

# SONY

W E L C O M E

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**München**

**21 November 2002**

# Sony at a glance

## Electronics



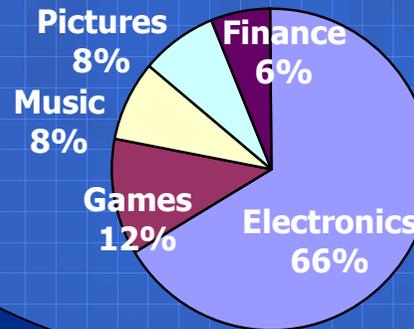
Audio, Video, Television, Information and communications, Semiconductors, Components and other.

## Games



Game console and software business

Group sales of US\$ 56.9 bn in FY 01



## Music



Music business

## Pictures

Motion picture & television business and Sony Pictures Digital Entertainment



## Financial Services



Sony Life Insurance, Sony Assurance and Sony Bank



Sony envisions a broadband era in which consumers can enjoy server based digital content on a variety of network enabled consumer electronics devices in a secure environment



Digital Terrestrial

Wireless Network

Cable

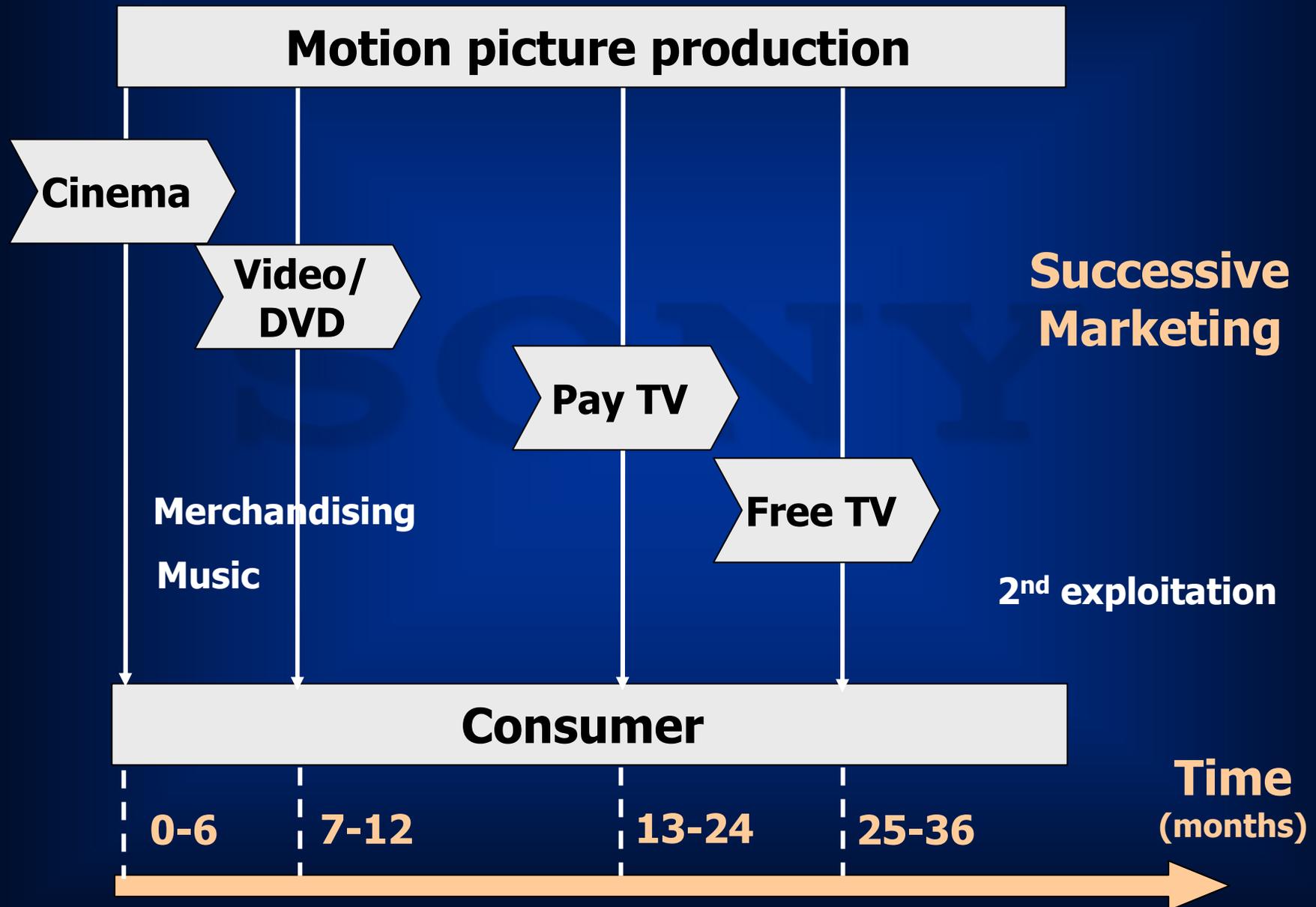
Digital Satellite

Wired Network

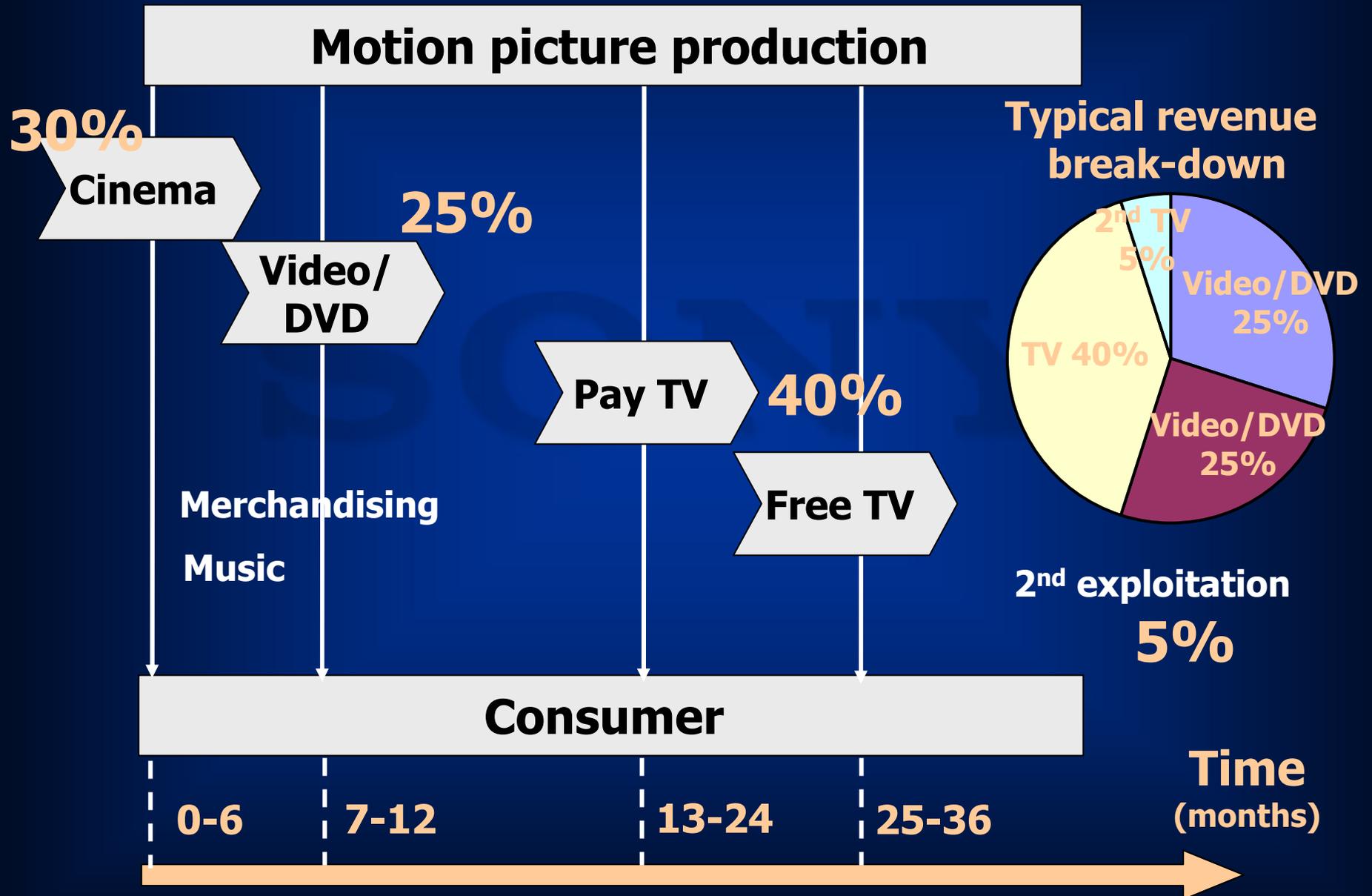


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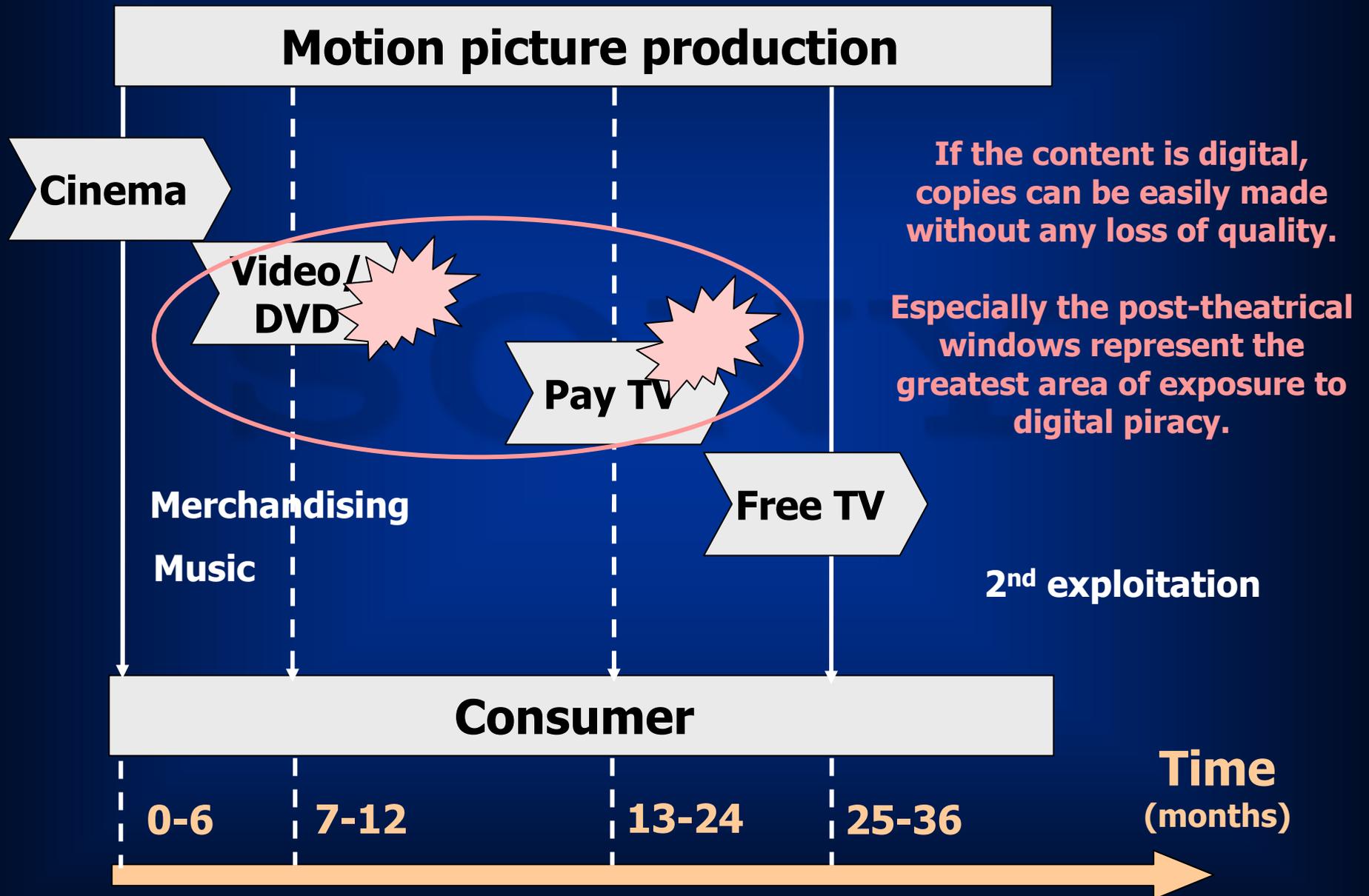
# Currently, a typical audio-visual value chain is characterized by distinct release windows



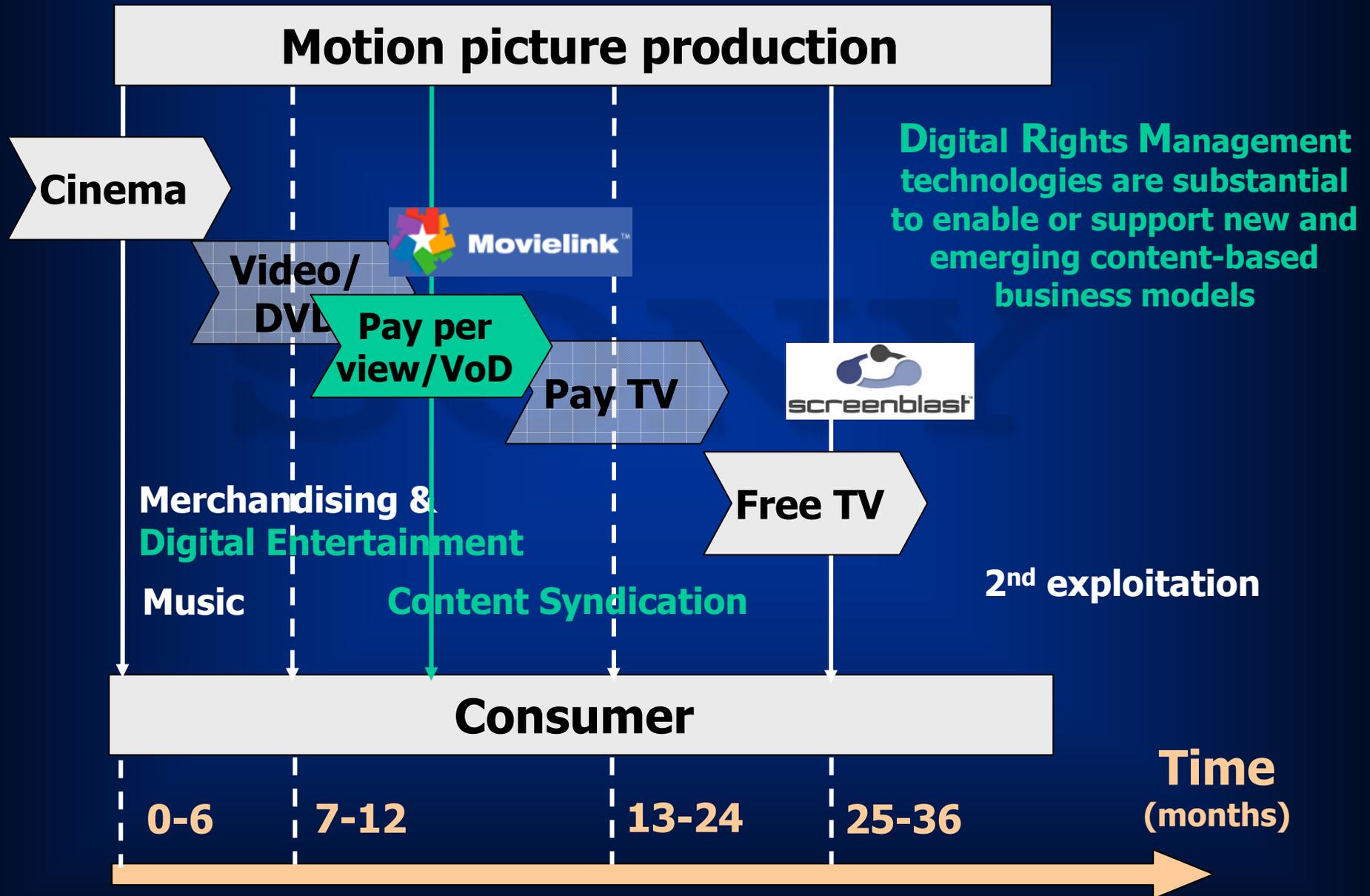
# Most of the revenues are realized in post-theatrical release windows



# Digital piracy represents a great threat and could change the current audio-visual value chain dramatically



# However in a secure environment, broadband innovation could enable new revenue opportunities as well



# **Sony sees DRM as a integral capability of the company's future product and service offerings**

**13<sup>th</sup> November 2002**

**A cross-industry consortia lead by Sony and Philips has executed a definitive agreement to acquire InterTrust Technologies for approximately US\$ 453 million.**

**InterTrust is one of the worldwide leading DRM companies.**



**Nobuyuki Idei  
Chairman and CEO  
of Sony Corporation**

**“Through Sony on a global scale, we operate with the keen awareness that the future of consumer electronics, computer and entertainment industries will be heavily influenced by the ability to transmit digital content in a secure environment”**

# Both politics and industry players need to express commitment to beneficially exploit the digital era

## Politics

Set legal framework guaranteeing  
Intellectual Property Rights and Technology Innovation

Consumer education

International co-operation

.....



## Industry players

Offer content-based business models  
matching consumer needs

Invest in technology innovations  
(e.g. DRM)



.....

Universal standards &  
cross-company co-operation



**SONY**

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**Münchner Kreis: Video Digital – Quo Vadis Fernsehen?**