Focus on Play Station Dept.

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Introduction & co. history

Found in 1945

Stock share publicly traded in 1958

1980s, purchasing Konica Minolta

Keep creating new and always changing the world: walkman, MD, DVD, 3.5” Disc etc.
Industry Analysis

History – Video Game & Play Station

• Start in 1958, Nintendo and SEGA dominion
• In 1994, Nintendo aborted cooperating with Sony to develop video game, and put Sony develop alone
• 1995 – PS, 2000 – PS 2
• 2004 – Microsoft put XBOX console on sale
• To keep market share, 2006.11.11 – PS 3 (original planning put on 2008, since HDTV tech)
• 2007 – Nintendo put Wii on sale
• 2008 – Microsoft put XBOX360 on sale
Industry - current situation

Market share

Illegal copy

A game developed for different consoles

Barriers in some countries
Industry – key issues & future trend

High quality pictures and sounds

Anti-copy goes with being cracked

Multi-sensory playing experience
Sony Co. - Current Profile

• Poor Operating Incomes
• High Priced Consoles
• Strategies for profitability
• [http://www.scei.co.jp/corporate/data/bizdata/ps3_sale_e.html](http://www.scei.co.jp/corporate/data/bizdata/ps3_sale_e.html)
• Game Consoles
  – PS3
  – PS2
  – PSP
Sony Co. - Global Market

- Sony Computer Entertainment Asia
- Sony Computer Entertainment Europe
- Sony Computer Entertainment America.
Competitors

• Nintendo Corporation Ltd.

• Microsoft Corporation

• SEGA Corporation
  (Sega Sammy Holding Inc.)
Competitors - Nintendo Corporation Ltd.

Founded in 1889
In 1977 - The first TV game
In 1983, Start Video game business

Innovative game player
Nintendo DS, Wii, Wii Fit

Increasing market size
Touch generation, Women, Old people

Network Expansion
Grows company size and profits
Domestic : Japan
Global : United States, German, France, Netherlands, Australia, South Korea etc
Competitors – Microsoft Corporation

Major IT company, Founded in 1975, “New Efficiency”

EDD (Entertainment and Devices Division)
Xbox 360, Xbox live
  Online based, Stable Service, Internet Infra,
  Communicate with other gamers, Various games

Lots of foreign subsidiaries
-Access global market easily
-Meet the tastes of customers
-Domestic : United States
-External nation : Almost all over the worlds
Competitors – SEGA Corporation

Founded in 1940, Service Game of Japan
Home video game player: SG100, Sega Satern, Dreamcast
The greatest hit games: Sonic
Lots of loss
In 2004, collaborated with Sammy Corporation - Sega Sammy Holding Inc.

Subsidiaries
Sammy, Oasis Park Corporation, Secret Level

International Markets
USA, Europe, Taiwan, France etc.
Company Analysis

Hardware sales

Software sales
SWOT Analysis

**Strengths**
- Name Recognition
- Internet usage
- Backwards capability

**Opportunities**
- Technology
- Online sales
- Customization

**Weaknesses**
- Price
- Blue-ray
- Release date

**Threats**
- Shift towards non-violent games
- Economy
- Television technology
Recommendations – Short term

• Lower prices for gaming consoles
• Increased downloadable content on PlayStation Network
• Customized gaming consoles bundle packages
Recommendations – Long term

Develop related industry products

Ask game producer to develop two editions to each game

Enhance anti-copy technology

Peripheral products

Cooperate with other game media

Collaborate with Nintendo and Microsoft to gain market dominance
Conclusion

Great company

Problems in PS3 project

PS Dept. needs to change