

Famitsu Marketing Data Service

Data Collected by Famitsu: from October 15 to October 21, 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	DS Bungaku Zenshu	Nintendo	10-18-07	¥2,800	Other	39,356	72,052	39,356	54.6%	32.7K
2	2	4	DS	Pokemon Fushigi no Dungeon: Toki no Tankentai/Yami no Tankentai	Pokemon	09-13-07	¥4,800	RPG	29,373	1,132,104	985,851	87.1%	146.3-156.6K
3	4	2	PSP	Gundam Battle Chronicle	NAMCO BANDAI Games	10-04-07	¥5,040	Act	27,701	162,645	151,368	93.1%	11.3-17.3K
4	NEW	-	PS2	Seaman 2: Peking-Genjin Ikusei Kit	SEGA	10-18-07	¥7,140	Sim	26,963	93,556	26,963	28.8%	66.6K
5	1	1	PS2	Dragon Ball Z: Sparking! Meteor Dragon Ball Z: Budokai Tenkaichi 3	NAMCO BANDAI Games	10-04-07	¥7,140	Act	25,623	262,424	239,961	91.4%	20.7-22.5K
6	NEW	-	XB360	Beautiful Katamari Damacy Beautiful Katamari	NAMCO BANDAI Games	10-18-07	¥6,090	Act	17,088	28,258	17,088	60.5%	11.2K
7	NEW	-	DS	Winners Circle	GENKI	10-18-07	¥5,040	Sim	16,822	31,136	16,822	54.0%	14.3K
8	3	-	DS	DS Nishimura Kyotaro Suspense Shin Tantei Series: "Kyoto, Atami, Zekkai no Koto - Satsui no Wana"	TECMO	10-11-07	¥3,990	Adv	15,624	63,541	59,269	93.3%	3.8-4.3K
9	9	9	DS	Zaidan Hojin Nihon Kanji Noryoku Kentei Kyokai Konin: KanKen DS 2 + Joyo-Kanji Jiten	Rocket Company	09-27-07	¥2,940	Other	14,564	112,632	74,914	66.5%	37.7-38.9K
10	17	21	Wii	Wii Sports	Nintendo	12-02-06	¥4,800	Act	12,902	2,052,848	2,039,837	99.4%	13-28.1K
11	11	10	DS	Tamagotchi no Puchi-Puchi Omiseccchi Mina-San-Kyu!	NAMCO BANDAI Games	09-27-07	¥5,040	Sim	12,211	113,426	95,293	84.0%	18.1-19K
12	NEW	-	PS2	Galaxy Angel II: Mugen Kairo no Kagi	BROCCOLI	10-18-07	¥8,190	Adv/Sim	11,584	16,286	11,584	71.1%	4.7K
13	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	11,419	628,339	612,885	97.5%	15.5-15.7K
14	5	-	PS3	Rise from Lair Lair	SCEJ (SONY)	10-11-07	¥5,980	Act	11,154	54,936	37,273	67.8%	9.3-17.7K

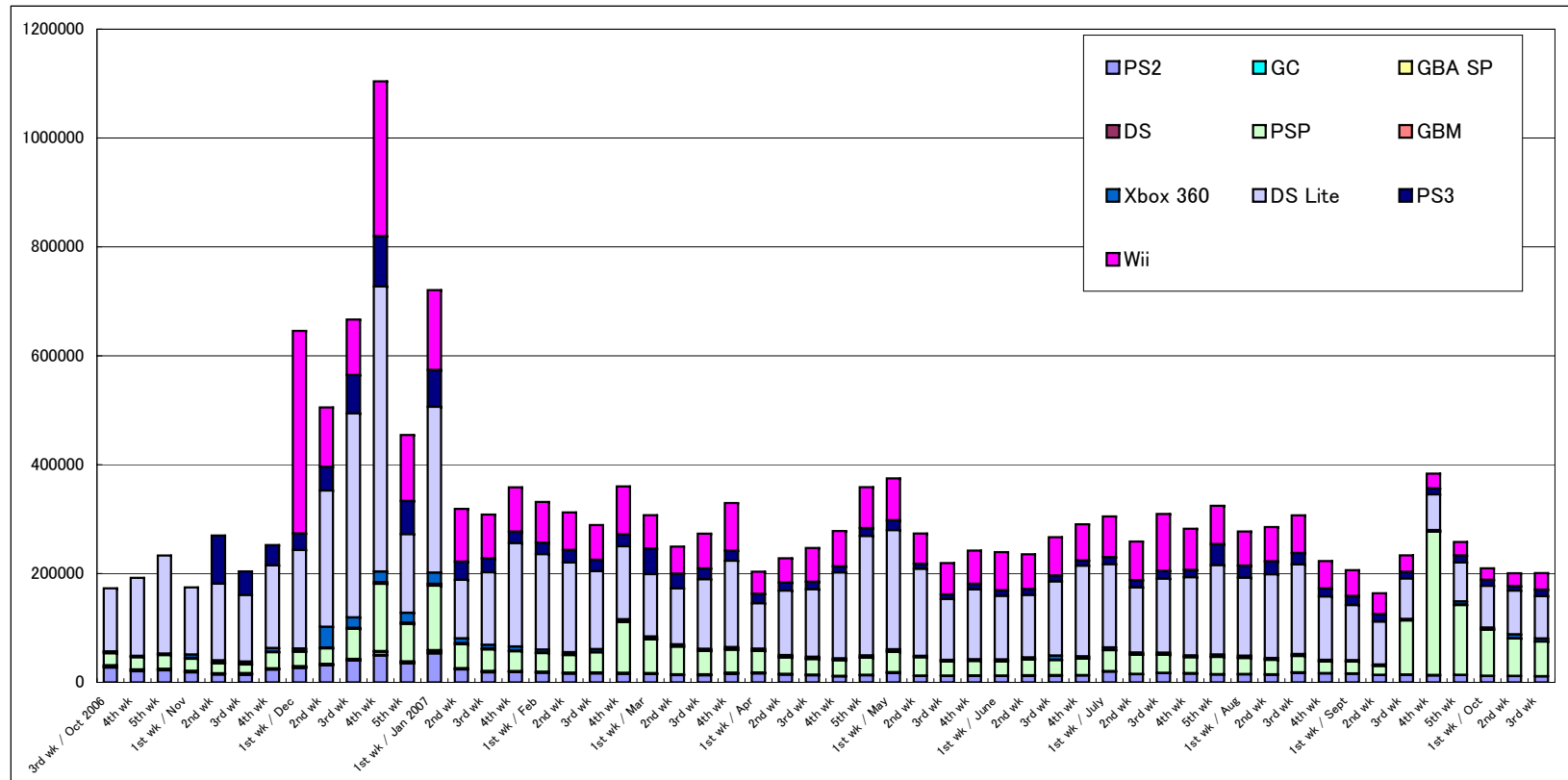
15	18	19	Wii	Hajimete no Wii Wii Play	Nintendo	12-02-06	¥4,800	Other	10,653	1,630,024	1,603,150	98.4%	26.9-36.7K
16	16	11	DS	Mario Kart DS	Nintendo	12-08-05	¥4,800	Act	10,016	2,499,644	2,489,221	99.6%	10.4-21.3K
17	13	7	PSP	Crisis Core: Final Fantasy VII	SQUARE ENIX	09-13-07	¥6,090	Act/RPG	9,855	728,611	715,166	98.2%	13.4-22.1K
18	7	3	DS	Archaic Sealed Heat	Nintendo	10-04-07	¥5,800	Act/RPG	9,834	172,974	91,880	53.1%	21.8-81.1K
19	10	8	PSP	Metal Gear Solid: Portable Ops +	KONAMI	09-20-07	¥2,400	Act	9,022	187,178	177,895	95.0%	9.3-10.1K
20	12	-	DS	TashiTen: Tashite 10 ni Suru Monogatari	Nintendo	10-10-07	¥4,800	Pzl/Adv	8,887	50,384	24,234	48.1%	12.5-26.2K
21	19	12	DS	Ganbaru Watashi no Kakei Diary	Nintendo	07-12-07	¥3,800	Other	8,871	261,508	250,983	96.0%	10.5-10.9K
22	8	5	PS2	Jikkyo Powerful Major League 2 MLB Power Pros	KONAMI	10-04-07	¥7,329	Act	8,822	161,543	70,570	43.7%	53.3-91K
23	20	14	Wii	Mario Party 8	Nintendo	07-26-07	¥5,800	Board/Act	7,814	878,849	862,572	98.1%	16.3-28.5K
24	22	17	DS	Taiko no Tatsujin DS: Touch de Dokodon!	NAMCO BANDAI Games	07-26-07	¥5,040	Act	7,735	195,649	169,341	86.6%	19-26.3K
25	24	13	DS	New Super Mario Bros.	Nintendo	05-25-06	¥4,800	Act	7,434	4,864,228	4,853,009	99.8%	11.2-24.8K
26	14	6	Wii	Dragon Ball Z: Sparking! Meteor Dragon Ball Z: Budokai Tenkaichi 3	NAMCO BANDAI Games	10-04-07	¥7,140	Act	7,349	84,112	56,420	67.1%	16-27.7K
27	25	15	Wii	Mario Strikers Charged	Nintendo	09-20-07	¥5,800	Act	6,867	178,010	78,210	43.9%	47.6-99.8K
28	23	16	DS	Oide yo Dobutsu no Mori Animal Crossing: Wild World	Nintendo	11-23-05	¥4,800	Other	6,621	4,418,499	4,410,404	99.8%	8.1-16.6K
29	30	-	PSP	Monster Hunter Portable 2nd Monster Hunter Freedom 2	CAPCOM	02-22-07	¥5,229	Act	6,615	1,352,556	1,338,993	99.0%	4.5-13.6K
30	-	25	PSP	Yu-Gi-Oh Duel Monsters GX: Tag Force 2 Yu-Gi-Oh! GX Tag Force 2	KONAMI	09-27-07	¥5,229	Card	5,518	50,760	45,400	89.4%	5.4-6.2K

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
PS3	Spider-Man 3	ACTIVISION	10-17-07	¥7,140	Act	5,040	28.5%	17,693	12.7K
PS2	World Heroes: Gorgeous	SNK PLAYMORE	10-18-07	¥5,040	Act	4,434	46.2%	9,589	5.2K
PS2	Spider-Man 3	ACTIVISION	10-17-07	¥6,279	Act	3,604	32.4%	11,119	7.5K
PSP	Riviera: Yakusoku no Chi Riviera: The Promised Land	STING	10-18-07	¥2,940	RPG	3,572	47.7%	7,487	3.9K
PS2	Palais de Reine	Interchannel	10-18-07	¥7,140	Sim	3,435	59.2%	5,804	2.4K
DS	Oshare na Koinu DS	MTO	10-18-07	¥5,040	Sim	2,728	17.8%	15,363	12.6K
DS	Sonic Rush Adventure	SEGA	10-18-07	¥5,040	Act/Adv	2,545	15.2%	16,698	14.2K
XB360	Zoids Alternative	TAKARATOMY	10-18-07	¥7,140	Sim	1,543	32.8%	4,699	3.2K
DS	Sansu Puzzle de Migaku: Gakken Otona no Shiko Sense	Gakken	10-18-07	¥3,990	Other	1,301	21.4%	6,070	4.8K
DS	Saeki Chizu-shiki Yumemi Hada: Dream Skincare	KONAMI	10-18-07	¥4,500	Other	757	6.2%	12,229	11.5K
PS2	Zero no Tsukaima: Koakuma to Harukaze no Concerto [Best Collection]	Marvelous Entertainment	10-18-07	¥2,940	Adv	447	29.8%	1,501	1.1K
DS	Gouma Reifu-den Izuna [Good Price] Izuna: Legend of the Unemployed Ninja	SUCCESS	10-18-07	¥2,415	RPG	384	19.9%	1,930	1.5K
DS	Keiba Navi: Umanosuke 2	STARFISH-SD	10-18-07	¥5,775	Other	261	16.5%	1,583	1.3K
PS2	Galaxy Angel II: Zettai Mugen no Ishizue Set	BROCCOLI	10-18-07	¥13,440	Adv/Sim	254	35.1%	723	0.5K
PS2	My Home wo Tsukuro 2: Jujitsu! Kantan Sekkei!! [Best Collection]	Marvelous Entertainment	10-18-07	¥2,940	Sim	199	15.2%	1,313	1.1K

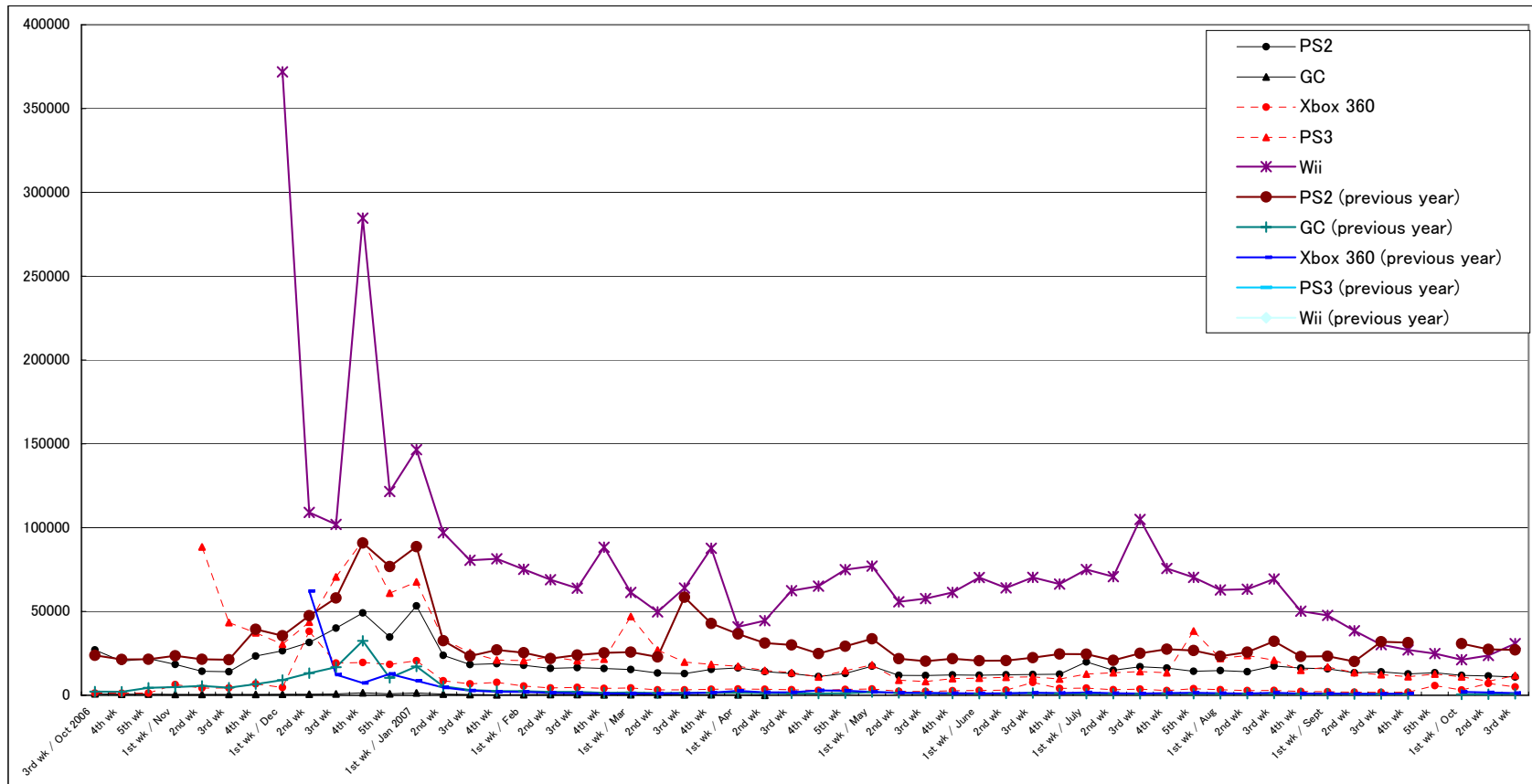
Hardware Sales/Share

	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		10/15-10/21		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	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%	10,914	5.4%	656,120
GC																	5,710
GBA SP	407	0.2%	236	0.1%	303	0.1%	363	0.1%	223	0.1%	259	0.1%	334	0.2%	328	0.2%	29,368
DS	138	0.1%	121	0.1%	108	0.0%	385	0.1%	204	0.1%	0	0.0%					13,474
PSP	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%	63,777	31.7%	2,050,426
GBM	489	0.2%	697	0.4%	1,056	0.5%	768	0.2%	969	0.4%	679	0.3%	516	0.3%	589	0.3%	35,283
Xbox 360	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%	4,971	2.5%	180,275
DS Lite	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%	77,810	38.7%	5,635,073
PS3	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%	11,745	5.8%	774,670
Wii	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%	30,776	15.3%	2,661,279
Total	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%	200,910	100.0%	



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

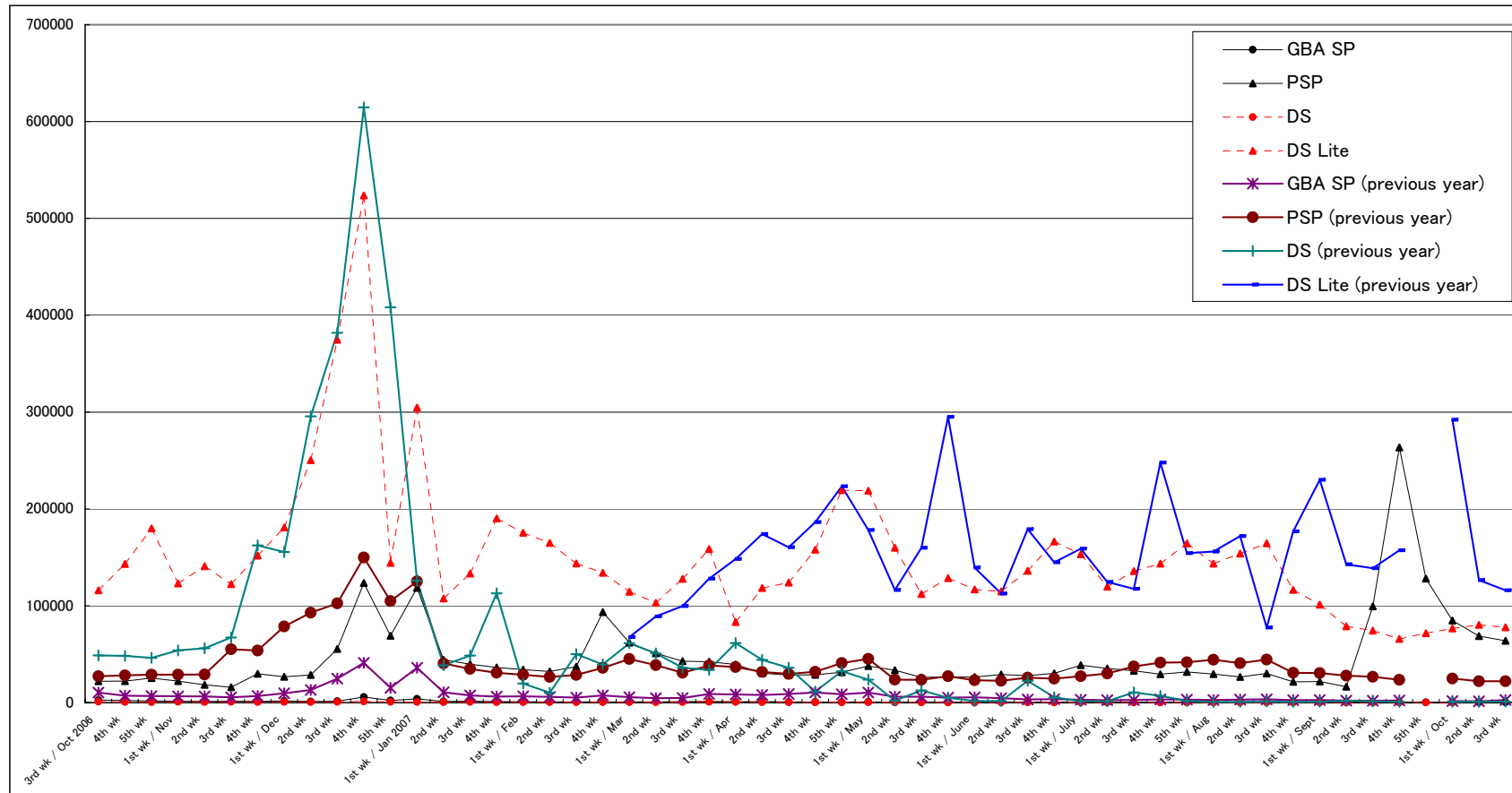
Units Sold	2nd wk	3rd wk	4th wk	5th wk	1st wk / Aug	2nd wk	3rd wk	4th wk	1st wk / Sept	2nd wk	3rd wk	4th wk	5th wk	1st wk / Oct	2nd wk	3rd wk
PS2	14,956	17,041	16,233	14,339	14,762	14,064	17,431	16,269	15,835	13,448	13,953	12,726	13,438	11,838	11,542	10,914
GC																
Xbox 360	3,355	3,640	2,772	3,885	3,305	2,826	2,899	2,258	2,062	1,849	1,724	1,835	5,772	3,137	7,102	4,971
PS3	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	11,745
Wii	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	30,776
PS2 (previous year)	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	27,030
GC (previous year)	919	905	1,007	959	893	937	1,023	754	901	721	662	721		505	609	854
Xbox 360 (previous year)	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	1,266
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	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	3rd wk
GBA SP	476	388	571	606	464	580	678	475	407	236	303	363	223	259	334	328
PSP	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	63,777
DS	188	155	128	128	105	138	170	153	138	121	108	385	204	0		
DS Lite	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	77,810

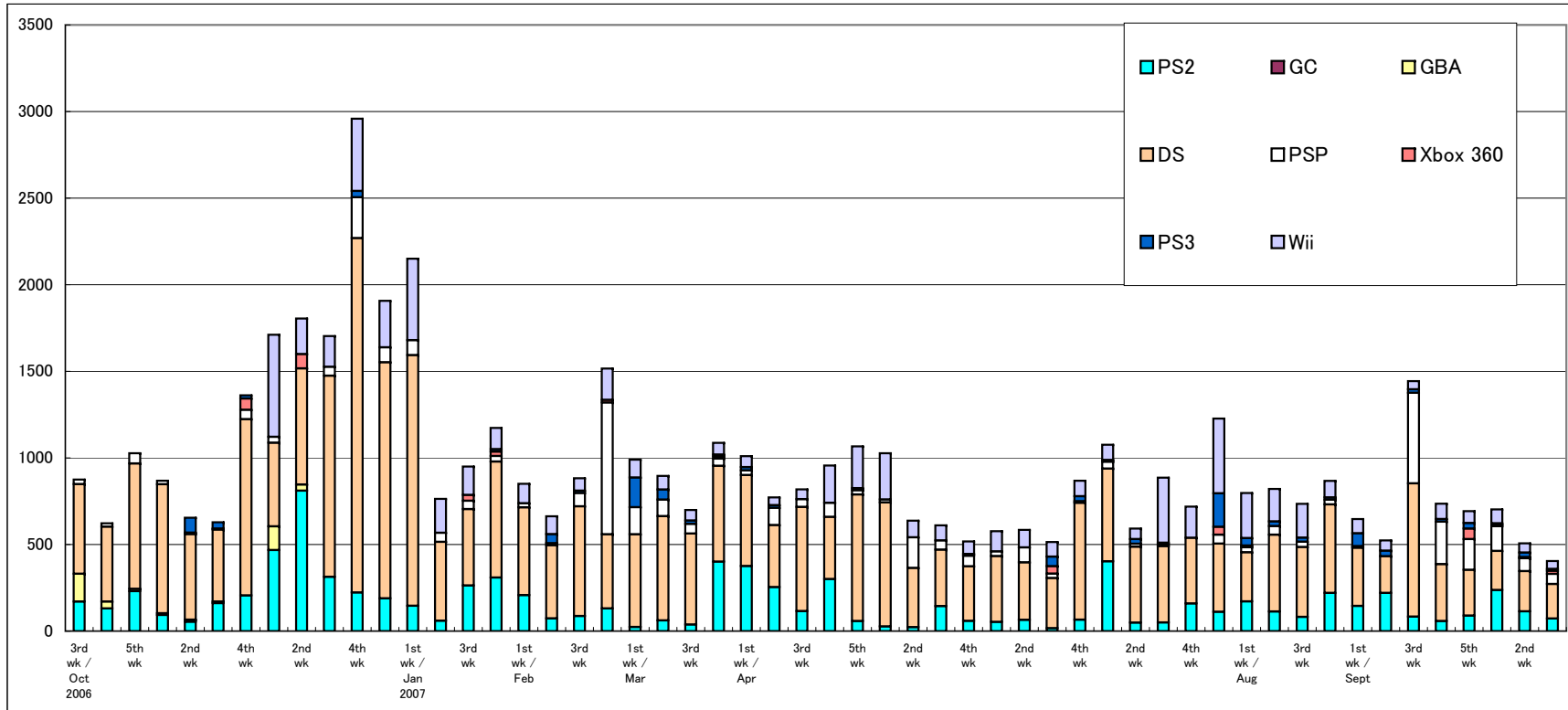
GBA SP (previous year)	2,516	2,723	3,201	3,168	2,680	3,045	3,447	2,538	2,607	2,061	1,989	2,201		1,606	1,396	2,626
PSP (previous year)	30,092	37,386	41,303	41,571	44,262	40,720	44,363	30,741	30,462	27,812	26,587	23,602		24,872	22,002	21,998
DS (previous year)	1,425	10,536	6,963	1,769	793	726	1,129	787	819	1,950	1,300	904		858	894	1,015
DS Lite (previous year)	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	115,976



Software Sales/Share for Each Platform

*Only covering titles ranked in the TOP 30

Unit: K = 1000	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		10/15-10/21		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	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%	73.0	18.1%	5,742.5
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	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%	198.8	49.2%	19,567.7
PSP	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%	58.7	14.5%	3,648.0
Xbox 360	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%	17.1	4.2%	310.9
PS3	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%	11.2	2.8%	1,026.5
Wii	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%	45.6	11.3%	5,663.7
Total	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%	404.3	100.0%	



Market Scale Transition

Unit: 100 million yen	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	3rd wk	2007 to Date
Hardware	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	39.3	2,420.3
Software	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	35.5	2,647.3
Total	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	74.8	5,067.6

Hardware (previous year)	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	27.1	
Software (previous year)	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	51.3	
Total (previous year)	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	78.4	

