

Edgar Filing: SONY CORP - Form 6-K

SONY CORP
Form 6-K
January 30, 2007

Form 6-K

SECURITIES AND EXCHANGE COMMISSION
WASHINGTON, D. C. 20549

FORM 6-K

REPORT OF FOREIGN PRIVATE ISSUER

Pursuant to Rule 13a-16 or 15d-16 of
the Securities Exchange Act of 1934

For the month of January 2007
Commission File Number: 001-06439

SONY CORPORATION
(Translation of registrant's name into English)

7-35 KITASHINAGAWA 6-CHOME, SHINAGAWA-KU, TOKYO, JAPAN

(Address of principal executive offices)

The registrant files annual reports under cover of Form 20-F.

Indicate by check mark whether the registrant files or will file annual reports under cover of Form 20-F or Form 40-F,

Form 20-F X

Form 40-F ___

Indicate by check mark whether the registrant by furnishing the information contained in this Form is also thereby furnishing the information to the Commission pursuant to Rule 12g3-2(b) under the Securities Exchange Act of 1934, Yes No X

If "Yes" is marked, indicate below the file number assigned to the registrant in connection with Rule 12g3-2(b):82-_____

SIGNATURE

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned, thereunto duly authorized.

SONY CORPORATION
(Registrant)

Edgar Filing: SONY CORP - Form 6-K

By: /s/ Nobuyuki Oneda
(Signature)
Nobuyuki Oneda
Executive Vice President and
Chief Financial Officer

Date: January 30, 2007

List of materials

Documents attached hereto:

i) Press release announcing Consolidated Financial Results for the Third Quarter Ended December 31, 2006

Sony Corporation
6-7-35 Kitashinagawa
Shinagawa-ku
Tokyo 141-0001 Japan

No: 07-009E
3:00 P.M. JST, January 30, 2007

Consolidated Financial Results for the Third Quarter Ended December 31, 2006

Tokyo, January 30, 2007 -- Sony Corporation today announced its consolidated results for the third quarter of the fiscal year ending March 31, 2007 (October 1, 2006 to December 31, 2006).

(Billions of yen, millions of U.S. dollars, except per share amounts)
Third quarter ended December 31

	2005	2006	Change in Yen	2006*
-----	-----	-----	-----	-----
Sales and operating revenue**	Y2,375.1	Y2,607.7	+9.8%	\$ 21,913
Operating income	210.3	178.9	-14.9	1,503
Income before income taxes	225.9	179.8	-20.4	1,511
Equity in net income of affiliated companies	19.5	43.0	+120.5	362
Net income	168.9	159.9	-5.3	1,344
Net income per share of common stock				
- Basic	Y169.36	Y159.70	-5.7	\$1.34
- Diluted	161.60	152.49	-5.6	1.28

Edgar Filing: SONY CORP - Form 6-K

Unless otherwise specified, all amounts are on the basis of Generally Accepted Accounting Principles in the U.S. ("U.S. GAAP").

* U.S. dollar amounts have been translated from yen, for convenience only, at the rate of Y119=U.S.\$1, the approximate Tokyo foreign exchange market rate as of December 29, 2006.

** Effective April 1, 2006, Sony reclassified royalty income as a component of sales and operating revenue, rather than as a component of other income as previously recorded. In connection with this reclassification, sales and operating revenue, operating income and other income for the third quarter of the fiscal year ended March 31, 2006 have been reclassified to conform with the presentation of these items for the third quarter of the fiscal year ending March 31, 2007. Royalty income for the third quarters ended December 31, 2005 and 2006 was Y7.5 billion and Y9.5 billion, respectively. These amounts were recorded primarily within the Electronics segment.

Consolidated Results for the Third Quarter Ended December 31, 2006

Sales and operating revenue ("sales") increased 9.8% compared with the same quarter of the previous fiscal year; on a local currency basis sales increased 7%. (For all references herein to results on a local currency basis, see Note I.)

Sales within the Electronics segment increased 16.9%. Products such as "BRAVIA(TM)" LCD televisions and "Cyber-shot(TM)" digital cameras contributed to the increase in sales to outside customers. This was partially offset by a decline in sales of such products as LCD rear-projection televisions, due to an increasingly competitive market environment, and CRT televisions, where the market continues to contract. In the Game segment, sales increased by 5.6% compared to the same quarter of the previous fiscal year due to the launch of PLAYSTATION(R)3 ("PS3") in both Japan and North America. In the Pictures segment, there was a 46.8% increase in revenue primarily due to significantly higher DVD revenues on films led by the releases of The Da Vinci Code and Talladega Nights: The Ballad of Ricky Bobby. In the Financial Services segment, revenue decreased by 9.2% mainly due to a decrease in valuation gains in the general account and the separate account at Sony Life Insurance Co., Ltd. ("Sony Life").

Operating income of Y178.9 billion (\$1,503 million) was recorded, a decrease of 14.9% compared to the same quarter of the previous fiscal year.

In the Electronics segment, operating income increased principally as a result of an increase in sales to outside customers and the positive impact from the depreciation of the yen. In particular, the favorable performance of products such as "BRAVIA" LCD televisions and "Cyber-shot" digital cameras during the year-end sales season resulted in new quarterly records for sales and operating income within the Electronics segment, and approximately twice the amount of operating income was recorded in this segment as in the same quarter of the previous fiscal year.

Edgar Filing: SONY CORP - Form 6-K

In the Game segment, an operating loss was recorded primarily as a result of the loss arising from the sale of PS3 at strategic price points. In the Pictures segment, operating income was recorded as a result of the strong performance of films during the quarter in both the home entertainment and theatrical markets as compared to an operating loss in the same quarter of the previous fiscal year in which losses were recorded on several films. In the Financial Services segment, operating income declined primarily as a result of decreased valuation gains from investments in the general account, including valuation gains from convertible bonds.

During the current quarter, a credit to restructuring charges of ¥0.3 billion (\$3 million) was recorded due to a gain of ¥3.6 billion (\$31 million) on sale of assets associated with restructuring activities, compared to ¥14.7 billion of restructuring charges recorded in the same quarter of the previous fiscal year. Most of the above credit was recorded in the Electronics segment. In the same quarter of the previous fiscal year ¥14.6 billion of restructuring charges were recorded within the Electronics segment.

In addition, resolutions of pending patent claims resulted in a gain of ¥9.7 billion (\$82 million) in this quarter as a result of the reversal of a portion of provisions recorded in prior periods.

Income before income taxes of ¥179.8 billion (\$1,511 million) was recorded, a decline of 20.4% compared to the same quarter of the previous fiscal year. This resulted because the net effect of other income and expenses was ¥14.7 billion lower compared to the same quarter of the previous fiscal year, and because of a decline in operating income.

The lower net effect of other income and expenses was primarily a result of an increase in the amount of net foreign exchange loss and a decrease in the gain on change in interest in subsidiaries and investees resulting from lower year-on-year gains. During the current quarter, a ¥9.4 billion (\$79 million) gain was recorded from the sale of a portion of stock in StylingLife Holdings Inc. ("StylingLife"). In the same quarter of the previous fiscal year, a gain of ¥19.0 billion was recorded on the change in interest resulting from the initial public offering of So-net Entertainment Corporation ("So-net").

Income taxes: During the current quarter, Sony recorded ¥61.5 billion (\$517 million) of income taxes at an effective tax rate of 34.2%. The effective tax rate was lower than the Japanese statutory tax rate due primarily to the reversal of valuation allowances against deferred tax assets previously recorded by Sony Corporation and certain Japanese subsidiaries resulting from the utilization of net operating loss carryforwards.

Equity in net income of affiliated companies of ¥43.0 billion (\$362 million) was recorded, an increase of 120.5% compared to the same quarter of the previous fiscal year. Sony recorded equity in net income for Sony Ericsson Mobile Communications AB ("Sony Ericsson") of ¥33.6 billion (\$282 million), an increase of ¥23.8 billion compared to the same quarter of the previous fiscal year. Sony also recorded equity in net income of ¥13.1 billion (\$110 million) for SONY BMG MUSIC ENTERTAINMENT ("SONY BMG"), an increase of ¥2.8 billion compared to the same quarter

Edgar Filing: SONY CORP - Form 6-K

of the previous fiscal year. S-LCD Corporation ("S-LCD"), a joint-venture with Samsung Electronics Co., Ltd. for the manufacture of amorphous TFT LCD panels, recorded equity in net loss of Y0.7 billion (\$5 million) (before the elimination of unrealized intercompany profits), a decrease of Y1.6 billion compared to the same quarter of the previous fiscal year. Sony recorded equity in net loss of Y5.4 billion (\$45 million) for Metro-Goldwyn-Mayer Inc. ("MGM")*, an increase in the amount of equity loss of Y3.0 billion compared to the same quarter of the previous fiscal year. The equity in net loss for MGM includes non-cash interest of Y2.1 billion (\$18 million) on cumulative preferred stock compared to the Y1.5 billion of non-cash interest on cumulative preferred stock recorded in the same quarter of the previous fiscal year.

*On April 8, 2005, a consortium led by Sony Corporation of America and its equity partners completed the acquisition of MGM. As part of the acquisition, Sony invested \$257 million in exchange for 20% of the total equity. However, based on the percentage of common stock owned, Sony records 45% of MGM's net income (loss) as equity in net income (loss) of affiliated companies.

As a result, net income of Y159.9 billion (\$1,344 million) was recorded, a decrease of 5.3% compared to the same quarter of the previous fiscal year.

Operating Performance Highlights by Business Segment

Electronics

(Billions of yen, millions of U.S. dollars)				
Third quarter ended December 31				
	2005	2006	Change in Yen	2006
-----	-----	-----	-----	-----
Sales and operating revenue	Y1,601.5	Y1,872.7	+16.9%	\$15,737
Operating income	87.5	177.4	+102.8	1,491

Unless otherwise specified, all amounts are on a U.S. GAAP basis.

Sales increased by 16.9% compared to the same quarter of the previous fiscal year (a 14% increase on a local currency basis). Sales to outside customers increased 10.4% compared to the same quarter of the previous fiscal year. There was an increase in sales of products including "BRAVIA" LCD televisions and "Cyber-shot" digital cameras, which both experienced favorable sales in all regions. This was partially offset by a decrease in sales of LCD rear-projection televisions, due to an increasingly competitive market environment, and CRT televisions, where the market continues to contract. There was a significant increase in intersegment sales mainly due to increased sales of

Edgar Filing: SONY CORP - Form 6-K

semiconductors to the Game segment.

Operating income increased by 102.8% compared with the same quarter of the previous fiscal year. Operating income increased significantly due to an increase in sales to outside customers and the positive impact from the depreciation of the yen. With regard to products within the Electronics segment, there was a positive contribution to operating income from strong sales of such products as "Cyber-shot" digital cameras and "BRAVIA" LCD televisions. However, products such as LCD rear-projection televisions, which were impacted by price deterioration and lower sales volume, contributed negatively compared to the same quarter of the previous fiscal year.

Inventory, as of December 31, 2006, was Y851.7 billion (\$7,157 million), a Y252.9 billion, or 42.2%, increase compared with the level as of December 31, 2005 and a Y120.0 billion, or 12.3%, decrease compared with the level as of September 30, 2006. The year-on-year increase was primarily due to an increase in LCD television inventory, as a result of increasing sales, as well as an increase in the inventory of semiconductors for PS3.

Operating Results for Sony Ericsson Mobile Communications AB

 The following operating results for Sony Ericsson, which is accounted for by the equity method, are not consolidated in Sony's consolidated financial statements. However, Sony believes that this disclosure provides additional useful analytical information to investors regarding operating performance. In addition, please note that the operating results of Sony Ericsson discussed below are reported on an International Financial Reporting Standards basis, and thereby differ from the operating results reported on a U.S. GAAP basis contained within Sony's equity in net income of affiliated companies.

	(Millions of Euros)		
	Three months ended December 31		
-----	2005	2006	Change in Euros
-----	-----	-----	-----
Sales and operating revenue	EUR2,310	EUR3,782	+64%
Income before income taxes	206	502	+144
Net income	144	447	+210

Sales for the quarter increased by 64% compared to the same quarter of the previous fiscal year. Sales of hit models such as "Cyber-shot" phones and "Walkman(R)" phones boosted results, helping Sony Ericsson achieve record quarterly sales, income before income taxes and net income. As a result, equity in net income of Y33.6 billion (\$282 million) was recorded by Sony.

Edgar Filing: SONY CORP - Form 6-K

Game

(Billions of yen, millions of U.S. dollars)				
Third quarter ended December 31				
	2005	2006	Change in Yen	2006
-----	-----	-----	-----	-----
Sales and operating revenue	Y419.2	Y442.8	+5.6%	\$3,721
Operating income (loss)	67.8	(54.2)	-	(455)

Unless otherwise specified, all amounts are on a U.S. GAAP basis.

Sales increased 5.6% compared with the same quarter of the previous fiscal year (a 3% increase on a local currency basis).

Hardware: There was an increase in overall sales as a result of the launch of PS3 in Japan and North America. However, PlayStation(R)2 ("PS2") sales declined as a result of strategic price reductions despite the fact that unit sales were relatively unchanged compared to the same quarter of the previous fiscal year. PSP(R) (PlayStation(R)Portable) ("PSP") sales declined due to a decrease in unit sales compared with the same quarter of the previous fiscal year.

Software: Despite an increase in sales from PSP software compared to the same quarter of the previous fiscal year, as well as the contribution from PS3 software sales, overall software sales decreased as a result of lower PS2 software sales.

An operating loss of Y54.2 billion (\$455 million) was recorded compared to the Y67.8 billion of operating income recorded during the same quarter of the previous fiscal year. This deterioration was primarily the result of the loss arising from the sale of PS3 at strategic price points, as well as the recording of other charges in association with preparation for the launch of the PS3 platform. In addition, operating income from the PS2 business and PSP business declined due to sales declines.

Worldwide hardware production shipments (and decrease compared to the same quarter of the previous fiscal year):*

- > PS2: 4.11 million units (a decrease of 1.25 million units)
- > PSP: 1.76 million units (a decrease of 4.46 million units)
- > PS3: 1.84 million units

Worldwide software production shipments (and increase/decrease compared to the same quarter of the previous fiscal year):*

- > PS2: 78 million units (a decrease of 15 million units)
- > PSP: 21.2 million units (an increase of 4.1 million units)
- > PS3: 5.2 million units

*Production shipment units of hardware and software are counted upon shipment of the products from manufacturing bases. Sales of such products are recognized when the products are delivered to customers.

Edgar Filing: SONY CORP - Form 6-K

Inventory, as of December 31, 2006, was Y103.2 billion (\$868 million), which represents a Y0.7 billion, or 0.7%, decrease compared with the level as of December 31, 2005. Inventory, as of December 31, 2006, decreased by Y84.9 billion, or 45.1%, compared with the level as of September 30, 2006.

Pictures

(Billions of yen, millions of U.S. dollars)
Third quarter ended December 31

	2005	2006	Change in Yen	2006
Sales and operating revenue	Y202.2	Y297.0	+46.8%	\$2,495
Operating income (loss)	(0.4)	26.2	-	220

Unless otherwise specified, all amounts are on a U.S. GAAP basis. The results presented above are a yen-translation of the results of Sony Pictures Entertainment ("SPE"), a U.S. based operation which aggregates the results of its worldwide subsidiaries on a U.S. dollar basis. Management analyzes the results of SPE in U.S. dollars, so discussion of certain portions of its results are specified as being on "a U.S. dollar basis."

Sales increased 46.8% compared to the same quarter of the previous fiscal year (a 46% increase on a U.S. dollar basis). Sales increased primarily due to significantly higher DVD revenues on films led by the releases of The Da Vinci Code, Talladega Nights: The Ballad of Ricky Bobby and Click. Theatrical revenues were also higher in the current fiscal year's third quarter due to the box office performance of Casino Royale and The Pursuit of Happyness, while television revenues increased primarily from additional syndication sales of The King of Queens.

Operating income of Y26.2 billion (\$220 million) was recorded as compared to an operating loss of Y0.4 billion in the same quarter of the previous fiscal year. These results were achieved through the strong performance during the quarter of the films noted above in both the home entertainment and theatrical markets as compared to the film results from the same quarter of the previous fiscal year in which losses were recorded on several films. In the television business, operating income remained relatively unchanged compared with the same quarter of the previous fiscal year, as the benefit from The King of Queens syndication sales was largely offset by production and marketing expenses associated with several new network and made-for-syndication television shows.

Edgar Filing: SONY CORP - Form 6-K

Financial Services

	(Billions of yen, millions of U.S. dollars)			
	Third quarter ended December 31			
	2005	2006	Change in Yen	2006
-----	-----	-----	-----	-----
Financial service revenue	Y190.4	Y172.9	-9.2%	\$1,453
Operating income	47.0	25.5	-45.9	214

Unless otherwise specified, all amounts are on a U.S. GAAP basis. Therefore, they differ from the results that Sony Life discloses on a Japanese statutory basis.

Financial service revenue decreased 9.2% compared with the same quarter of the previous fiscal year due to a decrease in revenue at Sony Life. Although revenue from insurance premiums increased at Sony Life reflecting an increase in insurance-in-force, revenue at Sony Life decreased by Y19.7 billion or 11.8% to Y147.5 billion (\$1,239 million). This was primarily a result of lower valuation gains in the general account and the separate account reflecting the fact that there was only a modest increase in Japanese stock market prices during the quarter as opposed to the significant increase experienced in the same quarter of the previous fiscal year.

Operating income decreased by 45.9% compared with the same quarter of the previous fiscal year due to a decrease in operating income at Sony Life. Despite an increase in insurance premium revenue, operating income at Sony Life declined by Y22.1 billion or 46.1%, compared to the same quarter of the previous fiscal year, to Y25.9 billion (\$218 million). This decline was principally due to a decrease in valuation gains from investments in the general account, including valuation gains from convertible bonds, reflecting the abovementioned modest increase in Japanese stock market prices during the quarter compared to the same quarter of the previous fiscal year.

All Other

	(Billions of yen, millions of U.S. dollars)			
	Third quarter ended December 31			
	2005	2006	Change in Yen	2006
-----	-----	-----	-----	-----
Sales and operating revenue	Y122.7	Y99.3	-19.1%	\$834
Operating income	16.3	13.9	-14.9	117

Unless otherwise specified, all amounts are on a U.S. GAAP basis.

Edgar Filing: SONY CORP - Form 6-K

Sales decreased 19.1% compared with the same quarter of the previous fiscal year. This sales decrease mainly reflects the deconsolidation of StylingLife, a holding company that comprised six of Sony's retail businesses, following the sale of 51% of the stock in the company during the first quarter of the current fiscal year, and a decline in sales at Sony Music Entertainment (Japan) Inc. ("SMEJ").

Best-selling albums and singles at SMEJ during the current quarter included CHEMISTRY's ALL THE BEST, ORANGE RANGE's ORANGE RANGE and PORNO GRAFFITTI's m-CABI. Despite these successes, album and singles sales declined compared to sales in the same quarter of the previous fiscal year, which included the strong performance of Ken Hirai's Ken Hirai 10th Anniversary Complete Single Collection '95-'05 "Uta Baka." Sales at SMEJ also declined as a result of lower intersegment sales in association with the transfer of business activity relating to Sony's disc custom press business, carried out at SMEJ during the same quarter of the previous fiscal year, from SMEJ to other segments within the Sony Group.

Operating income decreased by 14.9% compared to the same quarter of the previous fiscal year. Although operating income at So-net increased in association with greater revenue relating to an increase in fiber optic service subscribers, operating income within All Other declined as a result of the sales decrease at SMEJ and the sale of stock in StylingLife as noted above.

Operating Results for SONY BMG MUSIC ENTERTAINMENT

The following operating results for SONY BMG, which is accounted for by the equity method, are not consolidated in Sony's consolidated financial statements. However, Sony believes that this disclosure provides additional useful analytical information to investors regarding operating performance. Please note that the operating results of Sony BMG discussed below are reported on a U.S. GAAP basis.

	(Millions of U.S. dollars)		
	Three months ended December 31		
	2005	2006	Change in Dollars
-----	-----	-----	-----
Sales and operating revenue	\$1,464	\$1,441	-1.6%
Income before income taxes	252	278	+10.3
Net income	178	225	+26.4

During the three months ended December 31, 2006, sales revenue at SONY BMG decreased by 1.6% compared to the same period of the previous fiscal year primarily due to greater contraction in physical compact disc sales than growth in digital download sales in many markets. Despite the decrease in sales, income before income taxes improved by 10.3% compared to the same period of the previous fiscal year primarily due to lower overhead and restructuring costs. The company also benefited from an

Edgar Filing: SONY CORP - Form 6-K

industry-related legal settlement affecting the major record companies. Income before income taxes includes \$41 million of restructuring charges, a year-on-year reduction of \$7 million. As a result, equity in net income of Y13.1 billion (\$110 million) was recorded by Sony. Best selling albums during the quarter included Il Divo's Siempre, the compilation release NOW That's What I Call Music Vol. 23 and Oasis' Stop The Clocks.

Cash Flow

The following charts show Sony's unaudited condensed statements of cash flow for all segments excluding the Financial Services segment and for the Financial Services segment alone. These separate condensed presentations are not required under U.S. GAAP, which is used in Sony's consolidated financial statements. However, because the Financial Services segment is different in nature from Sony's other segments, Sony believes that these presentations may be useful in understanding and analyzing Sony's consolidated financial statements.

Cash Flow - Excluding Financial Services segment

(Billions of yen, millions of U.S. dollars)
Nine months ended December 31

Cash flow	2005	2006	Change in Yen	2006
-----	-----	-----	-----	-----
- From operating activities	Y43.7	(Y11.6)	Y-55.3	(\$97)
- From investing activities	(203.9)	(374.7)	-170.7	(3,149)
- From financing activities	50.9	305.6	+254.7	2,568
Cash and cash equivalents at beginning of the fiscal year	519.7	585.5	+65.7	4,920
Cash and cash equivalents as of December 31	438.7	510.9	+72.2	4,293

Operating Activities: During the nine months ended December 31, 2006, although net income was recorded, cash flow from operating activities resulted in a net use of cash primarily due to an increase in notes and accounts receivable, trade, principally within the Electronics and Game segments.

Investing Activities: During the nine months ended December 31, 2006, although cash was generated primarily from the sale of a majority of Sony's holding in StylingLife, pursuant to Sony's planned gradual reduction in its stake in the company, cash was used by Sony within the Electronics segment primarily for the purchase of fixed assets, principally semiconductor manufacturing facilities, and part of the investment towards the manufacturing facilities for 8th generation TFT LCD panels at

Edgar Filing: SONY CORP - Form 6-K

S-LCD.

As a result, the total amount of cash flow from operating activities and from investing activities during the nine months ended December 31, 2006 was a use of cash of Y386.3 billion (\$3,246 million).

Financing Activities: During the nine months ended December 31, 2006, although Sony redeemed a portion of its long-term debt including bonds and used cash to make dividend payments, financing was carried out through the issuance of commercial paper and syndicated bank loans.

Cash and Cash Equivalents: As a result of the above factors, the total balance of cash and cash equivalents, accounting for the effect of foreign currency exchange rate fluctuations, decreased Y74.6 billion compared to March 31, 2006, and increased by Y72.2 billion compared to December 31, 2005, to Y510.9 billion (\$4,293 million) as of December 31, 2006.

Cash Flow - Financial Services segment

	(Billions of yen, millions of U.S. dollars)			
	Nine months ended December 31			
Cash flow	2005	2006	Change in Yen	2006
-----	-----	-----	-----	-----
- From operating activities	Y79.8	Y170.3	Y+90.5	\$1,431
- From investing activities	(371.4)	(199.0)	+172.4	(1,673)
- From financing activities	208.7	133.6	-75.1	1,123
Cash and cash equivalents at beginning of the fiscal year	259.4	117.6	-141.7	988
Cash and cash equivalents as of December 31	176.4	222.4	+46.0	1,869

Operating Activities: Net cash from operating activities was generated mainly due to an increase in revenue from insurance premiums, reflecting primarily an increase in insurance-in-force at Sony Life.

Investing Activities: Sony Life carried out investments primarily in Japanese fixed income securities.

Financing Activities: Despite a decrease in the balance of call money within the banking business, net cash from financing activities was generated as a result of an increase in policyholders' accounts at Sony Life and an increase in deposits from customers in the banking business.

Edgar Filing: SONY CORP - Form 6-K

Cash and Cash Equivalents: As a result of the above, cash and cash equivalents increased Y104.8 billion compared to March 31, 2006, and increased Y46.0 billion compared to December 31, 2005, to Y222.4 billion (\$1,869 million) as of December 31, 2006.

Notes

Note I: During the quarter ended December 31, 2006, the average value of the yen was Y116.8 against the U.S. dollar and Y150.4 against the Euro, which was 0.4% lower against the U.S. dollar and 8.3% lower against the Euro, compared with the average rates for the same quarter of the previous fiscal year. Operating results on a local currency basis described herein reflect sales and operating income obtained by applying the yen's monthly average exchange rate in the same quarter of the previous fiscal year to local currency-denominated monthly sales, cost of sales, and selling, general and administrative expenses in the current quarter. Local currency basis results are not reflected in Sony's financial statements and are not measures conforming with U.S. GAAP. In addition, Sony does not believe that these measures are a substitute for U.S. GAAP measures. However, Sony believes that local currency basis results provide additional useful analytical information to investors regarding operating performance.

Note II: "Sales and operating revenue" in each business segment represents sales and operating revenue recorded before intersegment transactions are eliminated. "Operating income (loss)" in each business segment represents operating income (loss) recorded before intersegment transactions and unallocated corporate expenses are eliminated.

Outlook for the Fiscal Year ending March 31, 2007

Sony's consolidated results forecast for the fiscal year ending March 31, 2007, as announced on October 19, 2006, has been revised as per the table below:

	Current Forecast	Change from October Forecast	October Forecast
	-----	-----	-----
Sales and operating revenue	Y8,230 billion	No Change	Y8,230 billion
Operating income (Restructuring charges recorded as operating expenses)	60 billion	+20%	50 billion
Income before income taxes	30 billion	-25%	40 billion)
Equity in net income of affiliated companies	80 billion	+14%	70 billion
Net income	60 billion	+50%	40 billion
	110 billion	+38%	80 billion

*Assumed foreign currency exchange rates for the fourth quarter: approximately Y117 to the U.S. dollar and approximately Y153 to

Edgar Filing: SONY CORP - Form 6-K

the Euro.

The principal reasons for the revision are as follows:

1. As a result of the strong performance of the Electronics segment during the third quarter, operating results for the segment are trending higher than anticipated at the time of our previous forecast in October 2006.
2. Despite the continued favorable performance of the PS2 business, the overall performance of the Game segment is trending below that anticipated at the time of our previous forecast in October 2006 due to lower than expected sales from the PSP business and higher than anticipated charges associated with the launch of the PS3 platform.
3. Restructuring charges, recorded as operating expenses, are now forecast to be Y30 billion, compared to an anticipated Y40 billion of restructuring charges included in the October forecast. This reduction was a result of a revision to the timing of business rationalization scheduled to be carried out in several business areas.
4. Equity in net income of affiliated companies is now forecast to be Y60 billion, compared to the October forecast of Y40 billion. This revision is the result of the favorable performance of Sony Ericsson.

Our forecast for capital expenditures, depreciation and amortization or research and development expenses, as per the table below, is unchanged from the forecast of July 27, 2006.

	Forecast -----	Change from previous fiscal year -----
Capital expenditures (additions to fixed assets)	Y460 billion	+20%
Depreciation and amortization*	410 billion	+7
(Depreciation expenses for tangible assets)	340 billion	+9)
*Including amortization of intangible assets and amortization of deferred insurance acquisition costs.		
Research and development expenses	550 billion	+3

Cautionary Statement

Statements made in this release with respect to Sony's current plans, estimates, strategies and beliefs and other statements that are not historical facts are forward-looking statements about the future performance of Sony. Forward-looking statements include, but are not limited to, those statements using words such as "believe," "expect," "plans," "strategy," "prospects," "forecast," "estimate," "project," "anticipate," "aim," "may" or "might" and words of similar meaning in connection with a

Edgar Filing: SONY CORP - Form 6-K

discussion of future operations, financial performance, events or conditions. From time to time, oral or written forward-looking statements may also be included in other materials released to the public. These statements are based on management's assumptions and beliefs in light of the information currently available to it. Sony cautions you that a number of important risks and uncertainties could cause actual results to differ materially from those discussed in the forward-looking statements, and therefore you should not place undue reliance on them. You also should not rely on any obligation of Sony to update or revise any forward-looking statements, whether as a result of new information, future events or otherwise. Sony disclaims any such obligation. Risks and uncertainties that might affect Sony include, but are not limited to (i) the global economic environment in which Sony operates, as well as the economic conditions in Sony's markets, particularly levels of consumer spending; (ii) exchange rates, particularly between the yen and the U.S. dollar, the Euro and other currencies in which Sony makes significant sales or in which Sony's assets and liabilities are denominated; (iii) Sony's ability to continue to design and develop and win acceptance of, as well as achieve sufficient cost reductions for, its products and services including newly introduced platforms within the Game segment, which are offered in highly competitive markets characterized by continual new product introductions, rapid development in technology and subjective and changing consumer preferences (particularly in the Electronics, Game and Pictures segments, and music business); (iv) Sony's ability to recoup large-scale investment required for technology development and increasing production capacity; (v) Sony's ability to implement successfully personnel reduction and other business reorganization activities in its Electronics segment; (vi) Sony's ability to implement successfully its network strategy for its Electronics, Game and Pictures segments and All Other, including the music business, and to develop and implement successful sales and distribution strategies in its Pictures segment and music business in light of the Internet and other technological developments; (vii) Sony's continued ability to devote sufficient resources to research and development and, with respect to capital expenditures, to correctly prioritize investments (particularly in the Electronics segment); (viii) shifts in customer demand for financial services such as life insurance and Sony's ability to conduct successful Asset Liability Management in the Financial Services segment; and (ix) the success of Sony's joint ventures and alliances. Risks and uncertainties also include the impact of any future events with material unforeseen impacts.

Business Segment Information (Unaudited)

(Millions of yen, millions of U.S. dollars)
Third quarter ended December 31

Sales and operating revenue	2005	2006	Change	2006
--------------------------------	------	------	--------	------

Edgar Filing: SONY CORP - Form 6-K

-----	-----	-----	-----	-----
Electronics				
Customers	Y 1,483,592	Y 1,638,560	+10.4 %	\$ 13,769
Intersegment	117,921	234,098		1,968
-----	-----	-----	-----	-----
Total	1,601,513	1,872,658	+16.9	15,737
Game				
Customers	402,925	424,331	+5.3	3,566
Intersegment	16,321	18,468		155
-----	-----	-----	-----	-----
Total	419,246	442,799	+5.6	3,721
Pictures				
Customers	202,241	296,955	+46.8	2,495
Intersegment	-	-		-
-----	-----	-----	-----	-----
Total	202,241	296,955	+46.8	2,495
Financial Services				
Customers	184,586	167,060	-9.5	1,404
Intersegment	5,805	5,850		49
-----	-----	-----	-----	-----
Total	190,391	172,910	-9.2	1,453
All Other				
Customers	101,742	80,769	-20.6	679
Intersegment	20,934	18,491		155
-----	-----	-----	-----	-----
Total	122,676	99,260	-19.1	834
Elimination	(160,981)	(276,907)	-	(2,327)
-----	-----	-----	-----	-----
Consolidated total	Y 2,375,086	Y 2,607,675	+9.8 %	\$ 21,913

Electronics intersegment amounts primarily consist of transactions with the Game segment, Pictures segment and All Other. All Other intersegment amounts primarily consist of transactions with the Electronics and Game segments.

Operating income (loss)	2005	2006	Change	2006
-----	-----	-----	-----	-----
Electronics	Y 87,487	Y 177,394	+102.8 %	\$ 1,491
Game	67,819	(54,168)	-	(455)
Pictures	(378)	26,238	-	220
Financial Services	47,048	25,470	-45.9	214
All Other	16,343	13,908	-14.9	117
-----	-----	-----	-----	-----
Total	218,319	188,842	-13.5	1,587
Corporate and elimination	(7,974)	(9,935)	-	(84)
-----	-----	-----	-----	-----
Consolidated total	Y 210,345	Y 178,907	-14.9 %	\$ 1,503

Edgar Filing: SONY CORP - Form 6-K

Commencing with the third quarter ended December 31, 2006, Sony has partly realigned its business segment configuration.

In accordance with this change, results of the previous fiscal year have been reclassified to conform to the presentation for the quarter ended December 31, 2006.

(Millions of yen, millions of U.S. dollars)
Nine months ended December 31

Sales and operating revenue	2005	2006	Change	2006
-----	-----	-----	-----	-----
Electronics				
Customers	Y 3,614,003	Y 4,147,247	+14.8 %	\$ 34,851
Intersegment	339,193	375,738		3,157
-----	-----	-----		-----
Total	3,953,196	4,522,985	+14.4	38,008
Game				
Customers	772,396	703,928	-8.9	5,915
Intersegment	33,874	31,680		266
-----	-----	-----		-----
Total	806,270	735,608	-8.8	6,181
Pictures				
Customers	505,477	679,859	+34.5	5,713
Intersegment	-	-		-
-----	-----	-----		-----
Total	505,477	679,859	+34.5	5,713
Financial Services				
Customers	503,277	447,798	-11.0	3,763
Intersegment	16,810	17,314		146
-----	-----	-----		-----
Total	520,087	465,112	-10.6	3,909
All Other				
Customers	259,700	227,258	-12.5	1,910
Intersegment	59,729	50,894		428
-----	-----	-----		-----
Total	319,429	278,152	-12.9	2,338
Elimination	(449,606)	(475,626)	-	(3,997)
-----	-----	-----		-----
Consolidated total	Y 5,654,853	Y 6,206,090	+9.7 %	\$ 52,152

Electronics intersegment amounts primarily consist of transactions with the Game segment, Pictures segment and All Other.

All Other intersegment amounts primarily consist of transactions with the Electronics and Game segments.

Operating income (loss)	2005	2006	Change	2006
-----	-----	-----	-----	-----
Electronics	Y 88,475	Y 230,880	+161.0 %	\$ 1,940

Edgar Filing: SONY CORP - Form 6-K

Game	70,144	(124,498)	-	(1,046)
Pictures	(2,765)	9,796	-	82
Financial Services	109,017	54,616	-49.9	459
All Other	29,473	26,971	-8.5	227
-----	-----	-----	-----	-----
Total	294,344	197,765	-32.8	1,662
Corporate and elimination	(16,026)	(12,643)	-	(106)
-----	-----	-----	-----	-----
Consolidated total	Y 278,318	Y 185,122	-33.5 %	\$ 1,556

Commencing with the third quarter ended December 31, 2006, Sony has partly realigned its business segment configuration. In accordance with this change, results of the first half of the current fiscal year and the previous fiscal year have been reclassified to conform to the presentation for the quarter ended December 31, 2006.

Electronics Sales and Operating Revenue to Customers by Product Category

(Millions of yen, millions of U.S. dollars)
Third quarter ended December 31

Sales and operating revenue	2005	2006	Change	2006
-----	-----	-----	-----	-----
Audio	Y 184,559	Y 174,689	-5.3 %	\$ 1,468
Video	313,082	355,433	+13.5	2,987
Televisions	359,248	420,817	+17.1	3,536
Information and Communications	220,157	256,724	+16.6	2,157
Semiconductors	44,695	52,199	+16.8	439
Components	226,580	227,588	+0.4	1,912
Other	135,271	151,110	+11.7	1,270
-----	-----	-----	-----	-----
Total	Y 1,483,592	Y 1,638,560	+10.4 %	\$ 13,769

Nine months ended December 31

Sales and operating revenue	2005	2006	Change	2006
-----	-----	-----	-----	-----
Audio	Y 431,503	Y 412,636	-4.4 %	\$ 3,467
Video	812,041	908,534	+11.9	7,635
Televisions	680,725	934,357	+37.3	7,852
Information and Communications	589,317	690,215	+17.1	5,800
Semiconductors	127,602	152,672	+19.6	1,283
Components	602,513	653,659	+8.5	5,493
Other	370,302	395,174	+6.7	3,321
-----	-----	-----	-----	-----
Total	Y 3,614,003	Y 4,147,247	+14.8 %	\$ 34,851

The above table is a breakdown of Electronics sales and operating revenue to customers in the Business Segment Information. The Electronics segment is managed as a single operating segment by Sony's management.

Edgar Filing: SONY CORP - Form 6-K

However, Sony believes that the information in this table is useful to investors in understanding the product categories in this business segment. Commencing April 1, 2006, Sony has partly realigned its product category configuration in the Electronics segment. Accordingly, results for the same period of the previous fiscal year have been reclassified. The primary change is as shown below;

Main Product -----	Previous Product Category -----		New Product Category -----
Low-temperature polysilicon thin film transistor LCD	"Semiconductors"	->	"Components"
Chemical component	"Other"	->	"Components"

Geographic Segment Information (Unaudited)

(Millions of yen, millions of U.S. dollars)
Third quarter ended December 31

Sales and operating revenue -----		2005 -----		2006 -----	Change		2006 -----
Japan	Y	618,438	Y	609,734	-1.4 %	\$	5,124
United States		659,222		763,651	+15.8		6,417
Europe		619,481		682,402	+10.2		5,734
Other Areas		477,945		551,888	+15.5		4,638
Total	Y	2,375,086	Y	2,607,675	+9.8 %	\$	21,913

Nine months ended December 31

Sales and operating revenue -----		2005 -----		2006 -----	Change		2006 -----
Japan	Y	1,607,434	Y	1,583,365	-1.5 %	\$	13,306
United States		1,514,000		1,691,037	+11.7		14,210
Europe		1,319,516		1,498,273	+13.5		12,591
Other Areas		1,213,903		1,433,415	+18.1		12,045
Total	Y	5,654,853	Y	6,206,090	+9.7 %	\$	52,152

Classification of Geographic Segment Information shows sales and operating revenue recognized by location of customers.

Consolidated Statements of Income (Unaudited)

(Millions of yen, millions of U.S. dollars, except per share amounts)
Third quarter ended December 31

Sales and operating revenue		2005		2006	Change		2006
					%		

Edgar Filing: SONY CORP - Form 6-K

-----	-----	-----	-----	-----
Net sales	Y 2,165,618	Y 2,413,485		\$ 20,281
Financial service revenue	184,586	167,060		1,404
Other operating revenue	24,882	27,130		228
	-----	-----		-----
	2,375,086	2,607,675	+9.8	21,913
Costs and expenses:				
Cost of sales	1,574,321	1,820,172		15,296
Selling, general and administrative	447,277	470,346		3,952
Financial service expenses	137,337	141,621		1,190
(Gain) loss on sale, disposal or impairment of assets, net	5,806	(3,371)		(28)
	-----	-----		-----
	2,164,741	2,428,768		20,410
Operating income	210,345	178,907	-14.9	1,503
Other income:				
Interest and dividends	6,633	5,914		50
Gain on sale of securities investments, net	2,447	4,867		41
Gain on change in interest in subsidiaries and equity investees	18,946	11,377		96
Other	5,254	2,533		21
	-----	-----		-----
	33,280	24,691		208
Other expenses:				
Interest	7,983	9,064		76
Loss on devaluation of securities investments	171	294		2
Foreign exchange loss, net	2,223	10,309		87
Other	7,342	4,116		35
	-----	-----		-----
	17,719	23,783		200
	-----	-----		-----
Income before income taxes	225,906	179,815	-20.4	1,511
Income taxes	75,749	61,530		517
	-----	-----		-----
Income before minority interest and equity in net income of affiliated companies	150,157	118,285	-21.2	994
Minority interest in income of consolidated subsidiaries	715	1,369		12
Equity in net income	19,502	43,001		362

Edgar Filing: SONY CORP - Form 6-K

of affiliated companies						
Net income	Y	168,944	Y	159,917	-5.3	\$ 1,344
Per share data:						
Common stock						
Net income						
- Basic	Y	169.36	Y	159.70	-5.7	\$ 1.34
- Diluted		161.60		152.49	-5.6	1.28

(Millions of yen, millions of U.S. dollars, except per share amounts)

		2005		2006	Change	2006
		-----		-----	-----	-----
Sales and operating revenue:					%	
Net sales	Y	5,080,764	Y	5,680,568		\$ 47,736
Financial service revenue		503,277		447,798		3,763
Other operating revenue		70,812		77,724		653
		-----		-----		-----
		5,654,853		6,206,090	+9.7	52,152
Costs and expenses:						
Cost of sales		3,850,900		4,318,663		36,291
Selling, general and administrative expenses		1,097,032		1,303,483		10,954
Financial service expenses		394,202		393,195		3,304
Loss on sale, disposal or impairment of assets, net		34,401		5,627		47
		-----		-----		-----
		5,376,535		6,020,968		50,596
Operating income		278,318		185,122	-33.5	1,556
Other income:						
Interest and dividends		17,476		17,856		150
Gain on sale of securities investments, net		8,847		9,319		79
Gain on change in interest in subsidiaries and equity investees		57,477		31,452		264
Other		16,080		12,964		109
		-----		-----		-----
		99,880		71,591		602
Other expenses:						
Interest		19,964		20,449		172
Loss on devaluation of securities investments		3,115		1,044		9
Foreign exchange loss, net		3,289		13,803		116
Other		17,638		13,696		115
		-----		-----		-----
		44,006		48,992		412

Edgar Filing: SONY CORP - Form 6-K

	-----		-----		-----
Income before income taxes	334,192		207,721	-37.8	1,746
Income taxes	152,943		78,746		662
Income before minority interest and equity in net income of affiliated companies	181,249		128,975	-28.8	1,084
Minority interest in income (loss) of consolidated subsidiaries	(1,093)		1,431		12
Equity in net income of affiliated companies	7,807		66,344		557
Net income	Y 190,149	Y	193,888	+2.0	\$ 1,629
Per share data:					
Common stock					
Net income					
- Basic	Y 189.45	Y	193.64	+2.2	\$ 1.63
- Diluted	180.76		184.81	+2.2	1.55

Consolidated Balance Sheets (Unaudited)

	(Millions of yen, millions of U.S. dollars)			
	December	March	December	December
	31	31	31	31
ASSETS	2005	2006	2006	2006
	-----	-----	-----	-----
Current assets:				
Cash and cash equivalents	Y 615,072	Y 703,098	Y 733,323	\$ 6,162
Marketable securities	527,689	536,968	488,585	4,106
Notes and accounts receivable, trade	1,448,520	1,075,071	1,811,216	15,220
Allowance for doubtful accounts and sales returns	(100,516)	(89,563)	(112,641)	(947)
Inventories	751,545	804,724	966,205	8,119
Deferred income taxes	177,123	221,311	247,536	2,080
Prepaid expenses and other current assets	570,661	517,915	705,928	5,934
	-----	-----	-----	-----
	3,990,094	3,769,524	4,840,152	40,674
Film costs	371,895	360,372	337,616	2,837

Edgar Filing: SONY CORP - Form 6-K

Investments and advances:				
Affiliated companies	299,996	285,870	445,544	3,744
Securities investments and other	3,083,230	3,234,037	3,382,862	28,427
	-----	-----	-----	-----
	3,383,226	3,519,907	3,828,406	32,171
Property, plant and equipment:				
Land	182,297	178,844	173,262	1,456
Buildings	954,464	926,783	1,002,042	8,421
Machinery and equipment	2,370,265	2,327,676	2,477,664	20,821
Construction in progress	76,774	116,149	61,754	519
Less-Accumulated depreciation	(2,202,122)	(2,160,905)	(2,262,609)	(19,014)
	-----	-----	-----	-----
	1,381,678	1,388,547	1,452,113	12,203
Other assets:				
Intangibles, net	194,959	207,034	215,145	1,808
Goodwill	296,601	299,024	301,643	2,535
Deferred insurance acquisition costs	389,933	383,156	394,527	3,315
Deferred income taxes	183,349	178,751	156,032	1,311
Other	474,700	501,438	415,227	3,489
	-----	-----	-----	-----
	1,539,542	1,569,403	1,482,574	12,458
	-----	-----	-----	-----
Y	10,666,435	Y10,607,753	Y 11,940,861	\$ 100,343
	-----	-----	-----	-----

LIABILITIES AND STOCKHOLDERS' EQUITY

Current liabilities:				
Short-term borrowings	Y 198,969	Y 142,766	Y 316,203	\$ 2,657
Current portion of long-term debt	200,763	193,555	45,304	381
Notes and accounts payable, trade	925,997	813,332	1,174,004	9,866
Accounts payable, other and accrued expenses	828,850	854,886	971,932	8,167
Accrued income and other taxes	93,721	87,295	54,484	458
Deposits from customers in the banking business	601,446	599,952	717,528	6,030
Other	487,502	508,442	480,118	4,034
	-----	-----	-----	-----
	3,337,248	3,200,228	3,759,573	31,593
Long-term liabilities:				
Long-term debt	650,514	764,898	1,003,159	8,430

Edgar Filing: SONY CORP - Form 6-K

Accrued pension and severance costs	222,834	182,247	170,501	1,433
Deferred income taxes	193,193	216,497	254,331	2,137
Future insurance policy benefits and other	2,680,265	2,744,321	2,960,559	24,879
Other	248,953	258,609	290,970	2,444
	-----	-----	-----	-----
	3,995,759	4,166,572	4,679,520	39,323
Minority interest in consolidated subsidiaries	37,014	37,101	41,967	353
Stockholders' equity:				
Capital stock	621,775	624,124	625,305	5,255
Additional paid-in capital	1,134,289	1,136,638	1,140,639	9,585
Retained earnings	1,681,691	1,602,654	1,780,228	14,960
Accumulated other comprehensive income	(138,330)	(156,437)	(82,928)	(697)
Treasury stock, at cost	(3,011)	(3,127)	(3,443)	(29)
	-----	-----	-----	-----
	3,296,414	3,203,852	3,459,801	29,074
	-----	-----	-----	-----
	Y 10,666,435	Y 10,607,753	Y 11,940,861	\$ 100,343
	-----	-----	-----	-----

Consolidated Statements of Cash Flows (Unaudited)

	(Millions of yen, millions of U.S. dollars)		
	Nine months ended December 31		
	2005	2006	2006
	-----	-----	-----
Cash flows from operating activities:			
Net income	Y 190,149	Y 193,888	\$ 1,629
Adjustments to reconcile net income to net cash provided by operating activities:			
Depreciation and amortization, including amortization of deferred insurance acquisition costs	278,259	284,854	2,394
Amortization of film costs	190,603	261,327	2,196
Accrual for pension and severance costs, less payments	(4,146)	(8,109)	(68)
Gain on the transfer to the Japanese Government of the substitutional portion of employee pension fund, net	(73,472)	-	-
Loss on sale, disposal or impairment of assets, net	34,401	5,627	47
Gain on sale or loss on devaluation of securities investments, net	(5,732)	(8,275)	(70)

Edgar Filing: SONY CORP - Form 6-K

Gain on evaluation of marketable securities held in the financial service business for trading purpose, net	(42,919)	(10,756)	(89)
Gain on change in interest in subsidiaries and equity investees	(57,477)	(31,452)	(264)
Deferred income taxes	80,709	26,418	222
Equity in net income of affiliated companies, net of dividends	(4,160)	(64,226)	(540)
Changes in assets and liabilities:			
Increase in notes and accounts receivable, trade	(325,032)	(664,338)	(5,583)
Increase in inventories	(90,694)	(139,796)	(1,175)
Increase in film costs	(251,836)	(236,775)	(1,990)
Increase in notes and accounts payable, trade	104,058	351,645	2,955
Increase (Decrease) in accrued income and other taxes	27,061	(20,579)	(173)
Increase in future insurance policy benefits and other	110,014	127,210	1,069
Increase in deferred insurance acquisition costs	(47,667)	(46,133)	(388)
(Increase) Decrease in marketable securities held in the financial service business for trading purpose	(29,896)	16,969	143
Increase in other current assets	(66,110)	(82,246)	(691)
Increase in other current liabilities	101,471	120,176	1,010
Other	6,678	81,396	684
	-----	-----	-----
Net cash provided by operating activities	124,262	156,825	1,318
	-----	-----	-----
Cash flows from investing activities:			
Payments for purchases of fixed assets	(326,200)	(410,217)	(3,447)
Proceeds from sales of fixed assets	11,632	41,580	349
Payments for investments and advances by financial service business	(1,061,286)	(651,961)	(5,479)
Payments for investments and advances (other than financial service business)	(20,944)	(92,163)	(774)
Proceeds from maturities of marketable securities, sales of securities investments and collections of advances by financial service business	722,132	488,153	4,102
Proceeds from maturities of marketable securities,	22,202	15,415	130

Edgar Filing: SONY CORP - Form 6-K

sales of securities			
investments and collections			
of advances (other than			
financial service business)			
Proceeds from sales of	72,045	43,157	362
subsidiaries' and			
equity investees' stocks			
Other	(198)	(1,349)	(11)
	-----	-----	-----
Net cash used in investing	(580,617)	(567,385)	(4,768)
activities			
Cash flows from financing			
activities:			
Proceeds from issuance of	127,653	267,085	2,244
long-term debt			
Payments of long-term debt	(132,776)	(179,492)	(1,508)
Increase in short-term	73,731	256,577	2,156
borrowings			
Increase in deposits from	160,348	206,420	1,735
customers in the financial			
service business			
Increase (Decrease) in	52,800	(92,700)	(779)
call money and bills sold			
in the banking business			
Dividends paid	(24,853)	(25,085)	(211)
Other	7,182	1,916	16
	-----	-----	-----
Net cash provided by	264,085	434,721	3,653
financing activities	-----	-----	-----
Effect of exchange rate changes	28,239	6,064	51
on cash and cash equivalents	-----	-----	-----
Net increase (decrease) in cash	(164,031)	30,225	254
and cash equivalents			
Cash and cash equivalents at	779,103	703,098	5,908
beginning of the fiscal year	-----	-----	-----
Cash and cash equivalents at	Y615,072	Y733,323	\$6,162
December 31	-----	-----	-----

(Notes)

1. U.S. dollar amounts have been translated from yen, for convenience only, at the rate of Y119 = U.S. \$1, the approximate Tokyo foreign exchange market rate as of December 29, 2006.
2. As of December 31, 2006, Sony had 949 consolidated subsidiaries (including variable interest entities). It has applied the equity accounting method in respect to 61 affiliated companies.
3. Prior to December 1, 2005, Sony calculated and presented per share data separately for Sony's common stock and for the subsidiary tracking stock applying "two-class" method based on Statement of Financial Accounting Standards ("FAS") No.128, "Earnings per Share". On October 26, 2005, the Board of Directors of Sony

Edgar Filing: SONY CORP - Form 6-K

Corporation decided to terminate all shares of subsidiary tracking stock with the method of compulsory conversion to shares of Sony's common stock. All shares of subsidiary tracking stock were converted to shares of Sony's common stock on December 1, 2005. As a result of the conversion, earnings per share of the subsidiary tracking stock has not been presented since the third quarter of the fiscal year ended March 31, 2006.

Weighted-average number of outstanding shares used for computation of earnings per share of common stock are as follows. The dilutive effect in the weighted-average number of outstanding shares mainly resulted from convertible bonds.

Weighted-average number of outstanding shares -----	(Thousands of shares)	
	Third quarter ended December 31	
	2005	2006
	-----	-----
Net income		
- Basic	997,683	1,001,333
- Diluted	1,045,558	1,048,692

Weighted-average number of outstanding shares -----	(Thousands of shares)	
	Nine months ended December 31	
	2005	2006
	-----	-----
Net income		
- Basic	996,764	1,001,276
- Diluted	1,044,546	1,049,130

4. Sony's comprehensive income is comprised of net income and other comprehensive income. Other comprehensive income includes changes in unrealized gains or losses on securities, unrealized gains or losses on derivative instruments, minimum pension liabilities adjustments and foreign currency translation adjustments. Net income, other comprehensive income and comprehensive income for the third quarter and the nine months of the fiscal year ended March 31, 2006 and for the third quarter and the nine months of the fiscal year ending March 31, 2007 were as follows:

(Millions of yen, millions of U.S. dollars)

	Third quarter ended December 31			Nine months ended December 31		
	-----	-----	-----	-----	-----	-----
	2005	2006	2006	2005	2006	2006
	-----	-----	-----	-----	-----	-----
Net income	Y168,944	Y159,917	\$1,344	Y190,149	Y193,888	\$1,629
Other comprehensive						

Edgar Filing: SONY CORP - Form 6-K

income :						
Unrealized gains (losses) on securities	49,614	3,515	29	82,588	(18,174)	(153)
Unrealized gains (losses) on derivative instruments	272	947	8	1,004	(79)	(0)
Minimum pension liabilities adjustments	(3)	(1,906)	(16)	31,429	(4,553)	(38)
Foreign currency translation adjustments	78,443	59,138	497	132,324	96,315	809
	-----	-----	-----	-----	-----	-----
	128,326	61,694	518	247,345	73,509	618
-----	-----	-----	-----	-----	-----	-----
Comprehensive income	Y297,270	Y221,611	\$1,862	Y437,494	Y267,397	\$2,247
-----	-----	-----	-----	-----	-----	-----

5. Effective April 1, 2006, Sony reclassified royalty income as a component of sales and operating revenue, rather than as a component of other income as previously recorded. In connection with this reclassification, sales and operating revenue, operating income and other income for the third quarter and the nine months of the fiscal year ended March 31, 2006 have been reclassified to conform with the presentation of these items for the third quarter and the nine months of the fiscal year ending March 31, 2007. Royalty income for the third quarter and the nine months of the fiscal year ended March 31, 2006 was Y7,529 million and Y24,878 million, respectively. Royalty income for the third quarter and the nine months of the fiscal year ending March 31, 2007 was Y9,548 million and Y25,492 million, respectively. These amounts were recorded primarily within the Electronics segment.

6. In December 2004, the Financial Accounting Standards Board ("FASB") issued FAS No. 123 (revised 2004), "Share-Based Payment" ("FAS No. 123(R)"). This statement requires the use of the fair value based method of accounting for employee stock-based compensation and eliminates the alternative to use of the intrinsic value method prescribed by APB No. 25. With limited exceptions, FAS No. 123(R) requires that the grant-date fair value of share-based payments to employees be expensed over the period the service is received. Sony had accounted for its employee stock-based compensation in accordance with the intrinsic value method prescribed by APB No. 25 and its related interpretations and had disclosed the net effect on net income and net income per share allocated to the common stock if Sony had applied the fair value recognition provisions of FAS No. 123 to stock-based compensation. Sony adopted FAS No. 123(R) on April 1, 2006. Sony elected the modified prospective method of transition prescribed in FAS No. 123(R), which requires that compensation expense be recorded for all unvested stock acquisition rights as the requisite service is rendered beginning with the first period of adoption. As a result of

Edgar Filing: SONY CORP - Form 6-K

adoption of FAS No. 123(R), Sony's operating income decreased Y693 million and Y2,090 million for the third quarter and the nine months of the fiscal year ending March 31, 2007, respectively.

7. In February 2006, the FASB issued FAS No. 155, "Accounting for Certain Hybrid Financial Instruments", an amendment of FAS No. 133 and FAS No. 140. This statement permits an entity to elect fair value remeasurement for any hybrid financial instrument if the hybrid instrument contains an embedded derivative that would otherwise be required to be bifurcated and accounted for separately under FAS No. 133. The election to measure the hybrid instrument at fair value is made on an instrument-by-instrument basis and is irreversible. The statement is effective for all financial instruments acquired, issued, or subject to a remeasurement event occurring after the beginning of an entity's fiscal years beginning after September 15, 2006, with earlier adoption permitted as of the beginning of fiscal year, provided that financial statements for any interim period of that fiscal year have not been issued. Sony early adopted FAS No. 155 on April 1, 2006. As a result of adoption of FAS No. 155, Sony's operating income increased approximately Y0.4 billion and Y0.5 billion for the third quarter and the nine months of the fiscal year ending March 31, 2007, respectively. Additionally, on April 1, 2006, Sony recognized Y3,785 million of loss (net of income taxes of Y2,148 million) as a cumulative-effect adjustment to beginning retained earnings.

Other Consolidated Financial Data

(Millions of yen, millions of U.S. dollars)

	Third quarter ended December 31			
	2005	2006	Change	2006
	-----	-----	-----	-----
Capital expenditures (additions to property, plant and equipment)	Y76,139	Y87,965	+15.5%	\$739
Depreciation and amortization expenses*	96,843	99,935	+ 3.2	840
(Depreciation expenses for tangible assets)	(79,780)	(80,477)	+0.9	(676)
R&D expenses	121,668	133,522	+ 9.7	1,122

(Millions of yen, millions of U.S. dollars)

	Nine months ended December 31			
	2005	2006	Change	2006
	-----	-----	-----	-----
Capital expenditures (additions to property, plant and equipment)	Y261,920	Y312,045	+19.1%	\$2,622
Depreciation and amortization expenses*	278,259	284,854	+ 2.4	2,394
(Depreciation expenses for tangible assets)	(226,506)	(225,969)	-0.2	(1,899)
R&D expenses	371,425	396,377	+ 6.7	3,331

Edgar Filing: SONY CORP - Form 6-K

* Including amortization expenses for intangible assets and for deferred insurance acquisition costs

(Condensed Financial Services Financial Statements)

The results of the Financial Services segment are included in Sony's consolidated financial statements. The following schedules show unaudited condensed financial statements for the Financial Services segment and all other segments excluding Financial Services.

These presentations are not required under U.S. GAAP, which is used in Sony's consolidated financial statements. However, because the Financial Services segment is different in nature from Sony's other segments, Sony believes that a comparative presentation may be useful in understanding and analyzing Sony's consolidated financial statements.

Transactions between the Financial Services segment and Sony without Financial Services are eliminated in the consolidated figures shown below.

Condensed Statements of Income (Unaudited)

(Millions of yen, millions of U.S. dollars)
Financial Services Third quarter ended December 31

	2005	2006	Change	2006
	-----	-----	-----	-----
			%	
Financial service revenue	Y190,391	Y172,910	-9.2	\$1,453
Financial service expenses	143,343	147,440	+2.9	1,239
	-----	-----		-----
Operating income	47,048	25,470	-45.9	214
Other income (expenses), net	1,412	5,893	+317.4	50
	-----	-----		-----
Income before income taxes	48,460	31,363	-35.3	264
Income taxes and other	17,086	11,868	-30.5	100
	-----	-----		-----
Net income	Y31,374	Y19,495	-37.9	\$164
	-----	-----		-----

(Millions of yen, millions of U.S. dollars)
Sony without Financial Services Third quarter ended December 31

	2005	2006	Change	2006
	-----	-----	-----	-----
			%	
Net sales and operating revenue	Y2,192,428	Y2,442,878	+11.4	\$20,528
Costs and expenses	2,029,276	2,289,791	+12.8	19,242
	-----	-----		-----
Operating income	163,152	153,087	-6.2	1,286

Edgar Filing: SONY CORP - Form 6-K

Other income (expenses), net	14,294	(4,634)	-	(38)
	-----	-----		-----
Income before income taxes	177,446	148,453	-16.3	1,248
Income taxes and other	39,875	8,031	-79.9	68
	-----	-----		-----
Net income	Y137,571	Y140,422	+2.1	\$1,180
	-----	-----		-----

(Millions of yen, millions of U.S. dollars)

Consolidated	Third quarter ended December 31			
	2005	2006	Change	2006
	-----	-----	-----	-----
			%	
Financial service revenue	Y184,586	Y167,060	-9.5	\$1,404
Net sales and operating revenue	2,190,500	2,440,615	+11.4	20,509
	-----	-----		-----
	2,375,086	2,607,675	+9.8	21,913
Costs and expenses	2,164,741	2,428,768	+12.2	20,410
	-----	-----		-----
Operating income	210,345	178,907	-14.9	1,503
Other income (expenses), net	15,561	908	-94.2	8
	-----	-----		-----
Income before income taxes	225,906	179,815	-20.4	1,511
Income taxes and other	56,962	19,898	-65.1	167
	-----	-----		-----
Net income	Y168,944	Y159,917	-5.3	\$1,344
	-----	-----		-----

Condensed Statements of Income (Unaudited)

(Millions of yen, millions of U.S. dollars)

Financial Services	Nine months ended December 31			
	2005	2006	Change	2006
	-----	-----	-----	-----
			%	
Financial service revenue	Y520,087	Y465,112	-10.6	\$3,909
Financial service expenses	411,070	410,496	-0.1	3,450
	-----	-----		-----
Operating income	109,017	54,616	-49.9	459
Other income (expenses), net	24,646	5,698	-76.9	48
	-----	-----		-----
Income before income taxes	133,663	60,314	-54.9	507
Income taxes and other	49,325	21,794	-55.8	183
	-----	-----		-----
Net income	Y84,338	Y38,520	-54.3	\$324
	-----	-----		-----

(Millions of yen, millions of U.S. dollars)

Edgar Filing: SONY CORP - Form 6-K

Sony without Financial Services	Nine months ended December 31			
	2005	2006	Change	2006
	-----	-----	-----	-----
			%	
Net sales and operating revenue	Y5,157,684	Y5,765,255	+11.8	\$48,448
Costs and expenses	4,989,392	5,635,762	+13.0	47,360
	-----	-----		-----
Operating income	168,292	129,493	-23.1	1,088
Other income (expenses), net	32,107	24,025	-25.2	202
	-----	-----		-----
Income before income taxes	200,399	153,518	-23.4	1,290
Income taxes and other	94,718	(8,125)	-	(68)
	-----	-----		-----
Net income	Y105,681	Y161,643	+53.0	\$1,358
	-----	-----		-----

(Millions of yen, millions of U.S. dollars)

Consolidated	Nine months ended December 31			
	2005	2006	Change	2006
	-----	-----	-----	-----
			%	
Financial service revenue	Y503,277	Y447,798	-11.0	\$3,763
Net sales and operating revenue	5,151,576	5,758,292	+11.8	48,389
	-----	-----		-----
Costs and expenses	5,654,853	6,206,090	+9.7	52,152
	5,376,535	6,020,968	+12.0	50,596
	-----	-----		-----
Operating income	278,318	185,122	-33.5	1,556
Other income (expenses), net	55,874	22,599	-59.6	190
	-----	-----		-----
Income before income taxes	334,192	207,721	-37.8	1,746
Income taxes and other	144,043	13,833	-90.4	117
	-----	-----		-----
Net income	Y190,149	Y193,888	+2.0	\$1,629
	-----	-----		-----

Condensed Balance Sheet (Unaudited)

(Millions of yen, millions of U.S. dollars)

Financial Services	December	March	December	December
	31	31	31	31
	2005	2006	2006	2006
	-----	-----	-----	-----
ASSETS				
Current assets:				

Edgar Filing: SONY CORP - Form 6-K

Cash and cash equivalents	Y176,411	Y117,630	Y222,442	\$1,869
Marketable securities	523,612	532,895	485,502	4,080
Other	206,092	200,929	303,162	2,548
	-----	-----	-----	-----
	906,115	851,454	1,011,106	8,497
Investments and advances	2,964,784	3,131,269	3,298,833	27,721
Property, plant and equipment	36,339	37,422	39,214	330
Other assets:				
Deferred insurance acquisition costs	389,933	383,156	394,527	3,315
Other	141,837	164,827	107,280	901
	-----	-----	-----	-----
	531,770	547,983	501,807	4,216
	-----	-----	-----	-----
	Y4,439,008	Y4,568,128	Y4,850,960	\$40,764
	-----	-----	-----	-----

LIABILITIES AND STOCKHOLDERS' EQUITY

Current liabilities:				
Short-term borrowings	Y94,848	Y136,723	Y69,563	\$585
Notes and accounts payable, trade	12,142	11,707	14,935	126
Deposits from customers in the banking business	601,446	599,952	717,528	6,030
Other	128,119	169,956	134,785	1,131
	-----	-----	-----	-----
	836,555	918,338	936,811	7,872
Long-term liabilities:				
Long-term debt	134,785	128,097	131,671	1,106
Accrued pension and severance costs	13,614	13,479	13,038	110
Future insurance policy benefits and other	2,680,265	2,744,321	2,960,559	24,879
Other	189,180	170,294	198,987	1,671
	-----	-----	-----	-----
	3,017,844	3,056,191	3,304,255	27,766
Minority interest in consolidated subsidiaries	4,054	4,089	4,587	39
Stockholders' equity	580,555	589,510	605,307	5,087
	-----	-----	-----	-----
	Y4,439,008	Y4,568,128	Y4,850,960	\$40,764
	-----	-----	-----	-----

	(Millions of yen, millions of U.S. dollars)			
Sony without Financial Services ASSETS	December 31 2005	March 31 2006	December 31 2006	December 31 2006
	-----	-----	-----	-----
Current assets:				
Cash and cash equivalents	Y438,661	Y585,468	Y510,881	\$4,293

Edgar Filing: SONY CORP - Form 6-K

Marketable securities	4,077	4,073	3,083	26
Notes and accounts receivable, trade	1,337,504	973,675	1,676,464	14,088
Other	1,334,372	1,393,306	1,692,507	14,223
	-----	-----	-----	-----
	3,114,614	2,956,522	3,882,935	32,630
Film costs	371,895	360,372	337,616	2,837
Investments and advances	500,288	474,568	614,597	5,165
Investments in Financial Services, at cost	187,400	187,400	187,400	1,575
Property, plant and equipment	1,345,339	1,351,125	1,412,900	11,873
Other assets	1,079,943	1,056,726	1,029,913	8,654
	-----	-----	-----	-----
	Y6,599,479	Y6,386,713	Y7,465,361	\$62,734
	-----	-----	-----	-----

LIABILITIES AND STOCKHOLDERS' EQUITY

Current liabilities:

Short-term borrowings	Y321,783	Y225,082	Y338,052	\$2,841
Notes and accounts payable, trade	916,700	804,394	1,160,617	9,753
Other	1,296,755	1,299,809	1,387,184	11,657
	-----	-----	-----	-----
	2,535,238	2,329,285	2,885,853	24,251

Long-term liabilities:

Long-term debt	595,784	701,372	927,711	7,796
Accrued pension and severance costs	209,220	168,768	157,463	1,323
Other	323,070	352,457	415,043	3,487
	-----	-----	-----	-----
	1,128,074	1,222,597	1,500,217	12,606

Minority interest in consolidated subsidiaries	32,571	32,623	36,363	306
Stockholders' equity	2,903,596	2,802,208	3,042,928	25,571
	-----	-----	-----	-----
	Y6,599,479	Y6,386,713	Y7,465,361	\$62,734
	-----	-----	-----	-----

	(Millions of yen, millions of U.S. dollars)			
Consolidated	December	March	December	December
	31	31	31	31
ASSETS	2005	2006	2006	2006
	-----	-----	-----	-----
Current assets:				
Cash and cash equivalents	Y615,072	Y703,098	Y733,323	\$6,162
Marketable securities	527,689	536,968	488,585	4,106
Notes and accounts receivable, trade	1,348,004	985,508	1,698,575	14,273
Other	1,499,329	1,543,950	1,919,669	16,133
	-----	-----	-----	-----
	3,990,094	3,769,524	4,840,152	40,674

Edgar Filing: SONY CORP - Form 6-K

Film costs	371,895	360,372	337,616	2,837
Investments and advances	3,383,226	3,519,907	3,828,406	32,171
Property, plant and equipment	1,381,678	1,388,547	1,452,113	12,203
Other assets:				
Deferred insurance acquisition costs	389,933	383,156	394,527	3,315
Other	1,149,609	1,186,247	1,088,047	9,143
	-----	-----	-----	-----
	1,539,542	1,569,403	1,482,574	12,458
	-----	-----	-----	-----
	Y10,666,435	Y10,607,753	Y11,940,861	\$100,343
	-----	-----	-----	-----

LIABILITIES AND STOCKHOLDERS' EQUITY

Current liabilities:

Short-term borrowings	Y399,732	Y336,321	Y361,507	\$3,038
Notes and accounts payable, trade	925,997	813,332	1,174,004	9,866
Deposits from customers in the banking business	601,446	599,952	717,528	6,030
Other	1,410,073	1,450,623	1,506,534	12,659
	-----	-----	-----	-----
	3,337,248	3,200,228	3,759,573	31,593

Long-term liabilities:

Long-term debt	650,514	764,898	1,003,159	8,430
Accrued pension and severance costs	222,834	182,247	170,501	1,433
Future insurance policy benefits and other	2,680,265	2,744,321	2,960,559	24,879
Other	442,146	475,106	545,301	4,581
	-----	-----	-----	-----
	3,995,759	4,166,572	4,679,520	39,323

Minority interest in consolidated subsidiaries	37,014	37,101	41,967	353
Stockholders' equity	3,296,414	3,203,852	3,459,801	29,074
	-----	-----	-----	-----
	Y10,666,435	Y10,607,753	Y11,940,861	\$100,343
	-----	-----	-----	-----

Condensed Statements of Cash Flows (Unaudited)

(Millions of yen, millions of U.S. dollars)

Financial Services

Nine months ended December 31

	2005	2006	2006
	-----	-----	-----

Edgar Filing: SONY CORP - Form 6-K

Net cash provided by operating activities	Y79,798	Y170,258	\$1,431
Net cash used in investing activities	(371,441)	(199,042)	(1,673)
Net cash provided by financing activities	208,683	133,596	1,123
	-----	-----	-----
Net increase (decrease) in cash and cash equivalents	(82,960)	104,812	881
Cash and cash equivalents at beginning of the fiscal year	259,371	117,630	988
	-----	-----	-----
Cash and cash equivalents at December 31	Y176,411	Y222,442	\$1,869
	-----	-----	-----

(Millions of yen, millions of U.S. dollars)

Sony without Financial Services	2005	2006	2006
	-----	-----	-----
Net cash provided by (used in) operating activities	Y43,704	Y(11,574)	\$(97)
Net cash used in investing activities	(203,931)	(374,679)	(3,149)
Net cash provided by financing activities	50,917	305,602	2,568
Effect of exchange rate changes on cash and cash equivalents	28,239	6,064	51
	-----	-----	-----
Net decrease in cash and cash equivalents	(81,071)	(74,587)	(627)
Cash and cash equivalents at beginning of the fiscal year	519,732	585,468	4,920
	-----	-----	-----
Cash and cash equivalents at December 31	Y438,661	Y510,881	\$4,293
	-----	-----	-----

(Millions of yen, millions of U.S. dollars)

Consolidated	2005	2006	2006
	-----	-----	-----
Net cash provided by operating activities	Y124,262	Y156,825	\$1,318
Net cash used in investing activities	(580,617)	(567,385)	(4,768)
Net cash provided by financing activities	264,085	434,721	3,653
Effect of exchange rate changes on cash and cash equivalents	28,239	6,064	51
	-----	-----	-----
Net increase (decrease) in cash and cash equivalents	(164,031)	30,225	254
Cash and cash equivalents at beginning of the	779,103	703,098	5,908

Edgar Filing: SONY CORP - Form 6-K

fiscal year	-----	-----	-----
Cash and cash equivalents at December 31	Y615,072	Y733,323	\$6,162
	-----	-----	-----

Investor Relations Contacts:

Tokyo	New York	London
Takao Yuhara	Sam Levenson/ Justin Hill/ Miki Emura	Shinji Tomita
+81-(0)3-5448-2180	+1-212-833-6722	+44-(0)20-7444-9713

Home Page: <http://www.sony.net/IR/>