

NEW PRODUCTS AND MARKET GROUPS



WALDE CHART

Region	Market Group	Product	Market
Region 1	Market Group 1	Product 1	Market 1
Region 2	Market Group 2	Product 2	Market 2
Region 3	Market Group 3	Product 3	Market 3

SONY MUSIC
 HOCHSCHULE DER MEDIEN



SONY MUSIC

Anna Wirmsperger
 Tobias Hanikow
 Daimius Štaras
 Florian Koch
 Ömer Güler
 Julia Hinger



SONY MUSIC

Anna Wirnsperger
Tobias Hanikow
Dainius Štaras
Florian Koch
Ömer Güler
Julia Hinger



HOCHSCHULE DER MEDIEN

2016

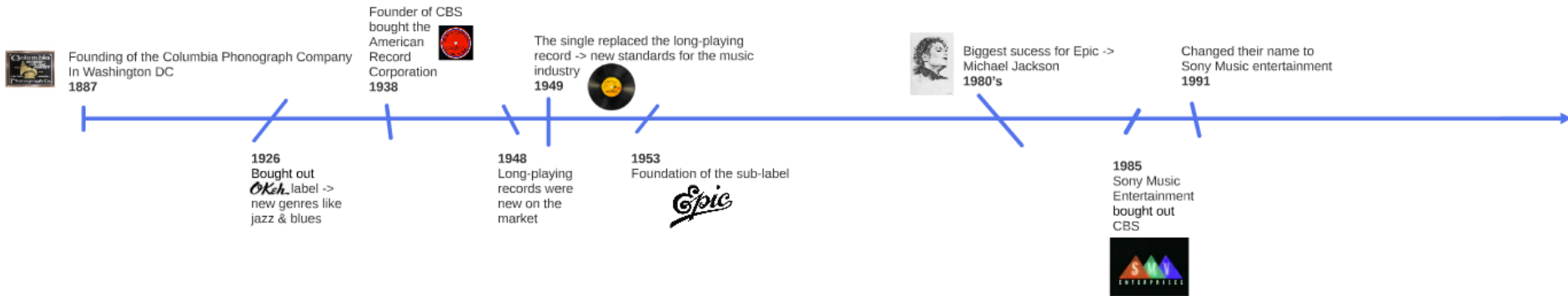


SONY MUSIC

Anna Wirnsperger
Tobias Hanikow
Dainius Štaras
Florian Koch
Ömer Güler



History



History



Founding of the Columbia Phonograph Company
In Washington DC
1887

1926
Bought out
OKeh label ->
new genres like
jazz & blues

Founder of CBS
bought the
American
Record
Corporation
1938



h Company

Founder of CBS
bought the
American
Record
Corporation
1938



The single replaced the long-playing
record -> new standards for the music
industry
1949



at out
label ->
genres like
blues

1948
Long-playing
records were
new on the
market

1953
Foundation of the sub-label





Biggest success for Epic ->
Michael Jackson
1980's

Changed their name to
Sony Music entertainment
1991

1985
Sony Music
Entertainment
bought out
CBS



ORGANIGRAM

