

# ***Famitsu Marketing Data Service***

Data Collected by Famitsu: from November 12 to November 18, 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	-	DS	Mario Party DS	Nintendo	11-08-07	¥4,800	Board/Act	114,868	532,316	357,063	67.1%	82.4-175.3K
2	NEW	-	Wii	BioHazard: Umbrella Chronicles Resident Evil: The Umbrella Chronicles	CAPCOM	11-15-07	¥7,340	Sht	104,960	141,122	104,960	74.4%	36.2K
3	2	-	PS3	Shin Sangoku Musou 5 Dynasty Warriors 6	KOEI	11-11-07	¥7,560	Act	73,437	299,025	249,617	83.5%	25.7-49.4K
4	NEW	-	DS	Game Center CX: Arino no Chosenjo	NAMCO BANDAI Games	11-15-07	¥5,040	Act/RPG	46,327	58,666	46,327	79.0%	12.3K
5	NEW	-	DS	Pro Yakyu FamiSta DS	NAMCO BANDAI Games	11-15-07	¥5,040	Act	44,664	70,617	44,664	63.2%	26K
6	3	1	Wii	Super Mario Galaxy	Nintendo	11-01-07	¥5,800	Act	43,317	604,331	378,007	62.5%	171.8-226.3K
7	NEW	-	PS3	Heavenly Sword	SCEJ (SONY)	11-15-07	¥5,980	Act/Adv	15,879	40,794	15,879	38.9%	24.9K
8	7	8	Wii	Wii Sports	Nintendo	12-02-06	¥4,800	Act	15,278	2,123,004	2,106,400	99.2%	16.6-20.5K
9	9	9	Wii	Hajimete no Wii Wii Play	Nintendo	12-02-06	¥4,800	Other	14,619	1,677,990	1,662,342	99.1%	15.6-23K
10	5	3	DS	Final Fantasy Tactics A2: Fuketsu no Grimoire Final Fantasy Tactics A2: The Sealed Grimoire	SQUARE ENIX	10-25-07	¥5,040	Sim/RPG	14,426	294,567	249,048	84.5%	28.3-45.5K
11	NEW	-	PS2	Soko Kihei Votoms	NAMCO BANDAI Games	11-15-07	¥7,140	Act	12,736	19,935	12,736	63.9%	7.2K
12	8	4	DS	DS Nishimura Kyotaro Suspense Shin Tantei Series: "Kyoto, Atami, Zekkai no Koto - Satsui no Wana"	TECMO	10-11-07	¥3,990	Adv	11,121	136,949	123,116	89.9%	11-13.8K
13	10	11	DS	Mario Kart DS	Nintendo	12-08-05	¥4,800	Act	11,056	2,555,175	2,539,027	99.4%	16.1-21.5K
14	11	6	DS	Pokemon Fushigi no Dungeon: Toki no Tankentai/Yami no Tankentai	Pokemon	09-13-07	¥4,800	RPG	10,695	1,147,490	1,052,989	91.8%	76.5-94.5K
15	4	-	XB360	Shin Sangoku Musou 5 Dynasty Warriors 6	KOEI Enterbrain, Inc.	11-11-07	¥7,560	Act	10,158	43,636	36,863	84.5%	6.3-6.8K

16	12	12	DS	Zaidan Hojin Nihon Kanji Noryoku Kentei Kyokai Koshiki Soft: 250-man-nin no KanKen Shin Tokoton Kanji-nou 47,000 + Joyo-Kanji Jiten Yoji-Jukugo Jiten	IE Institute	11-01-07	¥2,940	Other	9,006	75,959	33,779	44.5%	23.3-42.2K
17	14	13	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	8,932	671,034	658,218	98.1%	12.8-15.8K
18	13	7	DS	DS Bungaku Zenshu	Nintendo	10-18-07	¥2,800	Other	8,816	115,000	100,139	87.1%	11-14.9K
19	16	22	DS	Ganbaru Watashi no Kakei Diary	Nintendo	07-12-07	¥3,800	Other	8,744	300,874	285,723	95.0%	7.5-15.2K
20	15	-	PS3	Ratchet & Clank Future Ratchet & Clank Future: Tools of Destruction	SCEJ (SONY)	11-11-07	¥5,980	Act	8,526	45,239	19,491	43.1%	13.9-25.7K
21	NEW	-	PS2	Hayarigami 2: Keishicho Kaiki Jiken File	NIPPON ICHI SOFTWARE	11-15-07	¥7,140	Adv	8,049	18,577	8,049	43.3%	10.5K
22	NEW	-	PSP	Dungeon Explorer: Meiyaku no Tobira Dungeon Explorer: Warrior of the Ancient Arts	Hudson	11-15-07	¥5,229	Act/RPG	7,793	11,141	7,793	69.9%	3.3K
23	NEW	-	PSP	Anata wo Yurusanai	AQ INTERACTIVE	11-15-07	¥5,040	Adv	7,502	17,534	7,502	42.8%	10K
24	29	20	Wii	Ghost Squad	SEGA	10-25-07	¥5,040	Sht	7,501	50,764	37,588	74.0%	4.4-13.2K
25	25	25	PSP	Monster Hunter Portable 2nd Monster Hunter Freedom 2	CAPCOM	02-22-07	¥5,229	Act	7,030	1,382,684	1,366,372	98.8%	10.1-16.3K
26	21	17	DS	New Super Mario Bros.	Nintendo	05-25-06	¥4,800	Act	7,020	4,898,433	4,885,705	99.7%	12.7-20K
27	28	23	DS	Oide yo Dobutsu no Mori Animal Crossing: Wild World	Nintendo	11-23-05	¥4,800	Other	5,768	4,448,721	4,436,999	99.7%	11.7-13.1K
28	23	26	Wii	Mario Party 8	Nintendo	07-26-07	¥5,800	Board/Act	5,493	904,679	889,584	98.3%	15.1-19.7K
29	-	-	DS	Taiko no Tatsujin DS: Touch de Dokodon!	NAMCO BANDAI Games	07-26-07	¥5,040	Act	5,326	213,888	188,884	88.3%	11.8-25K
30	24	19	DS	Tamagotchi no Puchi-Puchi Omiseccchi Mina-San-Kyu!	NAMCO BANDAI Games	09-27-07	¥5,040	Sim	5,217	141,353	126,149	89.2%	15.2-18.1K

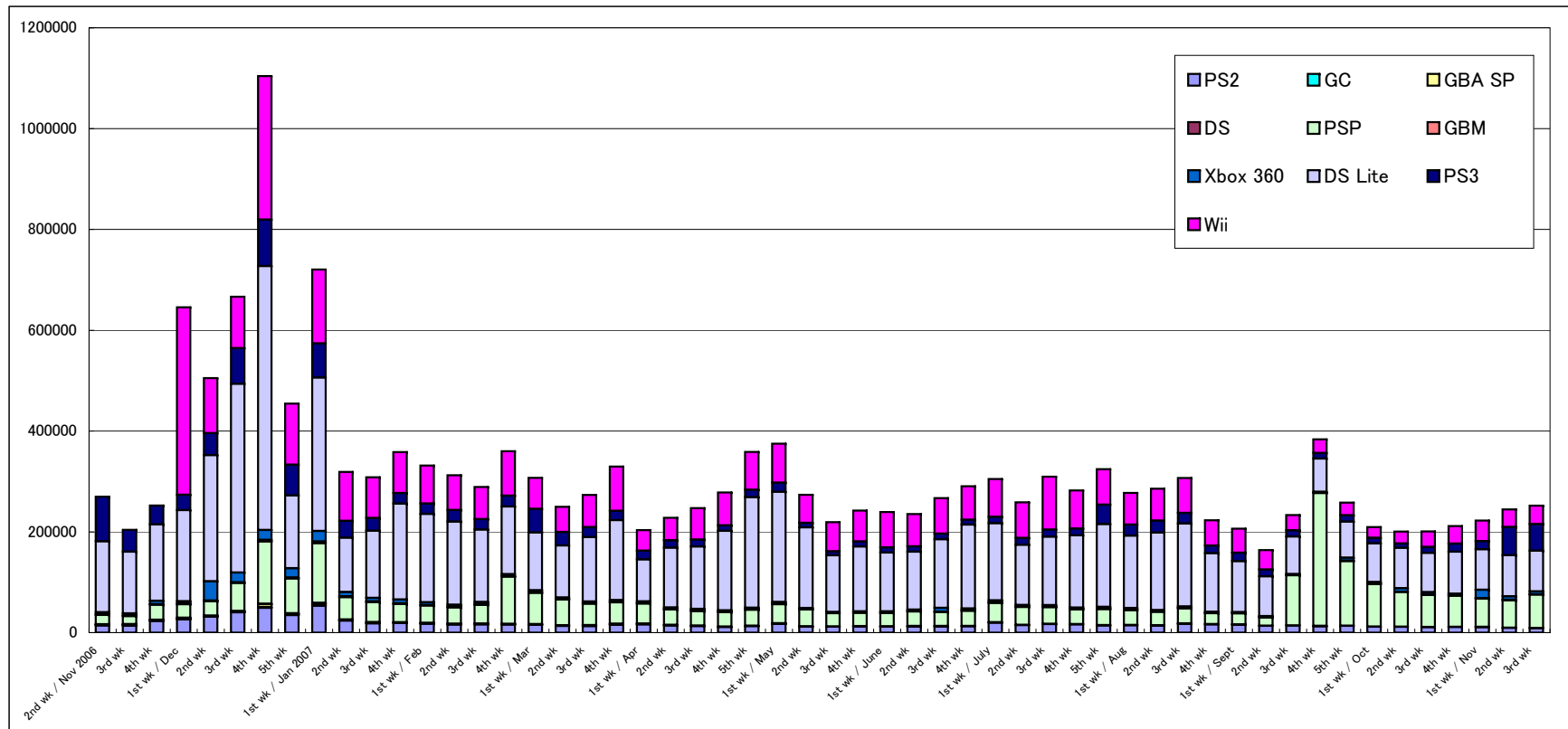
#### Other New Titles

Platform	Title	Publisher	Sales Date	Price (incl. tax)	Genre	Copies Sold/wk (Estimated)	Sales-Stock Ratio	Copies Shipped (Estimated)	Copies in Stock
		Enterbrain, Inc.							

DS	Cooking Mama 2 Cooking Mama 2: Dinner With Friends	TAITO	11-15-07	¥5,040	Mix	4,723	14.3%	32,952	28.2K
DS	Dungeon Explorer: Jashin no Ryoiki Dungeon Explorer: Warrior of the Ancient Arts	Hudson	11-15-07	¥5,229	Act/RPG	4,201	40.5%	10,365	6.2K
PS2	Street Fighter Zero: Fighters Generation [Best Price!] Street Fighter Alpha Anthology	CAPCOM	11-15-07	¥2,090	Act	2,054	39.1%	5,256	3.2K
DS	Wine no Hajimekata DS	SQUARE ENIX	11-15-07	¥2,940	Other	1,287	17.2%	7,486	6.2K
DS	Snoopy to Issho ni DS Eigo Lesson	Gakken-Index	11-15-07	¥5,040	Other	984	11.6%	8,477	7.5K
DS	Hamekomi Lucky Puzzle DS Neves	Yuke's	11-15-07	¥3,990	Pzl	617	16.0%	3,862	3.2K
DS	Karada Yorokobu Shokuji & Exercise Kenko Kentei	YUDO	11-15-07	¥3,990	Other	602	10.7%	5,601	5.K
PS2	Shin Onimusha: Dawn of Dreams [PlayStation 2 the Best] Onimusha: Dawn of Dreams	CAPCOM	11-15-07	¥2,090	Act/Adv	557	15.8%	3,535	3.K

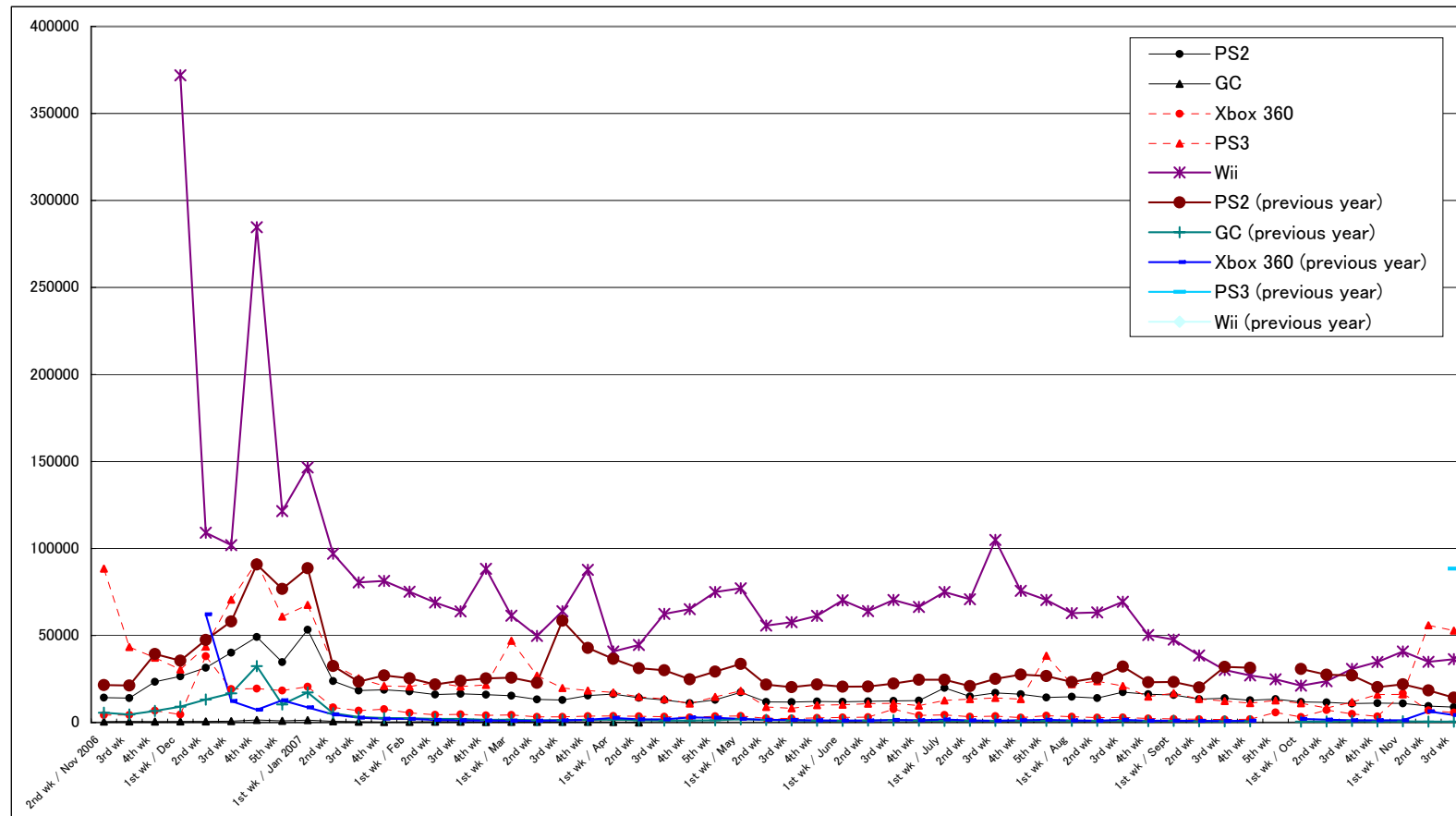
### Hardware Sales/Share

	9/24-9/30		10/1-10/7		10/8-10/14		10/15-10/21		10/22-10/28		10/29-11/4		11/5-11/11		11/12-11/18		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	13,438	5.2%	11,838	5.7%	11,542	5.8%	10,914	5.4%	11,153	5.3%	10,962	4.9%	9,406	3.8%	8,821	3.5%	696,462
GC																	5,710
GBA SP	223	0.1%	259	0.1%	334	0.2%	328	0.2%	264	0.1%	425	0.2%	289	0.1%	296	0.1%	30,642
DS	204	0.1%	0	0.0%													13,474
PSP	128,172	49.7%	84,754	40.5%	68,713	34.3%	63,777	31.7%	61,846	29.3%	56,541	25.4%	54,520	22.3%	66,478	26.4%	2,289,811
GBM	969	0.4%	679	0.3%	516	0.3%	589	0.3%	385	0.2%	583	0.3%	913	0.4%	556	0.2%	37,720
Xbox 360	5,772	2.2%	3,137	1.5%	7,102	3.5%	4,971	2.5%	3,507	1.7%	16,622	7.5%	6,998	2.9%	5,685	2.3%	213,087
DS Lite	71,635	27.8%	76,560	36.6%	80,260	40.0%	77,810	38.7%	83,436	39.5%	80,272	36.1%	81,631	33.4%	80,827	32.1%	5,961,239
PS3	12,676	4.9%	11,025	5.3%	8,374	4.2%	11,745	5.8%	16,039	7.6%	16,130	7.3%	55,890	22.9%	52,816	21.0%	915,545
Wii	24,828	9.6%	21,178	10.1%	23,695	11.8%	30,776	15.3%	34,766	16.4%	40,836	18.4%	34,820	14.2%	36,413	14.5%	2,808,114
Total	257,917	100.0%	209,430	100.0%	200,536	100.0%	200,910	100.0%	211,396	100.0%	222,371	100.0%	244,467	100.0%	251,892	100.0%	



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

Units Sold	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	1st wk / Nov	2nd wk	3rd wk
PS2	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	10,962	9,406	8,821
GC																
Xbox 360	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	16,622	6,998	5,685
PS3	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	16,130	55,890	52,816
Wii	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	40,836	34,820	36,413
PS2 (previous year)	23,302	25,727	32,172	23,082	23,290	20,135	31,927	31,456		30,765	27,441	27,030	20,297	21,929	18,411	14,319
GC (previous year)	893	937	1,023	754	901	721	662	721		505	609	854	589	709	510	504
Xbox 360 (previous year)	1,182	1,025	1,517	1,004	1,047	911	854	1,039		2,016	1,632	1,266	1,236	1,290	6,376	4,238
PS3 (previous year)																88,443
Wii (previous year)																

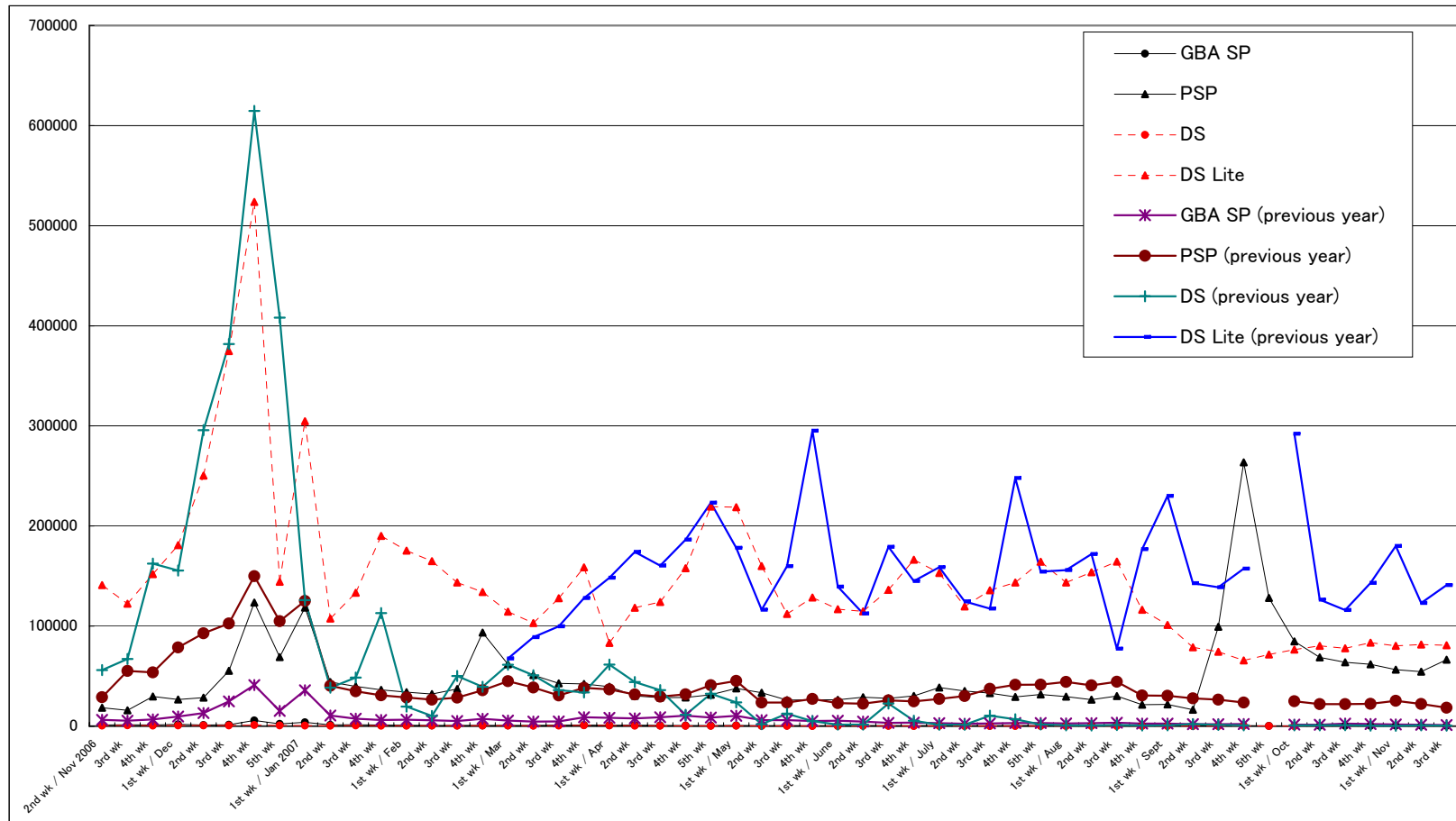


**Comparison of Weekly Sales of GBA SP, PSP, DS and DS Lite**

Units Sold	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	1st wk / Nov	2nd wk	3rd wk
GBA SP	464	580	678	475	407	236	303	363	223	259	334	328	264	425	289	296
PSP	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	56,541	54,520	66,478
DS	105	138	170	153	138	121	108	385	204	0						
DS Lite	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	80,272	81,631	80,827

GBA SP (previous year)	2,680	3,045	3,447	2,538	2,607	2,061	1,989	2,201		1,606	1,396	2,626	2,214	1,703	1,410	1,204
PSP (previous year)	44,262	40,720	44,363	30,741	30,462	27,812	26,587	23,602		24,872	22,002	21,998	22,269	25,343	22,169	18,411
DS (previous year)	793	726	1,129	787	819	1,950	1,300	904		858	894	1,015	604	429	840	640
DS Lite (previous year)	155,899	171,917	77,414	176,855	230,081	142,812	138,853	157,346		292,080	126,445	115,976	143,155	179,992	123,110	140,907

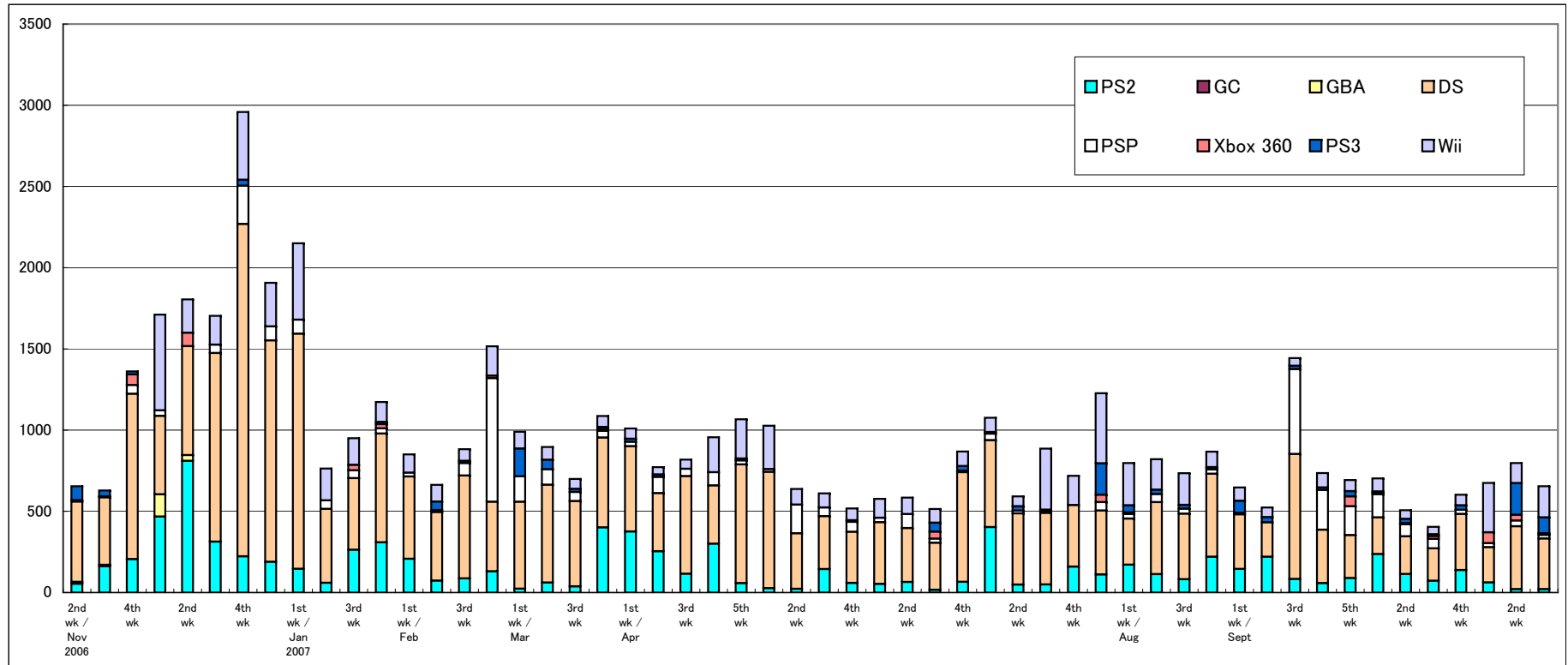


**Software Sales/Share for Each Platform**

\*Only covering titles ranked in the TOP 30

Unit: K = 1000

	9/24-9/30		10/1-10/7		10/8-10/14		10/15-10/21		10/22-10/28		10/29-11/4		11/5-11/11		11/12-11/18		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	89.5	12.9%	237.2	33.8%	113.7	22.4%	73.0	18.1%	138.9	23.1%	62.1	9.2%	21.0	2.6%	20.8	3.2%	5,985.3
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	264.2	38.1%	225.4	32.1%	232.6	45.9%	198.8	49.2%	344.8	57.3%	217.4	32.2%	387.2	48.6%	312.0	47.7%	20,829.0
PSP	177.4	25.6%	143.0	20.4%	74.4	14.7%	58.7	14.5%	25.7	4.3%	24.5	3.6%	34.9	4.4%	22.3	3.4%	3,755.4
Xbox 360	61.1	8.8%	8.4	1.2%	7.0	1.4%	17.1	4.2%	0.0	0.0%	66.6	9.9%	35.6	4.5%	10.2	1.6%	423.3
PS3	32.0	4.6%	8.3	1.2%	26.1	5.2%	11.2	2.8%	28.0	4.6%	0.0	0.0%	195.2	24.5%	97.8	15.0%	1,347.5
Wii	68.7	9.9%	80.1	11.4%	53.2	10.5%	45.6	11.3%	64.9	10.8%	304.2	45.1%	123.6	15.5%	191.2	29.2%	6,347.6
<b>Total</b>	<b>692.8</b>	<b>100.0%</b>	<b>702.4</b>	<b>100.0%</b>	<b>506.9</b>	<b>100.0%</b>	<b>404.3</b>	<b>100.0%</b>	<b>602.2</b>	<b>100.0%</b>	<b>674.7</b>	<b>100.0%</b>	<b>797.6</b>	<b>100.0%</b>	<b>654.3</b>	<b>100.0%</b>	





## Market Scale Transition

Unit: 100 million yen

	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	1st wk / Nov	2nd wk	3rd wk	2007 to Date
Hardware	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	46.3	56.8	57.0	2,622.7
Software	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	52.6	57.3	49.4	2,857.2
Total	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	98.9	114.1	106.4	5,479.9

Hardware (previous year)	39.2	41.0	28.9	40.0	46.9	32.3	32.2	34.3		55.1	28.6	27.1	30.5	37.0	28.9	75.6
Software (previous year)	65.7	54.0	48.9	61.6	49.1	35.2	48.3	38.6		117.2	64.5	51.3	37.9	57.3	47.0	38.4
Total (previous year)	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	94.3	75.9	113.9

