

Man Jit Singh at Sony Entertainment Television (B)

Early Life

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- Masaru Ibuka
- After graduating, he worked at Photo-Chemical Laboratory
- Later he was a member Imperial Navy Wartime Research Committee and also served in the Navy
- He left the navy and founded a radio repair shop



What is Sony

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- Sony Corporation
- One of the leading manufacturers of electronic products, born as Tokyo Tsushin Kogyo K.K. and successfully changed its name in Sony Corporation
- Sony is broken down to different segments
 - Sony Computer Entertainment
 - Sony Pictures Entertainment
 - Sony Music Entertainment
 - Sony Mobile Communications
 - Sony Financial

Sony Pictures Entertainment

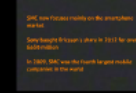
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- Sony Pictures Entertainment Inc. (SPE) is the film production, distribution and TV department of Sony.
- SPE started in 1989 with Sony's acquisition of Columbia Pictures Entertainment for £2,151,796,600
- In 2011 it was third in the world movie studios ranking and has had many notable franchises like Spiderman, The Grate Kid and The Men in Black



Sony Mobile Communication

- In 2001, Sony entered into business with Swedish company Ericsson, forming Sony Ericsson.
- SMC faced heavy competition from the first iPhone



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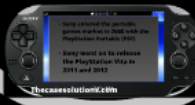
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- Born in Kosugaya, Japan
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Sony Computer Entertainment

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- Sony Computer Entertainment is best know for its production of Playstation consoles
- Firstly, Playstation was an add-on for Nintendo
- First Playstation console was released in 1994 and took 61% of the global market
- Sony followed with Playstation 2 in 2000 and became the most successful console of all time



Sony Music Entertainment

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- Sony Music Entertainment (SME) or Sony Music is the second largest music company in the world
- It is controlled by Sony Corporation America and owns rights to some of the biggest names in the music industry
- CBS Record Group was bought by Sony in 1987 for £1,253,998,000 and provided the foundation for SME to be formed in 1991



Sony Financial Services

- In 2006, it was the most profitable of Sony's businesses, earning £106,500,000 profit
- Sony's Financial Holdings is the company in charge of Sony's Financial Services and is headquartered in Tokyo, Japan
- It oversees the operation of Sony Live (in Japan and the Philippines), Sony Assurance, Sony Bank and Securities.



A period of loss

Sony lost nearly \$10B over 8 years in its latest earnings report, the company announced that it had sustained a net loss of \$1.246 billion during the fiscal year ending March 31, 2014. In the same earnings report, the once-giant of Japanese electronics predicted a \$491 million loss for the 2014-2015 fiscal year. Combined with its previous seven years of disappointing numbers, Sony has sustained nearly \$10 billion in losses over that time.



Impact

- Sony has an extremely wide impact on economy in its sectors, in fact changes in its productivity or blocks due to cyber attacks or other reasons have caused to Sony and all affiliated company millions of loss



Net Worth

- thanks to actual Ceo Kazuo Hirai
- Sony managed to recover from the period of recession and it has now a 87 billion Net Worth and it has become the 3rd most important technology and IT production company



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SONY

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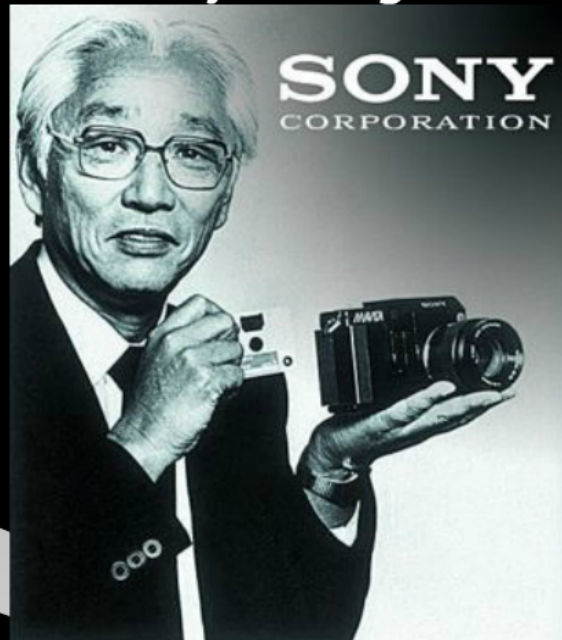


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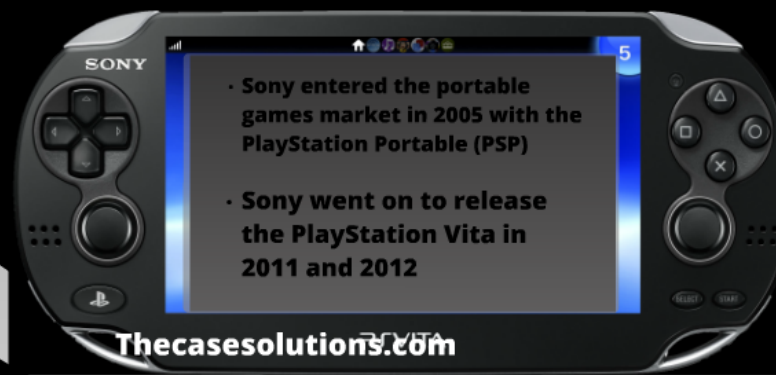
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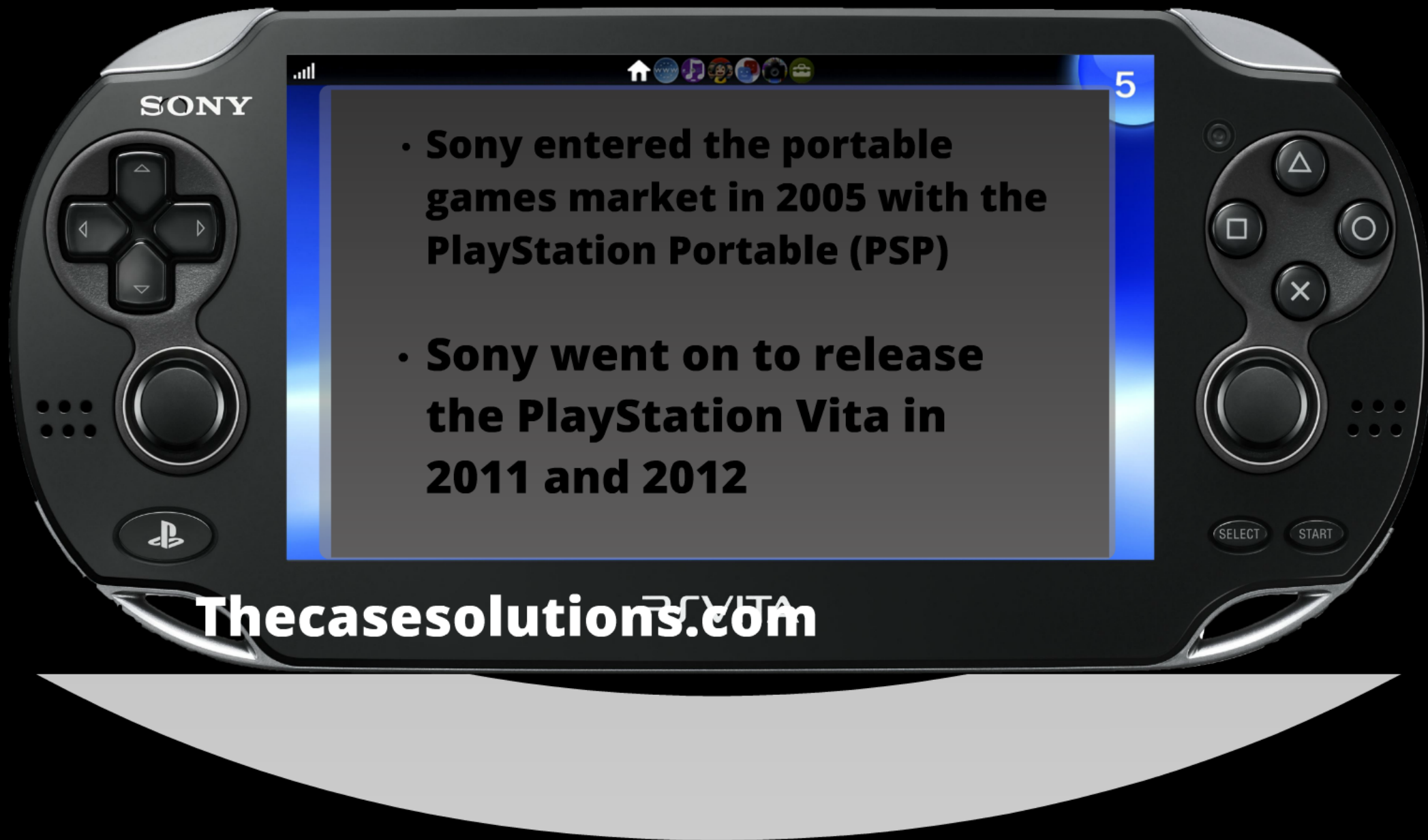
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SONY MUSIC

£610 million
In 2009, SME was one of the top 10 music companies in the world

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