z: Budokai Tenkaichi 3	NAMCO BANDAI Games	10-04-07	¥7,140	Act	14,288	83,563	49,071	58.7%	14.8-34.5K

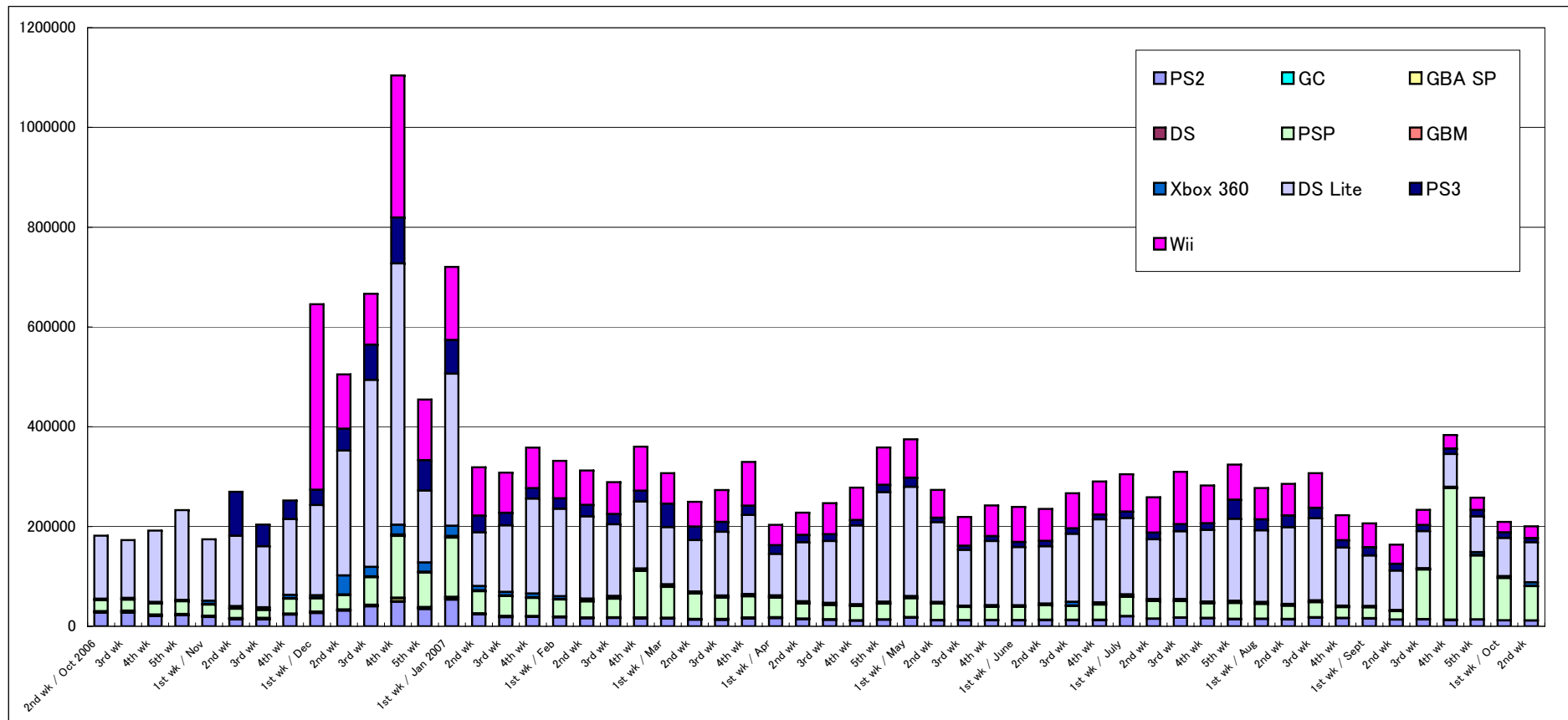
15	-	-	DS	Miru Chikara wo Jissen de Kitaeru: DS Mejikara Training Flash Focus: Vision Training in Minutes a Day	Nintendo	05-31-07	¥3,800	Other	11,481	612,993	601,466	98.1%	11-11.5K
16	11	16	DS	Mario Kart DS	Nintendo	12-08-05	¥4,800	Act	11,469	2,491,462	2,479,205	99.5%	12.3-21K
17	21	18	Wii	Wii Sports	Nintendo	12-02-06	¥4,800	Act	10,979	2,039,336	2,026,935	99.4%	12.4-29.8K
18	19	19	Wii	Hajimete no Wii Wii Play	Nintendo	12-02-06	¥4,800	Other	10,246	1,615,880	1,592,497	98.6%	22.7-23.4K
19	12	15	DS	Ganbaru Watashi no Kakei Diary	Nintendo	07-12-07	¥3,800	Other	9,978	255,026	242,112	94.9%	8.6-12.9K
20	14	14	Wii	Mario Party 8	Nintendo	07-26-07	¥5,800	Board/Act	9,488	877,134	854,758	97.4%	22.4-26.2K
21	NEW	-	PS2	Jissen Pach-Slot Hissho-ho! Hokuto no Ken 2 - Ranse Haou-den Tenha no Sho	SEGA	10-11-07	¥5,040	Simu	9,340	45,946	9,340	20.3%	36.6K
22	17	-	DS	Taiko no Tatsujin DS: Touch de Dokodon!	NAMCO BANDAI Games	07-26-07	¥5,040	Act	8,840	183,314	161,606	88.2%	11.5-21.7K
23	16	17	DS	Oide yo Dobutsu no Mori Animal Crossing: Wild World	Nintendo	11-23-05	¥4,800	Other	8,790	4,413,713	4,403,783	99.8%	9.9-13.8K
24	13	20	DS	New Super Mario Bros.	Nintendo	05-25-06	¥4,800	Act	8,756	4,856,072	4,845,575	99.8%	10.5-18.6K
25	15	13	Wii	Mario Strikers Charged	Nintendo	09-20-07	¥5,800	Act	8,149	177,983	71,343	40.1%	35.6-106.6K
26	NEW	-	PS2	Arabians Lost: The Engagement on Desert	PROTOTYPE	10-11-07	¥6,720	Adv	8,002	12,046	8,002	66.4%	4K
27	NEW	-	DS	Namco Museum DS	NAMCO BANDAI Games	10-11-07	¥3,990	Act/Sht	7,350	33,390	7,350	22.0%	26K
28	NEW	-	XB360	PGR4 - Project Gotham Racing 4	Microsoft	10-11-07	¥7,140	Act	7,002	21,620	7,002	32.4%	14.6K
29	26	30	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	6,791	4,713,791	4,700,261	99.7%	13.5-19.3K
30	-	-	PSP	Monster Hunter Portable 2nd Monster Hunter Freedom 2	CAPCOM	02-22-07	¥5,229	Act	6,282	1,347,933	1,332,378	98.8%	11.5-15.6K

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
PS2	Idol Janshi Suchie-Pai IV	JALECO	10-11-07	¥7,140	Table	3,818	39.3%	9,724	5.9K
PS2	Capcom Classics Collection [Best Price!]	CAPCOM	10-11-07	¥2,090	Other	3,164	50.4%	6,283	3.1K
DS	Otona no DS Mystery: Izumi Jiken File	Interchannel-Holon	10-11-07	¥5,040	Adv	2,978	28.1%	10,590	7.6K
PS3	The Godfather: The Don's Edition	Electronic Arts	10-11-07	¥7,329	Act	2,898	31.3%	9,260	6.4K
XB360	Operation Darkness	SUCCESS	10-11-07	¥7,140	Sim/RPG	2,818	51.1%	5,516	2.7K
DS	Matsuda Tadanori Onsen Kyoju Kanshu: Zenkoku Dokodemo Onsen Techo	Marvelous Entertainment	10-11-07	¥3,990	Other	911	13.5%	6,727	5.8K
PS2	Monster Hunter G [PlayStation 2 the Best]	CAPCOM	10-11-07	¥2,090	Act	683	14.6%	4,692	4.K
DS	Obunsha Deru-Jun: Sansu DS	IE Institute	10-11-07	¥3,990	Other	448	7.0%	6,410	6.K
DS	Obunsha Deru-Jun: Komin DS	IE Institute	10-11-07	¥3,990	Other	296	3.6%	8,165	7.9K
DS	Shokusai Roman: Katei de Dekiru! Chomeijin, Yumei Ryorinin no Original Recipe	Marvelous Entertainment	10-11-07	¥3,990	Other	278	5.8%	4,769	4.5K
DS	Koko-Juken Eitango Get Through 1900: Eitan Zamurai DS	Educational Network	10-11-07	¥3,990	Other	235	5.9%	4,012	3.8K

Hardware Sales/Share

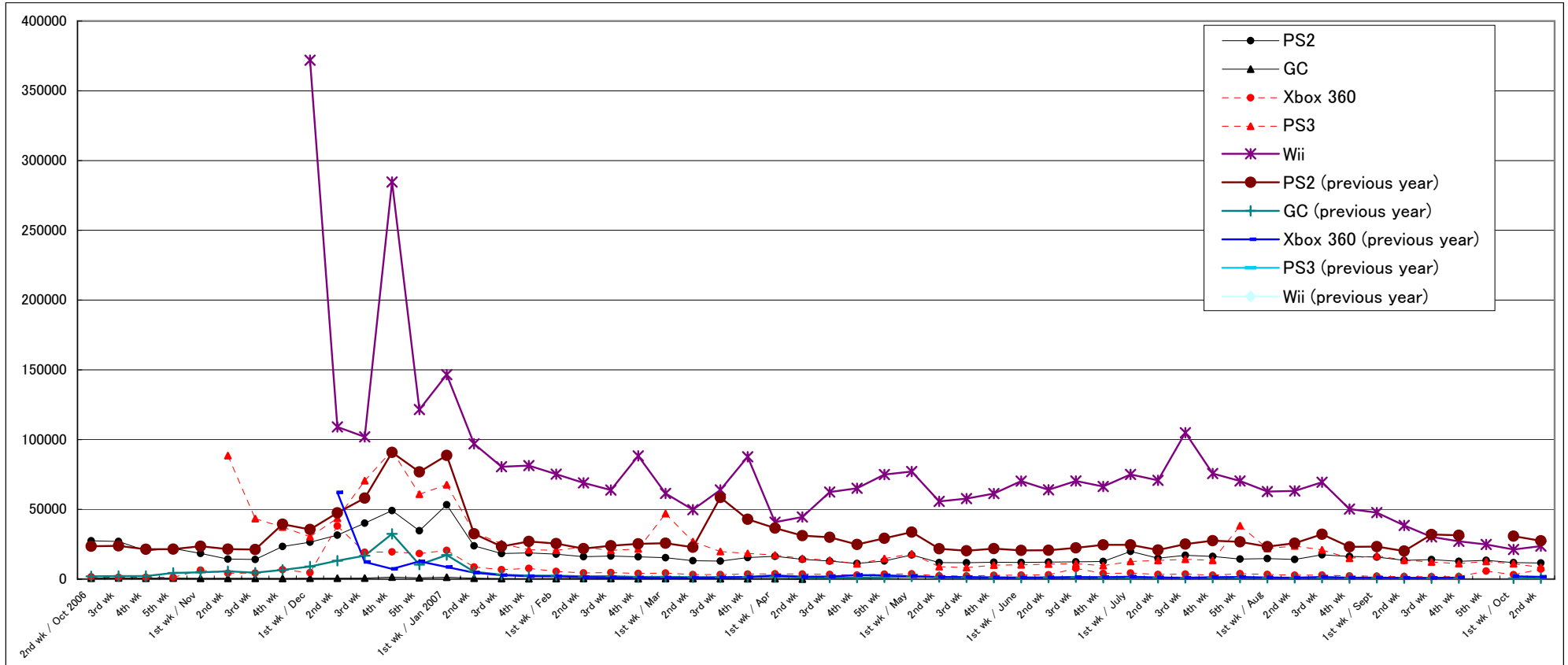
	8/20-8/26		8/27-9/2		9/3-9/9		9/10-9/16		9/17-9/23		9/24-9/30		10/1-10/7		10/8-10/14		2007 to Date
	Units Sold	Share	Units Sold	Share	Units Sold	Share	Units Sold	Share	Units Sold	Share	Units Sold	Share	Units Sold	Share	Units Sold	Share	
PS2	16,269	7.3%	15,835	7.7%	13,448	8.2%	13,953	6.0%	12,726	3.3%	13,438	5.2%	11,838	5.7%	11,542	5.8%	645,206
GC																	5,710
GBA SP	475	0.2%	407	0.2%	236	0.1%	303	0.1%	363	0.1%	223	0.1%	259	0.1%	334	0.2%	29,040
DS	153	0.1%	138	0.1%	121	0.1%	108	0.0%	385	0.1%	204	0.1%	0	0.0%			13,474
PSP	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%	68,713	34.3%	1,986,649
GBM	697	0.3%	489	0.2%	697	0.4%	1,056	0.5%	768	0.2%	969	0.4%	679	0.3%	516	0.3%	34,694
Xbox 360	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%	7,102	3.5%	175,304
DS Lite	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%	80,260	40.0%	5,557,263
PS3	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%	8,374	4.2%	762,925
Wii	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%	23,695	11.8%	2,630,503
Total	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%	200,536	100.0%	



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

Units Sold	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	2nd wk
PS2	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	11,542
GC																
Xbox 360	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	7,102
PS3	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	8,374
Wii	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	23,695

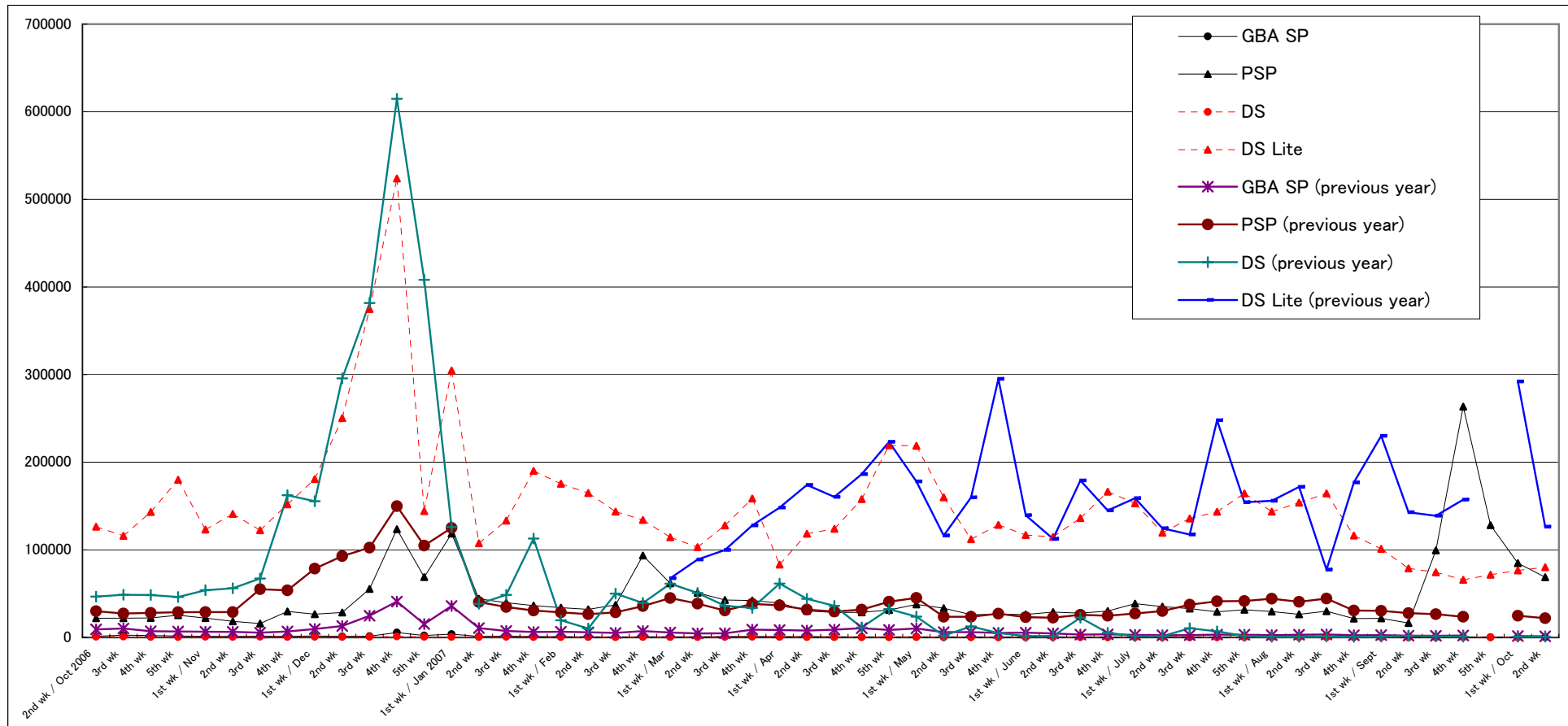
PS2 (previous year)	24,556	20,889	25,085	27,517	26,683	23,302	25,727	32,172	23,082	23,290	20,135	31,927	31,456		30,765	27,441
GC (previous year)	929	919	905	1,007	959	893	937	1,023	754	901	721	662	721		505	609
Xbox 360 (previous year)	1,676	1,191	1,020	1,317	1,513	1,182	1,025	1,517	1,004	1,047	911	854	1,039		2,016	1,632
PS3 (previous year)																
Wii (previous year)																



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

Units Sold	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	2nd wk
GBA SP	513	476	388	571	606	464	580	678	475	407	236	303	363	223	259	334
PSP	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	68,713
DS	239	188	155	128	128	105	138	170	153	138	121	108	385	204	0	
DS Lite	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	80,260

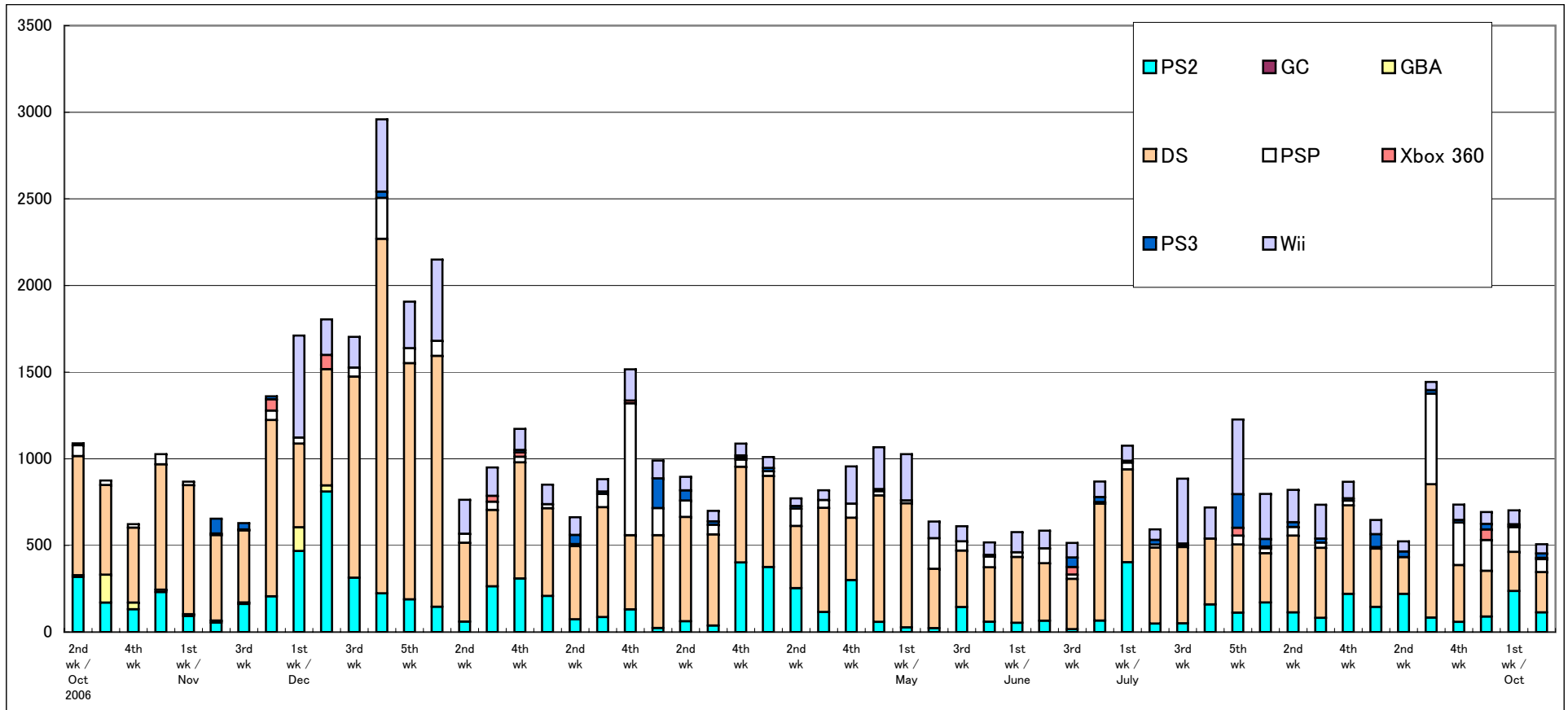
GBA SP (previous year)	3,026	2,516	2,723	3,201	3,168	2,680	3,045	3,447	2,538	2,607	2,061	1,989	2,201		1,606	1,396
PSP (previous year)	27,272	30,092	37,386	41,303	41,571	44,262	40,720	44,363	30,741	30,462	27,812	26,587	23,602		24,872	22,002
DS (previous year)	1,502	1,425	10,536	6,963	1,769	793	726	1,129	787	819	1,950	1,300	904		858	894
DS Lite (previous year)	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	126,445



Software Sales/Share for Each Platform

*Only covering titles ranked in the TOP 30

Unit: K = 1000	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		10/8-10/14		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	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%	113.7	22.4%	5,669.5
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	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%	232.6	45.9%	19,368.9
PSP	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%	74.4	14.7%	3,589.3
Xbox 360	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%	7.0	1.4%	293.9
PS3	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%	26.1	5.2%	1,015.3
Wii	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%	53.2	10.5%	5,618.1
Total	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%	506.9	100.0%	



Market Scale Transition

Unit: 100 million yen

	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	2nd wk	2007 to Date
Hardware	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	38.6	2,380.9
Software	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	41.5	2,611.8
Total	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	80.2	4,992.7

Hardware (previous year)	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	28.6	
Software (previous year)	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	64.5	
Total (previous year)	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	93.1	

