

Famitsu Marketing Data Service

Monthly Report: March 2008

Data Collected by Famitsu: from February 25 to March 30, 2008

Monthly Software Sales Ranking: TOP 50

Market Scale Transition

Hardware Sales Transition

Software Sales/Share for Each Platform

Software Sales Sorted by Genre

Individual Publisher's Software Sales

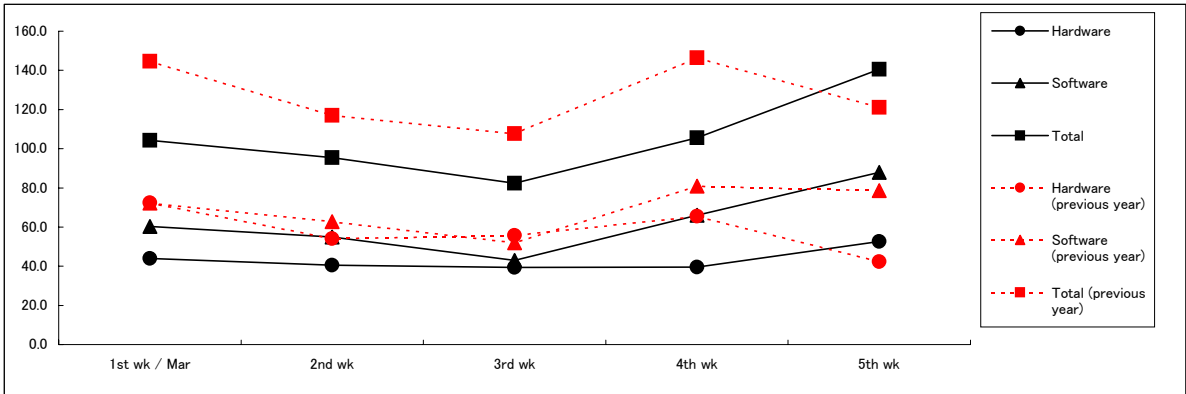
Monthly TOP 50

Ranking	Platform	Title	Publisher	Sales Date	Price (including tax)	Genre	Copies Sold/Month (Estimated)	Cumulative Copies Sold (Estimated)
1	PSP	Monster Hunter Portable 2nd G	CAPCOM	03-27-08	¥4,800	Act	823,265	823,265
2	DS	Pokemon Ranger: Batonnage	Pokemon	03-20-08	¥4,800	Act/Adv	343,990	343,990
3	PS2	Gundam Musou Special	NAMCO BANDAI Games	02-28-08	¥6,800	Act	258,171	258,171
4	PS3	Ryu ga Gotoku: Kenzan!	SEGA	03-06-08	¥7,980	Act/Adv	248,117	248,117
5	Wii	Wii Fit	Nintendo	12-01-07	¥8,800	Other	243,582	1,762,193
6	Wii	Dairanto Smash Brothers X Super Smash Bros. Brawl	Nintendo	01-31-08	¥6,800	Act	225,719	1,554,852
7	DS	DS Bimoji Training	Nintendo	03-13-08	¥3,800	Other	123,766	123,766
8	DS	Soma Bringer	Nintendo	02-28-08	¥4,800	Act/RPG	89,874	89,874
9	Wii	Deca Sports: Wii de Sports "10" Shumoku! Deca Sports	Hudson	03-19-08	¥5,040	Act	89,545	89,545
10	Wii	Wii Sports	Nintendo	12-02-06	¥4,800	Act	76,290	2,840,389
11	DS	SimCity DS 2: Kodai kara Mirai e Tsuduku Machi	Electronic Arts	03-19-08	¥4,980	Sim	68,923	68,923
12	XB360	Idol Master: Live for You!	NAMCO BANDAI Games	02-28-08	¥7,140	Sim	63,661	63,661
13	PS3	Armored Core: For Answer	FromSoftware	03-19-08	¥7,140	Act	62,121	62,121
14	DS	Mario Kart DS	Nintendo	12-08-05	¥4,800	Act	61,787	2,917,923
15	PSP	Musou Orochi Warriors Orochi	KOEI	02-21-08	¥5,544	Act	61,019	112,895
16	Wii	Metroid Prime 3: Corruption	Nintendo	03-06-08	¥6,800	Act/Adv	59,180	59,180
17	DS	Bokujo Monogatari: KiraKira Taiyo to Nakama-tachi	Marvelous Entertainment	02-21-08	¥5,040	Sim	56,209	92,343
18	PSP	Tales of Rebirth	NAMCO BANDAI Games	03-19-08	¥5,040	RPG	54,503	54,503
19	Wii	Hajimete no Wii Wii Play	Nintendo	12-02-06	¥4,800	Other	53,061	2,261,112
20	PSP	Monster Hunter Portable 2nd Monster Hunter Freedom 2	CAPCOM	02-22-07	¥5,229	Act	49,000	1,685,009
21	DS	Kido Senshi Gundam 00	NAMCO BANDAI Games	03-27-08	¥5,229	Act	48,354	48,354
22	DS	Mario & Sonic at Beijing Olympic Mario & Sonic at the Olympic Games	Nintendo	01-17-08	¥4,800	Act	46,524	280,715
23	DS	Sekaiju no Meikyu II: Shouo no Seihai Etrian Odyssey 2: Heroes of Lagaard	ATLUS	02-21-08	¥5,229	RPG	44,523	130,078
24	DS	Crayon Shin-chan DS: Arashi wo Yobu Cinema-Land Kachinko Gachinko Daikatsugeki!	BANPRESTO	03-20-08	¥5,040	Act	44,025	44,025
25	Wii	Winning Eleven: Play Maker 2008 Pro Evolution Soccer 2008	KONAMI	02-21-08	¥7,140	Act	43,431	81,791
26	DS	Mario Party DS	Nintendo	11-08-07	¥4,800	Board/Act	42,884	1,659,315
27	DS	Dramatic Dungeon: Sakura Taisen - Kimi Aru ga Tame	SEGA	03-19-08	¥5,040	Adv/RPG	42,449	42,449
28	Wii	Family Ski We Ski	NAMCO BANDAI Games	01-31-08	¥5,500	Act	40,939	100,092
29	PSP	Mugen Kairo Echochrome	SCEJ (SONY)	03-19-08	¥3,980	Act	39,188	39,188
30	Wii	Minna no Joshiki-ryoku TV	Nintendo	03-06-08	¥4,800	Other	37,957	37,957
31	DS	Doraemon: Nobita to Midori no Kyojin-den DS	SEGA	03-06-08	¥5,040	Act	37,223	37,223
32	PS2	Daito Giken Koshiki Pachi-Slot Simulator: Shin Yoshimune	PAON	03-13-08	¥5,040	Simu	36,056	36,056
33	DS	Time Hollow: Ubawareta Kako wo Motomete	KONAMI	03-19-08	¥5,229	Adv	35,783	35,783
34	PSP	Code Geass: Hangyaku no Lelouch - Lost Colors	NAMCO BANDAI Games	03-27-08	¥5,040	Adv	33,047	33,047
35	DS	Cho-Gekijo-ban Keroro Gunso 3: Tenku Daiboken de Arimasu!	NAMCO BANDAI Games	02-28-08	¥5,040	Act	32,909	32,909
36	DS	New Super Mario Bros.	Nintendo	05-25-06	¥4,800	Act	32,640	5,129,486
37	DS	Akagawa Jiro Mystery Yasokyoku: Hon ni Manekareta Satsujin	Marvelous Entertainment	02-28-08	¥3,990	Adv	32,572	32,572
38	DS	Ganbaru Watashi no Kakei Diary	Nintendo	07-12-07	¥3,800	Other	30,851	463,925
39	DS	Miru Chikara wo Jissen de Kitaeru: DS Mejjkara Training Flash Focus: Vision Training in Minutes a Day	Nintendo	05-31-07	¥3,800	Other	30,307	827,216
40	PS2	Code Geass: Hangyaku no Lelouch - Lost Colors	NAMCO BANDAI Games	03-27-08	¥6,800	Adv	30,052	30,052
41	DS	Tokimeki Memorial Girl's Side: 2nd Season	KONAMI	02-14-08	¥5,229	Sim	29,597	77,896
42	DS	Shugo Chara!: 3-tsu no Tamago to Koi-suru Joker	KONAMI	03-13-08	¥5,229	Adv	28,967	28,967
43	DS	Oide yo Dobutsu no Mori Animal Crossing: Wild World	Nintendo	11-23-05	¥4,800	Other	28,655	4,625,236
44	XB360	Armored Core: For Answer	FromSoftware	03-19-08	¥7,140	Act	28,654	28,654
45	DS	Zaidan Hojin Ninon Kanji noiyoku Kentei Kyokai Kosniki Soti: 250-man=hin no KanKen Shin Tokoton Kanji-nou 47,000 + Juyo-Kanji Jiten Yoji-Jukugo Jiten	IE Institute	11-01-07	¥2,940	Other	27,221	212,896
46	DS	Hayate no Gotoku!: Ojo-sama Produce Daisakusen Boku-Iro ni Somare! Oyashiki-hen/Gakko-hen	KONAMI	03-14-08	¥6,279	Sim	27,075	27,075
47	DS	Taiko no Tatsujin DS: Touch de Dokodon!	NAMCO BANDAI Games	07-26-07	¥5,040	Act	24,791	357,491
48	DS	Layton Kyoju to Akuma no Hako	LEVEL-5	11-29-07	¥4,800	Adv	24,319	783,790
49	PSP	World Soccer Winning Eleven 2008: Ubiquitous Evolution Winning Eleven: Pro Evolution Soccer 2008	KONAMI	01-24-08	¥5,229	Act	23,418	147,762
50	PS2	Ryu ga Gotoku 2 [PlayStation 2 the Best] Yakuza 2	SEGA	12-06-07	¥1,890	Act/Adv	23,188	153,744

Market Scale Transition

Unit: 100 million yen

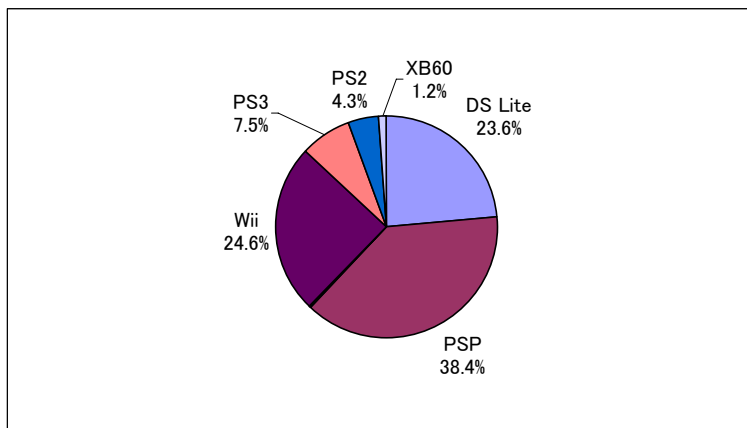
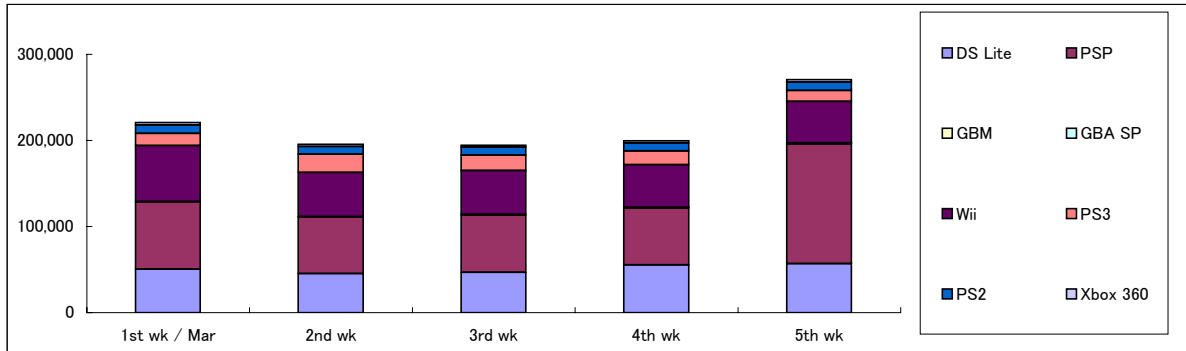
	1st wk / Mar	2nd wk	3rd wk	4th wk	5th wk	Accumulated Sales/Month
Hardware	44.0	40.5	39.4	39.6	52.7	216.1
Software	60.2	55.0	42.9	66.0	87.9	312.1
Total	104.2	95.4	82.4	105.6	140.6	528.1



Hardware Sales Transition

Units Sold

	1st wk / Mar	2nd wk	3rd wk	4th wk	5th wk	Accumulated Sales/Month
DS Lite	50,494	45,371	47,021	55,543	56,695	255,124
PSP	77,962	65,596	66,420	66,092	139,345	415,415
GBM	387	356	444	537	589	2,313
GBA SP	188	125	188	225	238	964
Wii	65,157	51,242	50,948	49,534	48,661	265,542
PS3	13,893	21,413	17,835	15,904	12,534	81,579
PS2	9,931	8,795	9,178	9,044	9,763	46,711
Xbox 360	2,714	2,505	2,518	2,623	2,767	13,127
	220,726	195,403	194,552	199,502	270,592	1,080,775

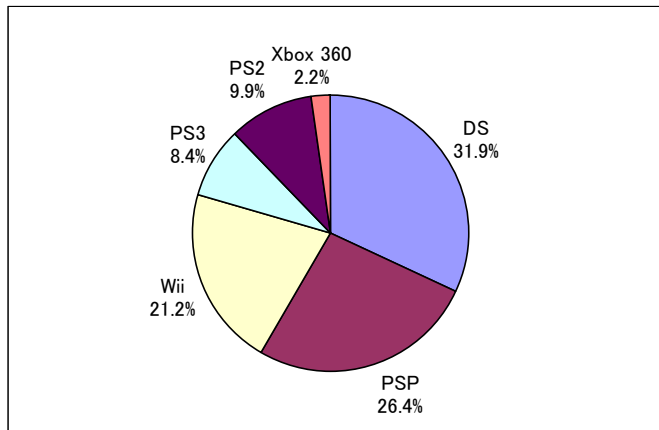
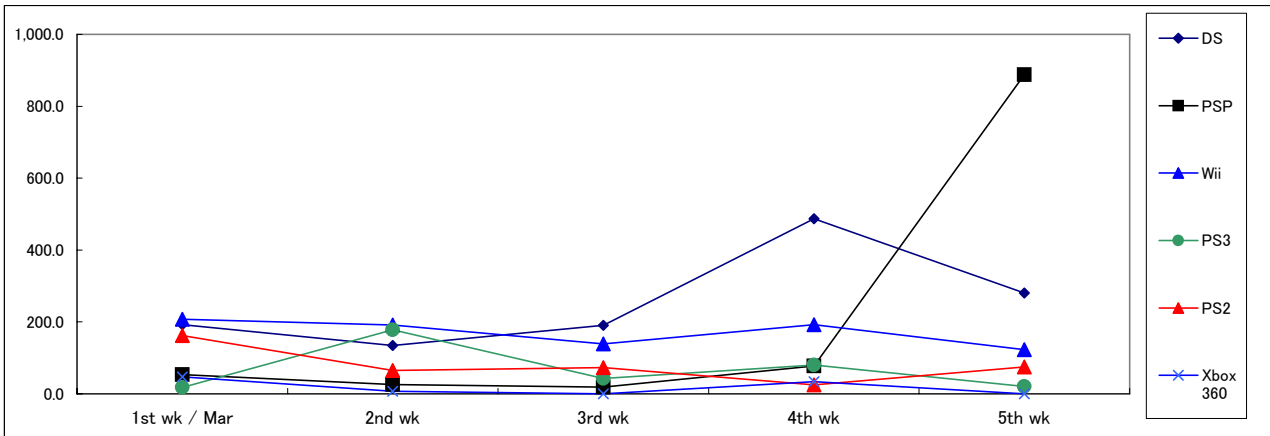


**Software Sales/Share
for Each Platform**

*Only covering titles ranked in the weekly TOP 30 (DS, PSP, Wii, PS3, PS2, and Xbox 360 titles)

Unit: K (=1000)

	1st wk / Mar	2nd wk	3rd wk	4th wk	5th wk	Accumulated Sales/Month
DS	192.1	134.7	190.2	487.1	280.2	1,284.3
PSP	53.3	25.7	18.8	77.9	887.8	1,063.6
Wii	207.4	191.5	139.3	192.5	123.1	853.9
PS3	17.6	177.9	42.5	80.4	20.6	339.0
PS2	162.0	64.8	73.4	24.8	74.7	399.8
Xbox 360	47.6	7.5	-	33.4	-	88.5
	680.1	602.2	464.2	896.2	1,386.5	4,029.2



Software Sales by Genre

Genre	Copies Sold	Number of Titles Ranked in TOP 50	Leading Titles
Act	2,149,013	21	Monster Hunter Portable 2nd G, Gundam Musou Special, Super Smash Bros. Brawl
Act/Adv	674,475	4	Pokemon Ranger: Batonnage, Ryu ga Gotoku: Kenzan!, Metroid Prime 3: Corruption
Other	575,400	8	Wii Fit, DS Bimoji Training, Wii Play
Sim	245,465	5	SimCity DS 2: Kodai kara Mirai e Tsuduku Machi, Idol Master: Live for You!, Bokujo Monogatari: KiraKira Taiyo to Nakama-tachi
Adv	184,740	6	Time Hollow: Ubawareta Kako wo Motomete, Code Geass: Hangyaku no Lelouch - Lost Colors (PSP), Akagawa Jiro Mystery Yasokyoku: Hon ni Manekareta Satsujin
RPG	99,026	2	Tales of Rebirth, Etrian Odyssey 2: Heroes of Lagaard
Act/RPG	89,874	1	Soma Bringer
Board/Act	42,884	1	Mario Party DS
Adv/RPG	42,449	1	Dramatic Dungeon: Sakura Taisen - Kimi Aru ga Tame
Simu	36,056	1	Daito Giken Koshiki Pachi-Slot Simulator: Shin Yoshimune

Individual Publisher's Software Sales

*Only covering titles ranked in the monthly TOP 50

Publisher	Copies Sold	Number of Titles Ranked in TOP 50	Leading Titles
Nintendo	1,183,077	15	Wii Fit, Super Smash Bros. Brawl, DS Bimoji Training
CAPCOM	872,265	2	Monster Hunter Portable 2nd G, Monster Hunter Freedom 2
NAMCO BANDAI Games	586,427	9	Gundam Musou Special, Idol Master: Live for You!, Tales of Rebirth
SEGA	350,977	4	Ryu ga Gotoku: Kenzan!, Dramatic Dungeon: Sakura Taisen - Kimi Aru ga Tame, Doraemon: Nobita to Midori no Kyojin-den DS
Pokemon	343,990	1	Pokemon Ranger: Batonnage
KONAMI	188,271	6	Pro Evolution Soccer 2008 (Wii), Time Hollow: Ubawareta Kako wo Motomete, Tokimeki Memorial Girl's Side: 2nd Season
FromSoftware	90,775	2	Armored Core: For Answer (PS3), Armored Core: For Answer (XB360)
Hudson	89,545	1	Deca Sports
Marvelous Entertainment	88,781	2	Bokujo Monogatari: KiraKira Taiyo to Nakama-tachi, Akagawa Jiro Mystery Yasokyoku: Hon ni Manekareta Satsujin
Electronic Arts	68,923	1	SimCity DS 2: Kodai kara Mirai e Tsuduku Machi
KOEI	61,019	1	Warriors Orochi
ATLUS	44,523	1	Etrian Odyssey 2: Heroes of Lagaard
BANPRESTO	44,025	1	Crayon Shin-chan: Arashi wo Yobu Cinema-Land Kachinko Gachinko Daikatsugeki!
SCEJ (SONY)	39,188	1	Echochrome
PAON	36,056	1	Daito Giken Koshiki Pachi-Slot Simulator: Shin Yoshimune
IE Institute	27,221	1	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
LEVEL-5	24,319	1	Layton Kyoju to Akuma no Hako

