

Famitsu Marketing Data Service

Data Collected by Famitsu: from October 22 to October 28, 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	Final Fantasy Tactics A2: Fuketsu no Grimoire Final Fantasy Tactics A2: The Sealed Grimoire	SQUARE ENIX	10-25-07	¥5,040	Sim/RPG	158,408	287,260	158,408	55.1%	128.9K
2	NEW	-	PS2	Ar-Toneliko 2: Sekai ni Hibiku Shoujo-tachi no Metafalica	BANPRESTO	10-25-07	¥7,140	RPG	68,104	93,265	68,104	73.0%	25.2K
3	2	2	DS	Pokemon Fushigi no Dungeon: Toki no Tankentai/Yami no Tankentai	Pokemon	09-13-07	¥4,800	RPG	24,676	1,136,108	1,010,527	88.9%	125.6-126.7K
4	NEW	-	DS	World Soccer Winning Eleven DS - Goal x Goal! Pro Evolution Soccer 2008	KONAMI	10-25-07	¥4,179	Act	21,505	94,399	21,505	22.8%	72.9K
5	1	-	DS	DS Bungaku Zenshu	Nintendo	10-18-07	¥2,800	Other	21,309	76,192	60,665	79.6%	12.9-15.5K
6	NEW	-	PS3	Imabikiso	SEGA	10-25-07	¥7,980	Adv	20,419	73,578	20,419	27.8%	53.2K
7	NEW	-	PS2	God of War II: Shuen eno Jokyoku God of War II	CAPCOM	10-25-07	¥7,340	Act	18,463	38,320	18,463	48.2%	19.9K
8	3	4	PSP	Gundam Battle Chronicle	NAMCO BANDAI Games	10-04-07	¥5,040	Act	17,558	180,674	168,926	93.5%	9.9-11.7K
9	10	17	Wii	Wii Sports	Nintendo	12-02-06	¥4,800	Act	16,590	2,074,115	2,056,427	99.1%	17.7-26K
10	NEW	-	Wii	Ghost Squad	SEGA	10-25-07	¥5,040	Sht	16,207	46,893	16,207	34.6%	30.7K
11	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	16,138	85,404	75,407	88.3%	7.3-10K
12	NEW	-	DS	Code Geass: Hangyaku no Lelouch	NAMCO BANDAI Games	10-25-07	¥5,040	Adv/RPG	15,980	40,039	15,980	39.9%	24.1K
13	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	14,276	113,502	89,190	78.6%	24.3-25.9K
14	4	-	PS2	Seaman 2: Peking-Genjin Ikusei Kit	SEGA	10-18-07	¥7,140	Sim	13,883	94,219	40,846	43.4%	23.5-53.4K

15	15	18	Wii	Hajimete no Wii Wii Play	Nintendo	12-02-06	¥4,800	Other	13,645	1,641,381	1,616,795	98.5%	24.6-31.1K
16	5	1	PS2	Dragon Ball Z: Sparking! Meteor Dragon Ball Z: Budokai Tenkaichi 3	NAMCO BANDAI Games	10-04-07	¥7,140	Act	12,992	272,991	252,953	92.7%	11.5-20K
17	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	12,725	636,538	625,610	98.3%	10.9-11.4K
18	16	16	DS	Mario Kart DS	Nintendo	12-08-05	¥4,800	Act	12,305	2,512,884	2,501,526	99.5%	11.4-25.5K
19	NEW	-	DS	Tengen Toppa Gurren-Lagann	KONAMI	10-25-07	¥6,279	Act	11,140	21,040	11,140	52.9%	9.9K
20	NEW	-	Wii	Takarajima Z: Barbaros no Hiho Zack & Wiki: Quest for Barbaros' Treasure	CAPCOM	10-25-07	¥6,090	Adv	10,595	34,582	10,595	30.6%	24K
21	11	11	DS	Tamagotchi no Puchi-Puchi Omisecchi Mina-San-Kyu!	NAMCO BANDAI Games	09-27-07	¥5,040	Sim	10,527	120,581	105,820	87.8%	13.2-14.8K
22	NEW	-	PS2	Volleyball World Cup: Venus Evolution	Spike	10-25-07	¥7,140	Act	9,450	27,709	9,450	34.1%	18.3K
23	21	19	DS	Ganbaru Watashi no Kakei Diary	Nintendo	07-12-07	¥3,800	Other	8,696	269,990	259,679	96.2%	8.5-10.3K
24	24	22	DS	Taiko no Tatsujin DS: Touch de Dokodon!	NAMCO BANDAI Games	07-26-07	¥5,040	Act	8,637	199,694	177,978	89.1%	10.3-21.7K
25	25	24	DS	New Super Mario Bros.	Nintendo	05-25-06	¥4,800	Act	8,469	4,873,397	4,861,478	99.8%	11.9-15K
26	NEW	-	PS2	KateKyo Hitman Reborn!: Let's Ansatsu!?! Nerawareta 10-daime!	Marvelous Entertainment	10-25-07	¥7,140	Adv	8,138	19,074	8,138	42.7%	10.9K
27	17	13	PSP	Crisis Core: Final Fantasy VII	SQUARE ENIX	09-13-07	¥6,090	Act/RPG	8,101	737,929	723,267	98.0%	14.7-15.3K
28	23	20	Wii	Mario Party 8	Nintendo	07-26-07	¥5,800	Board/Act	7,878	886,662	870,450	98.2%	16.2-29.3K
29	22	8	PS2	Jikkyo Powerful Major League 2 MLB Power Pros	KONAMI	10-04-07	¥7,329	Act	7,873	161,617	78,443	48.5%	43.7-83.2K
30	NEW	-	PS3	The Eye of Judgment: Bioloth Rebellion - Kishin no Hanran - Set.1 The Eye of Judgment	SCEJ (SONY)	10-25-07	¥9,980	Card	7,531	19,996	7,531	37.7%	12.5K

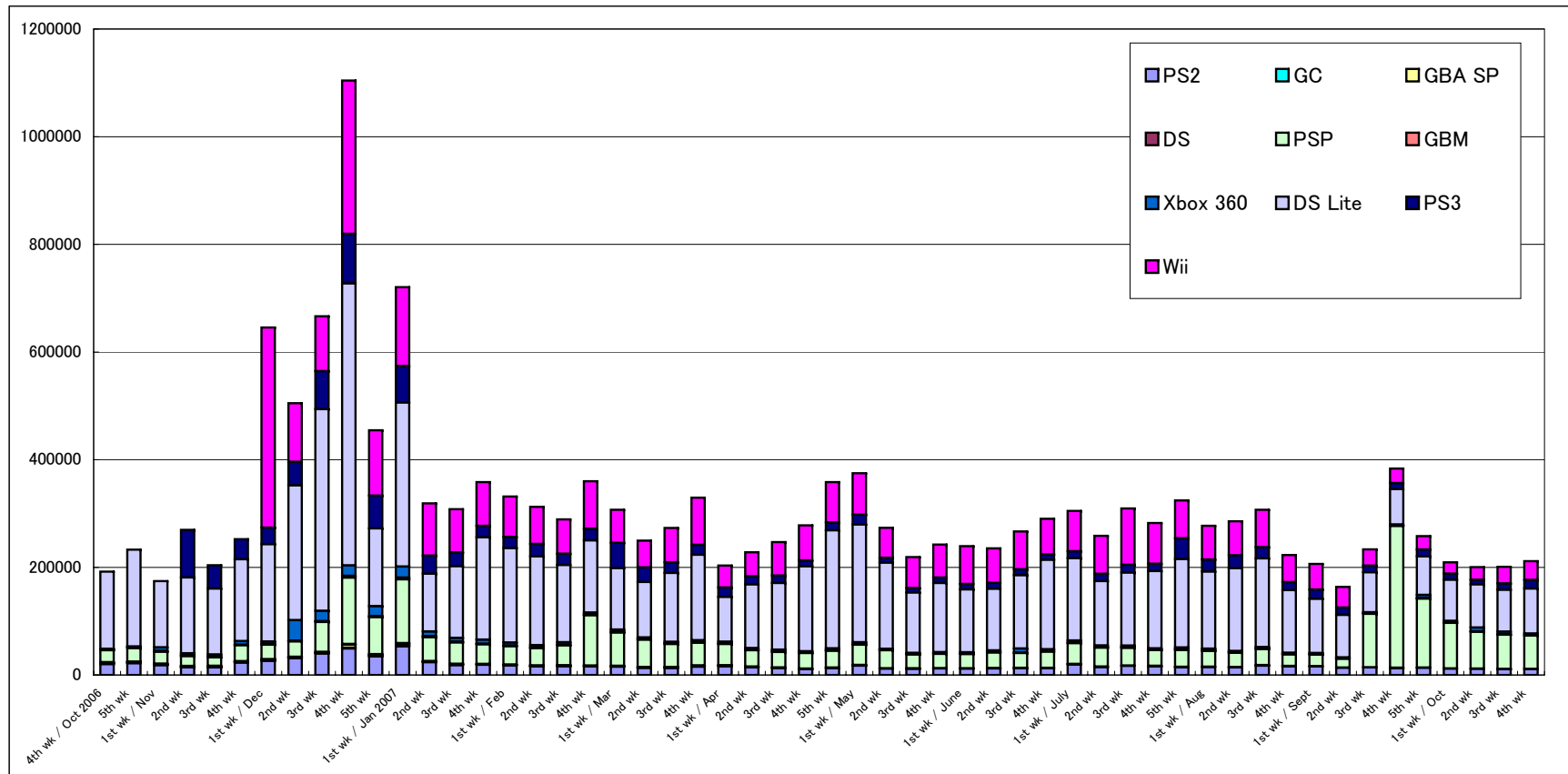
Other New Titles

Platform	Title	Publisher	Sales Date	Price (incl. tax)	Genre	Copies Sold/wk (Estimated)	Sales-Stock Ratio	Copies Shipped (Estimated)	Copies in Stock
Wii	Gintama: Yorozuya Tube Tsukkomable Doga	NAMCO BANDAI Games	10-25-07	¥6,090	Adv	6,943	27.1%	25,606	18.7K
PS2	Itsuka, Todoku, Ano Sora ni: Hi no Michi to Hi no Kon to	Russell Cure	10-25-07	¥7,140	Adv	6,826	71.7%	9,522	2.7K
XB360	Bladestorm: Hyakunen Senso Bladestorm: The Hundred Years' War	KOEI	10-25-07	¥8,190	Act	5,900	51.3%	11,503	5.6K
PS2	Baldr Bullet: Equilibrium	TGL	10-25-07	¥7,140	Act/Adv	5,882	58.5%	10,050	4.2K
PS2	Sega Ages 2500: Vol. 31 Denno Senki Virtual-On	SEGA	10-25-07	¥2,625	Act	5,507	58.9%	9,342	3.8K
DS	Apathy: Narugami Gakuen Toshi-Densetsu Tanteikyoku	ARC SYSTEM WORKS	10-25-07	¥3,990	Adv	4,244	44.7%	9,502	5.3K
Wii	Dance Dance Revolution Hottest Party	KONAMI	10-25-07	¥6,090	Act	3,414	12.9%	26,465	23.1K
DS	Simple DS Series Vol. 25: The Koshonin	D3 PUBLISHER	10-25-07	¥2,800	Adv	3,036	20.1%	15,120	12.1K
DS	ESSE Shikkari Kakeibo DS	IE Institute	10-25-07	¥3,990	Other	2,942	25.6%	11,471	8.5K
PS2	Nettai Teikiatsu Shojo	Nine's fox	10-25-07	¥7,140	Adv	2,940	52.4%	5,614	2.7K
PS2	Colorful Aquarium: My Little Mermaid	Nine's fox	10-25-07	¥7,140	Adv	2,827	54.2%	5,216	2.4K
DS	Illust Logic DS + Colorful Logic	Hudson	10-25-07	¥2,940	Pzl	2,741	26.9%	10,181	7.4K
DS	DS Dengeki Bunko: Iriya no Sora, UFO no Natsu I & II Complete Pack	MEDIA WORKS	10-25-07	¥6,090	Adv	2,240	75.7%	2,961	0.7K
DS	DS Dengeki Bunko: Iriya no Sora, UFO no Natsu II	MEDIA WORKS	10-25-07	¥3,360	Adv	1,726	56.4%	3,062	1.3K
DS	Dungeon Maker: Maho no Shovel to Chiisana Yusha	Global A Entertainment	10-25-07	¥5,040	RPG	1,653	29.0%	5,709	4.1K
DS	Sugar Bunnies DS: Yume no Sweets Kobo	TAKARATOMY	10-25-07	¥5,040	Other	1,542	15.7%	9,802	8.3K
PS2	Need for Speed Carbon [EA Best Hits]	Electronic Arts	10-25-07	¥3,129	Act	1,269	20.5%	6,201	4.9K

DS	Eigo wo Taberu Fushigi na Ikimono Marsh	dimple	10-25-07	¥5,040	Sim	896	19.8%	4,518	3.6K
PS2	Bleach: Blade Battlers [PlayStation 2 the Best]	SCEJ (SONY)	10-25-07	¥2,800	Act	846	19.4%	4,356	3.5K
DS	The Frogman Show DS: Datte, Shoganai janai.	COMPILE HEART	10-25-07	¥5,040	Mix	802	31.0%	2,587	1.8K
Wii	Simple Wii Series Vol. 1: The Minna de Kart Race	D3 PUBLISHER	10-25-07	¥2,940	Act	796	9.9%	8,033	7.2K
DS	Crossword DS + Sekai 1-shu Cross	Hudson	10-25-07	¥2,940	Pzl	788	11.8%	6,693	5.9K
Wii	Simple Wii Series Vol. 2: The Minna de Bass-tsuri Taikai	D3 PUBLISHER	10-25-07	¥2,940	Act	741	7.4%	10,019	9.3K
DS	Simple DS Series Vol. 24: The Sensha	D3 PUBLISHER	10-25-07	¥2,800	Act	635	8.7%	7,270	6.6K
PSP	Kaito Apricot Portable	TAKUYO	10-25-07	¥6,090	Adv	506	26.4%	1,920	1.4K

Hardware Sales/Share

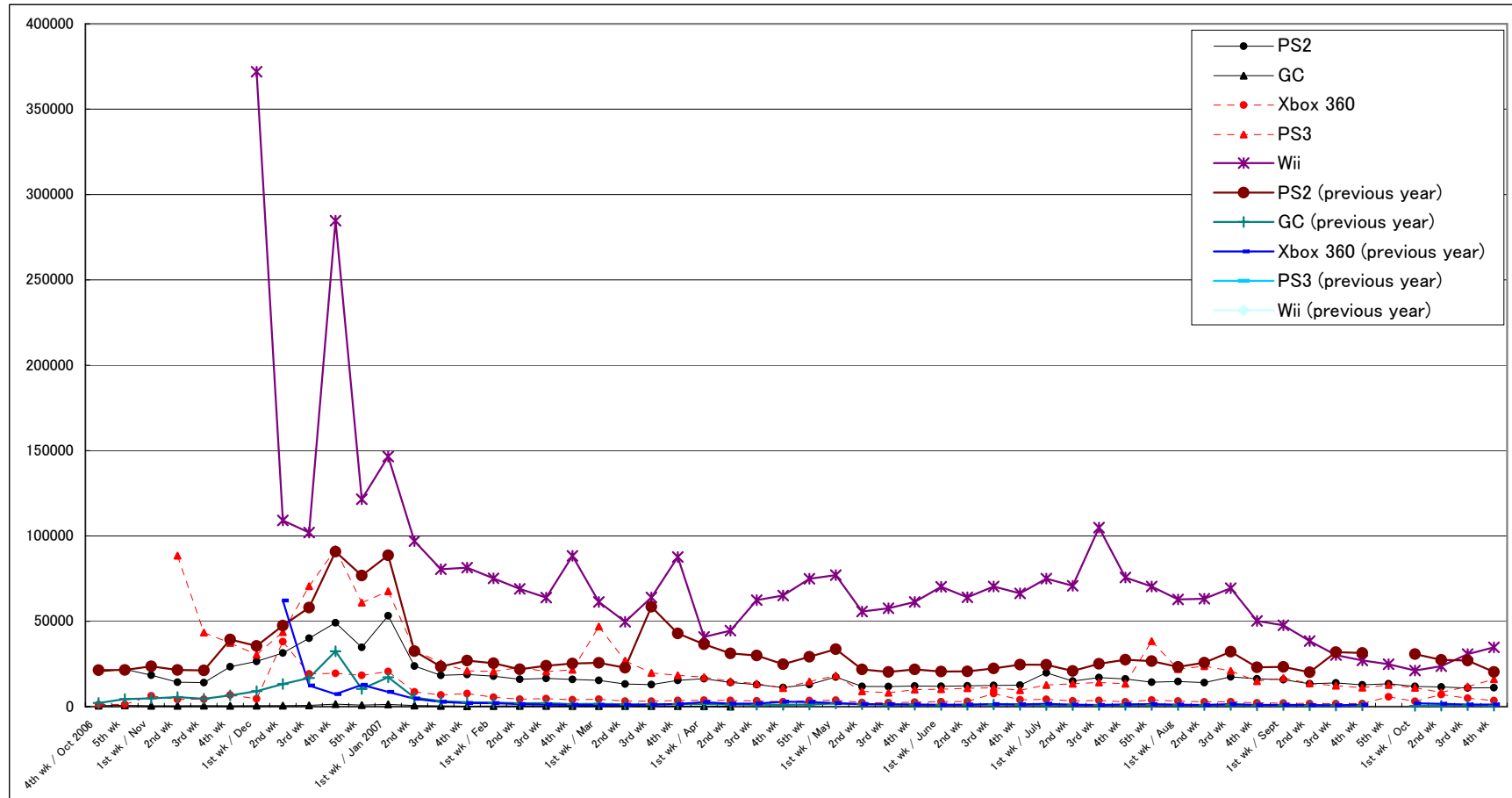
	9/3-9/9		9/10-9/16		9/17-9/23		9/24-9/30		10/1-10/7		10/8-10/14		10/15-10/21		10/22-10/28		2007 to Date
	Units Sold	Share	Units Sold	Share	Units Sold	Share	Units Sold	Share	Units Sold	Share	Units Sold	Share	Units Sold	Share	Units Sold	Share	
PS2	13,448	8.2%	13,953	6.0%	12,726	3.3%	13,438	5.2%	11,838	5.7%	11,542	5.8%	10,914	5.4%	11,153	5.3%	667,273
GC																	5,710
GBA SP	236	0.1%	303	0.1%	363	0.1%	223	0.1%	259	0.1%	334	0.2%	328	0.2%	264	0.1%	29,632
DS	121	0.1%	108	0.0%	385	0.1%	204	0.1%	0	0.0%							13,474
PSP	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%	61,846	29.3%	2,112,272
GBM	697	0.4%	1,056	0.5%	768	0.2%	969	0.4%	679	0.3%	516	0.3%	589	0.3%	385	0.2%	35,668
Xbox 360	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%	3,507	1.7%	183,782
DS Lite	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%	83,436	39.5%	5,718,509
PS3	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%	16,039	7.6%	790,709
Wii	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%	34,766	16.4%	2,696,045
Total	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%	211,396	100.0%	



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

Units Sold	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	4th wk
PS2	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	11,153
GC																
Xbox 360	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	3,507
PS3	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	16,039
Wii	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	34,766

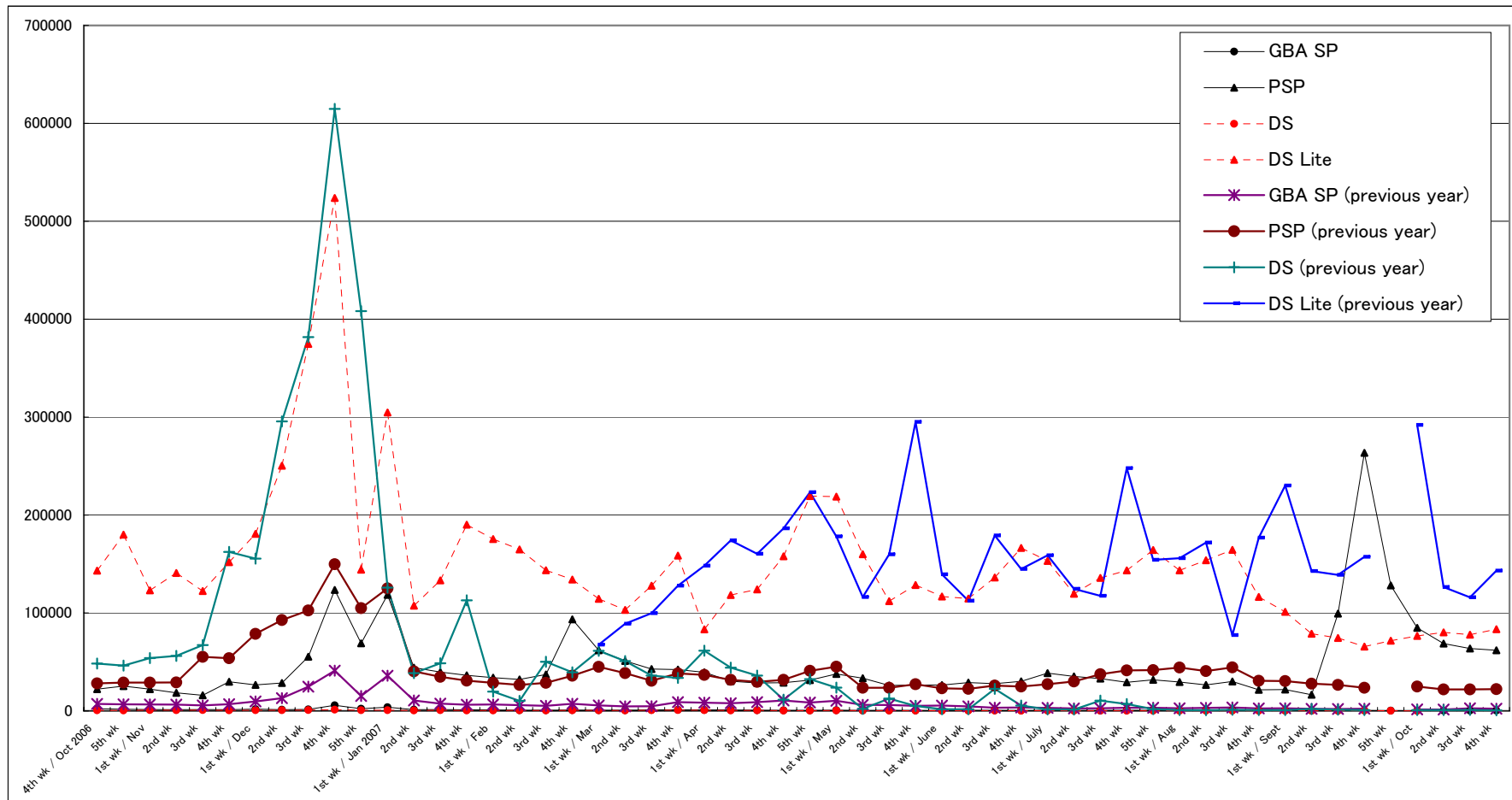
PS2 (previous year)	25,085	27,517	26,683	23,302	25,727	32,172	23,082	23,290	20,135	31,927	31,456		30,765	27,441	27,030	20,297
GC (previous year)	905	1,007	959	893	937	1,023	754	901	721	662	721		505	609	854	589
Xbox 360 (previous year)	1,020	1,317	1,513	1,182	1,025	1,517	1,004	1,047	911	854	1,039		2,016	1,632	1,266	1,236
PS3 (previous year)																
Wii (previous year)																



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

Units Sold	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	4th wk
GBA SP	388	571	606	464	580	678	475	407	236	303	363	223	259	334	328	264
PSP	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	61,846
DS	155	128	128	105	138	170	153	138	121	108	385	204	0			
DS Lite	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	83,436

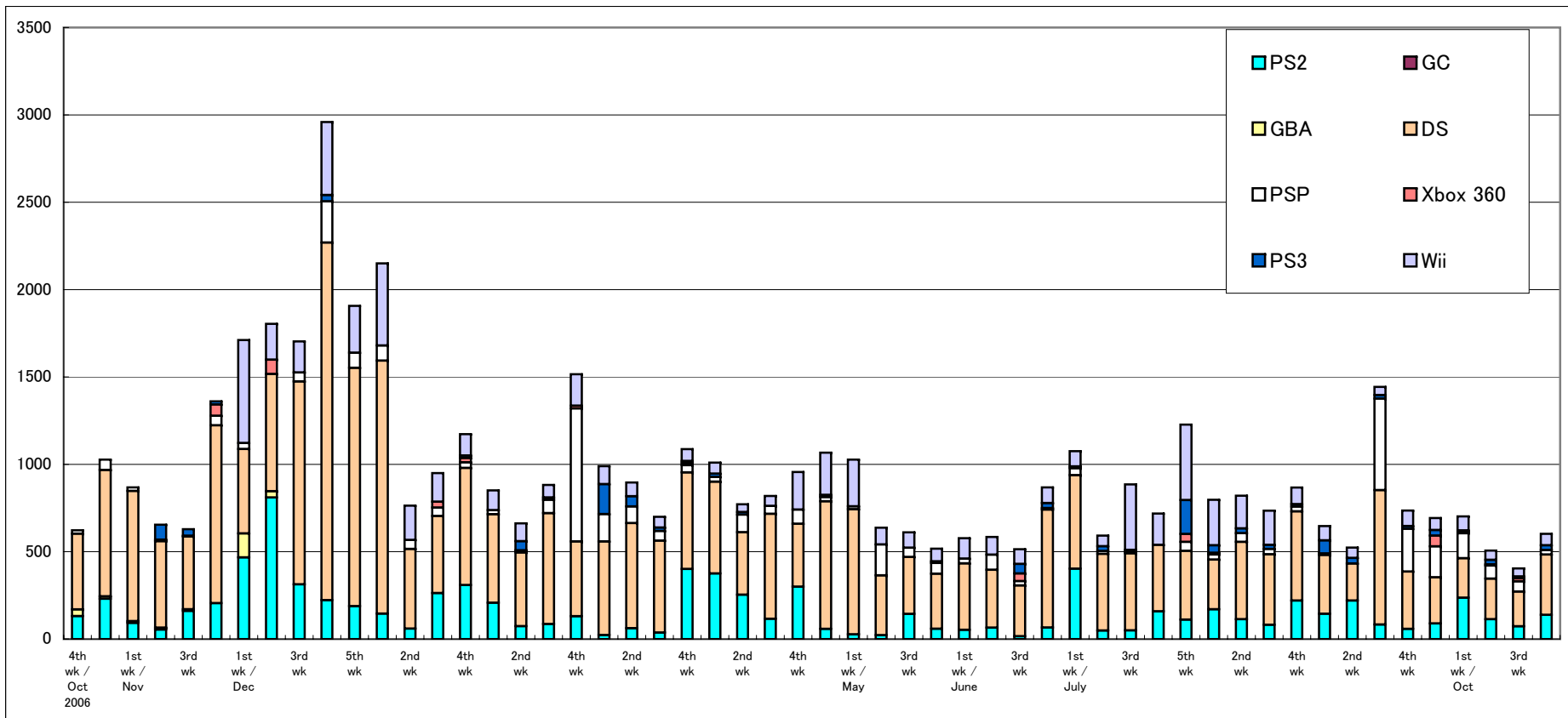
GBA SP (previous year)	2,723	3,201	3,168	2,680	3,045	3,447	2,538	2,607	2,061	1,989	2,201		1,606	1,396	2,626	2,214
PSP (previous year)	37,386	41,303	41,571	44,262	40,720	44,363	30,741	30,462	27,812	26,587	23,602		24,872	22,002	21,998	22,269
DS (previous year)	10,536	6,963	1,769	793	726	1,129	787	819	1,950	1,300	904		858	894	1,015	604
DS Lite (previous year)	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	143,155



Software Sales/Share for Each Platform

*Only covering titles ranked in the TOP 30

Unit: K = 1000	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		10/22-10/28		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	220.3	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%	138.9	23.1%	5,881.4
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	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%	344.8	57.3%	19,912.4
PSP	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%	25.7	4.3%	3,673.7
Xbox 360	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%	0.0	0.0%	310.9
PS3	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%	28.0	4.6%	1,054.5
Wii	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%	64.9	10.8%	5,728.6
Total	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%	602.2	100.0%	



Market Scale Transition

Unit: 100 million yen

	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	4th wk	2007 to Date
Hardware	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	42.4	2,462.7
Software	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	50.4	2,697.8
Total	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	92.9	5,160.5

Hardware (previous year)	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	30.5
Software (previous year)	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	37.9
Total (previous year)	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	68.4

