

Nintendo console outsells Sony two to one

Nintendo has become the second largest company in Japan on the back of its massively successful games consoles. Half-year results reveal the Kyoto-based company has sold more than twice as many of its Wii console as Sony has of its rival PlayStation 3 since their launches in 2006

UNIT SALES

- 2007 projection (millions)
- Since launch
- Last quarter

NINTENDO

Wii

Innovative motion-sensor handset has attracted new users to gaming



17.5

13.2

3.9

Nintendo DS

First half 2007 – 13.35 million
(28m projected for 2007)

53.6 million
since launch



PROFIT

¥132 billion

Sources: Nintendo, Sony

SONY

PlayStation 3

Customers deterred by \$500 launch price still holding back despite cuts to below cost price



11

5.6

1.3

PlayStation Portable (PSP)

Last quarter – 2.58m (10m projected)
25 million since launch



Loss ¥97 billion (Games division)

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