

Edgar Filing: SONY CORP - Form 6-K

SONY CORP  
Form 6-K  
October 28, 2004

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 October, 2004  
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  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)

By:\_\_\_ /s/ Katsumi Ihara  
(Signature)

Katsumi Ihara  
Executive Deputy President,  
Group Chief Strategy Officer

# Edgar Filing: SONY CORP - Form 6-K

and Chief Financial Officer

Date: October 28, 2004

List of materials

Documents attached hereto:

i) A press release regarding Consolidated Financial Results for the Second Quarter Ended September 30, 2004

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

No: 04-054E  
3:00 P.M. JST, October 28, 2004

## Consolidated Financial Results for the Second Quarter Ended September 30, 2004

Tokyo, October 28, 2004 -- Sony Corporation today announced its consolidated results for the second quarter ended September 30, 2004 (July 1, 2004 to September 30, 2004).

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

	Second quarter ended September 30			
	2003	2004	Change in	2004*
			Yen	
Sales and operating revenue	Y1,797.0	Y1,702.3	-5.3%	\$15,336
Operating income	33.2	43.4	+30.6	391
Income before income taxes	44.1	63.3	+43.6	570
Equity in net income of affiliated companies	2.9	6.1	+109.6	55
Net income	32.9	53.2	+61.6	479
Net income per share of common stock				
- Basic	Y35.69	Y57.50	+61.1%	\$0.52
- Diluted	33.48	53.76	+60.6	0.48

\* U.S. dollar amounts have been translated from yen, for convenience only, at the rate of Y111=U.S.\$1, the approximate Tokyo foreign exchange market rate as of September 30, 2004.

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

## Edgar Filing: SONY CORP - Form 6-K

Consolidated Results for the Second Quarter Ended September 30, 2004

Sales and operating revenue ("sales") decreased 5.3% compared with the same quarter of the previous fiscal year; on a local currency basis sales decreased 2%. (For all references herein to results on a local currency basis, see Note I.)

In the Electronics segment, although sales to outside customers increased 0.7%, overall sales decreased 2.5% due to a significant decline in intersegment sales to the Game segment resulting from the outsourcing of PlayStation 2 ("PS2") production to third parties in China. With respect to major products in the Electronics segment, as in the previous quarter of the current fiscal year, sales of flat panel and LCD rear projection televisions and digital still cameras increased, while sales of portable audio and CRT televisions decreased. Although there was an increase in sales of software, sales declined in the Game segment due to lower sales of hardware. In the Music segment, sales decreased because Sony BMG Music Entertainment ("Sony BMG"), a recorded music business joint venture formed with Bertelsmann AG, began to be accounted for by the equity method from August 2004 (please refer to note.) In the Pictures segment, there was an increase in sales mainly due to the contribution of theatrical revenues from Spider-Man 2. In the Financial Services segment, revenue decreased mainly due to a decrease in revenue at Sony Life Insurance Co., Ltd. ("Sony Life").

Operating income increased 30.6% (a 62% increase on a local currency basis) compared with the same quarter of the previous fiscal year.

In the Electronics segment, operating income declined mainly due to a deterioration in the cost of sales ratio, the appreciation of the yen and an increase in restructuring charges. In the Game segment, although there was an increase in software sales revenue, a very small operating loss was recorded due to lower hardware sales. In the Pictures segment, operating income was recorded, compared to an operating loss in the previous fiscal year, due to the strong theatrical performance from Spider-Man 2 and higher revenue from home entertainment releases. In the Financial Services segment, operating income increased due to higher operating income at Sony Life.

Restructuring charges, which were recorded as operating expenses, for the second quarter amounted to Y18.8 billion (\$169 million) compared to Y9.7 billion in the same quarter of the previous fiscal year. In the Electronics segment, restructuring charges were Y15.6 billion (\$141 million) compared to Y6.3 billion in the same quarter of the previous fiscal year.

Income before income taxes increased 43.6% compared to the same quarter of the previous fiscal year. An improvement in the net effect of other income and other expenses was mainly the result of the recognition of a gain of Y9.0 billion (\$81 million) from a change in interest from Monex Inc., an equity affiliate of Sony, following its business integration, by way of a share transfer, with Nikko Beans, Inc., and total gains of Y4.2 billion (\$38 million) from the sale of stock and a change in interest in a subsidiary resulting from the initial public offering of So-net M3 Inc., a consolidated subsidiary of Sony Communications Network Corporation.

The effective tax rate during the quarter was 25.6% as compared to 23.4% for the same quarter of the previous fiscal year. The effective tax rate was lower than the statutory tax rate in Japan during the quarter primarily due to the use of foreign tax credit carryforwards

## Edgar Filing: SONY CORP - Form 6-K

against taxable income recorded in the U.S.

Equity in net income of affiliated companies of ¥6.1 billion (\$55 million) was recorded, a 109.6% increase from the same quarter of the previous fiscal year. Sony Ericsson Mobile Communications AB ("Sony Ericsson") contributed ¥6.0 billion (\$54 million) to equity in net income, a 50% increase from the same quarter of the previous year. In addition, equity in net income of affiliated companies for the second quarter of the current fiscal year reflects the two months of operating results for Sony BMG since its establishment. Mainly due to restructuring charges, an equity in net loss of ¥1.4 billion (\$12 million) was recorded from Sony BMG.

Net income, as a result, increased 61.6% compared to the same quarter of the previous fiscal year.

Remarks by Nobuyuki Idei, Chairman and Group CEO of Sony Corporation

We achieved increased operating income for our consolidated results for this second quarter, primarily due to a significant improvement in the profitability of our Pictures business. Net income also increased significantly, partly due to the contribution of equity in net income of affiliated companies, primarily that from Sony Ericsson.

With regard to the Electronics segment, in anticipation of the year-end sales season we are introducing competitive new products in such key categories as digital AV products, including our new line-up of flat panel televisions that are highly differentiated from those of our competitors. Within the Music segment, we saw the establishment in August of Sony BMG. This joint venture has already embarked on a process of restructuring, with the aim of improving profitability through enhanced management efficiencies and increased business size. Within the Pictures segment as well, Sony and our four consortium partners have entered into a definitive agreement for the purchase of Metro-Goldwyn-Mayer Inc. ("MGM").

Looking forward, we are working towards improved profitability by focusing strategic resources in key business areas, as well as making use of alliances with other companies.

Operating Performance Highlights by Business Segment

Note: As of August 1, 2004, Sony and Bertelsmann AG combined their recorded music businesses in a joint venture. The newly formed company, known as Sony BMG, is 50% owned by each parent company. Under U.S. GAAP, Sony BMG is accounted for by Sony using the equity method and, since August 1, 2004, 50% of net profits or losses of this business have been included under "Equity in net income (loss) of affiliated companies."

In connection with the establishment of this joint venture, Sony's non-Japan based disc manufacturing and physical distribution businesses, formerly included within the Music segment, have been reclassified to the Electronics segment to recognize the new management reporting structure whereby Sony's Electronics segment has now assumed responsibility for these businesses. Results for the same quarter of the previous fiscal year in the Electronics and Music segments have been restated to account for this reclassification. In the Music segment, results for the second quarter of this fiscal year only include the results of Sony Music Entertainment Inc.'s ("SMEI") recorded music business for the month of July 2004, and the full quarter results of SMEI's music publishing business and Sony

## Edgar Filing: SONY CORP - Form 6-K

Music Entertainment (Japan) Inc. ("SMEJ"). However, results for the second quarter of the previous fiscal year in the Music segment include the consolidated results for SMEI's recorded music business for all three months of the quarter, as well as the full quarter results of SMEI's publishing business and SMEJ.

### Electronics

(Billions of yen, millions of U.S. dollars)				
Second quarter ended September 30				
	2003	2004	Change in Yen	2004
Sales and operating revenue	Y1,243.8	Y1,213.3	-2.5%	\$10,931
Operating income	43.2	7.2	-83.4	65

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

Sales decreased 2.5% (1% increase on a local currency basis) due to a significant decline in intersegment sales to the Game segment primarily due to the outsourcing of PS2 game console production to third parties in China. On the other hand, sales to outside customers increased 0.7% compared to the same quarter of the previous fiscal year. There was an increase in sales of several products within the Electronics segment including digital still cameras and flat panel televisions, which both experienced increased unit sales in all geographic areas due to an expanding market; and LCD rear projection televisions, which saw increased unit sales especially in the U.S. However, CRT televisions, faced with a shift in demand towards flat panel televisions, experienced a decline in sales, as did portable audio due to intense competition.

Operating income decreased by Y36.0 billion, or 83.4% compared with the same quarter of the previous fiscal year. Although sales to outside customers increased, operating income decreased due to a deterioration in the cost of sales ratio as a result of falling prices, the appreciation of the yen, and an increase in restructuring charges. In addition, the effect of the reversal of certain previously provided patent related reserves in the same quarter of the previous fiscal year contributed to the decrease in operating income. With respect to products within the Electronics segment, the decrease in sales of portable audio and the decline in unit prices of DVD recorders, video cameras and flat panel televisions contributed to the decrease in operating income.

Inventory, as of September 30, 2004, was Y688.5 billion (\$6,203 million), a Y126.4 billion, or 22.5%, increase compared with the level as of September 30, 2003 and a Y81.6 billion, or 13.4%, increase compared with the level as of June 30, 2004.

Note: In association with the business integration of Sony Group's semiconductor manufacturing businesses, it was decided to account for semiconductor manufacturing operations inventory, which was previously recorded in the Game segment, within the Electronics segment as of the quarter beginning July 1, 2004. (Regarding the integration of Sony Group's semiconductor manufacturing operations, please refer to note 6.)

### Game

## Edgar Filing: SONY CORP - Form 6-K

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

	Second quarter ended September 30			
	2003	2004	Change in Yen	2004
Sales and operating revenue	Y161.3	Y119.6	-25.8%	\$1,078
Operating income (loss)	2.2	(0.0)	-	(0)

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

Sales decreased 25.8% compared with the same quarter of the previous fiscal year (a 25% decrease on a local currency basis) due to a decrease in sales of hardware, despite an increase in sales of software.

During the current quarter, in preparation for the launch of the new PS2 model, a strategic curtailment of production shipments of the current model, with a reduction in inventory of components, caused production shipments and inventory for the PS2 to significantly decrease when compared to the same quarter of the previous fiscal year.

Hardware: In addition to a decline of PS2 unit sales in Japan, the U.S. and Europe as a result of the aforementioned reason, strategic price reductions of the PS2 in Japan, the U.S. and Europe resulted in a decline in hardware sales.

Software: Although unit sales of and revenue from PlayStation software decreased, this was more than offset by an increase in the unit sales and revenue of PS2 software, resulting in an overall increase in software sales. Although software sales revenue decreased in Japan, revenue in the U.S. and Europe increased.

A very small operating loss was recorded, compared to operating income of Y2.2 billion in the same quarter of the previous fiscal year, mainly due to a decrease in hardware sales, despite an increase in software sales revenue.

Worldwide hardware production shipments:\*

--- PS2: 1.99 million units (a decrease of 6.79 million units)  
 --- PS one: 0.60 million units (a decrease of 0.36 million units)

Worldwide software production shipments:\*

--- PS2: 56 million units (an increase of 12 million units)  
 --- PlayStation: 3 million units (a decrease of 7 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.

Inventory, as of September 30, 2004, was Y53.4 billion (\$481 million), a Y140.2 billion, or 72.4%, decrease compared with the level as of September 30, 2003 and a Y58.1 billion, or 52.1%, decrease compared with the level as of June 30, 2004. (Regarding inventory, please refer to the note in the above Electronics segment.)

Music

## Edgar Filing: SONY CORP - Form 6-K

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

	Second quarter ended September 30			
	2003	2004	Change in Yen	2004
Sales and operating revenue	Y99.8	Y58.4	-41.5%	\$526
Operating income (loss)	(5.9)	2.2	-	20

The amounts presented above are the sum of the yen-translated results of SMEI, a U.S. based operation which aggregates the results of its worldwide subsidiaries on a U.S. dollar basis, and the results of SMEJ, a Japan based operation which aggregates results in yen. In addition, please refer to the note at the top of page 3 regarding the establishment of Sony BMG.

Sales decreased 41.5% compared with the same quarter of the previous fiscal year. Of the Music segment's sales, 38% were generated by SMEI, and 62% were generated by SMEJ. As noted above, due to the establishment of the Sony BMG joint venture, recorded music sales at SMEI in this year's second quarter include only the month of July 2004 as compared to a full three months in the same quarter of the previous fiscal year. Therefore, SMEI's results are not comparable with results in prior quarters.

SMEJ: Sales increased 8% compared with the same quarter of the previous fiscal year mainly due to increased album and singles sales. Best selling albums during the quarter included Porno Graffitti's PORNO GRAFFITTI BEST BLUE'S and PORNO GRAFFITTI BEST RED'S.

Operating income of Y2.2 billion (\$20 million) was recorded during the quarter. Although both SMEI and SMEJ recorded improved operating results compared to the same quarter of the previous fiscal year, as noted above, SMEI's results are not comparable with results in prior quarters.

SMEJ: Operating income increased compared to the same quarter of the previous fiscal year mainly due to the higher sales noted above and lower selling, general and administrative expenses resulting from reduced advertising and promotion expenses and personnel costs.

### Pictures

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

	Second quarter ended September 30			
	2003	2004	Change in Yen	2004
Sales and operating revenue	Y187.4	Y191.7	+ 2.3%	\$1,727
Operating income (loss)	(4.6)	27.4	-	247

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 2.3% compared with the same quarter of the previous fiscal year (9% increase on a U.S. dollar basis). Sales, on a U.S. dollar basis, increased primarily due to higher theatrical, home

## Edgar Filing: SONY CORP - Form 6-K

entertainment and pay television revenues from motion picture product. Led by the excellent box office performance of Spider-Man 2, the current quarter's theatrical revenues were higher, despite fewer films being released in the current fiscal year's second quarter. Home entertainment revenues benefited from the films Hellboy and 13 Going on 30 while pay television benefited from the prior year titles Bad Boys II and S.W.A.T. Revenues from television product declined slightly as higher DVD revenues from television library product were offset by the absence of a large television syndication sale, similar to last year's second quarter syndication sale of The King of Queens.

Operating income of Y27.4 billion (\$247 million) was recorded compared with an operating loss of Y4.6 billion in the same quarter of the previous fiscal year, an improvement of Y32 billion year-on-year. The current quarter received a substantial contribution from the strong results of Spider-Man 2 and lower marketing costs associated with the smaller film slate compared with the same quarter of the previous fiscal year, while results from the same quarter of the previous fiscal year included losses on certain films, most notably Gigli. The contribution from home entertainment and pay television revenues discussed above also contributed to the current quarter's operating income performance, offset slightly by the decrease in revenues from television product.

During the quarter, a consortium led by Sony Corporation of America ("SCA") and its equity partners, Providence Equity Partners, Texas Pacific Group, Comcast Corporation and DLJ Merchant Banking Partners, together with MGM, announced that they had entered into a definitive agreement under which the investor group will acquire MGM for \$12.00 in cash per MGM share, plus the assumption of MGM's approximately \$2.0 billion in debt for a total purchase price of approximately \$4.9 billion. SCA will invest approximately \$300 million and will be a minority investor. As part of this transaction, SPE will co-finance and produce new motion pictures with MGM as well as distribute MGM's existing film and television content through SPE's global distribution channels. Following the close of the transaction, MGM will continue to operate under the Metro-Goldwyn-Mayer name as a private company headquartered in Los Angeles and will be accounted for by Sony under the equity method. The acquisition is subject to MGM shareholder approval as well as regulatory approvals.

### Financial Services

	(Billions of yen, millions of U.S. dollars)			
	Second quarter ended September 30			
	2003	2004	Change in Yen	2004
Financial Services revenue	Y154.4	Y125.9	-18.5%	\$1,134
Operating income	11.3	14.9	+32.2	134

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

Financial Services revenue decreased 18.5% to Y125.9 billion (\$1,134 million) compared with the same quarter of the previous fiscal year, mainly due to a decrease in revenue at Sony Life. Revenue at Sony Life decreased by Y27.9 billion or 20.9% to Y105.9 billion (\$954 million) compared with the same quarter of the previous fiscal year\*. As of the third quarter beginning October 1, 2003, the method of recognizing insurance premiums received on certain products at Sony Life was changed from being recorded as revenues to being offset



## Edgar Filing: SONY CORP - Form 6-K

against the related provision for future insurance policy benefits. This change in revenue recognition method, which led to a decrease in revenue from insurance premiums, coupled with a deterioration in valuation gains and losses from investments, resulted in a decrease of revenue at Sony Life.

Operating income increased by ¥3.6 billion or 32.2% to ¥14.9 billion (\$134 million) compared with the same quarter of the previous fiscal year, mainly due to the losses recorded in the same quarter of the previous fiscal year by Sony Finance International Inc. associated with reorganization proceedings commenced by Crosswave Communications Inc. under the Corporate Reorganization Law of Japan during that quarter, and due to an increase in operating income at Sony Life. Despite a deterioration in valuation gains and losses from investments in the general account, operating income at Sony Life increased by ¥1.7 billion or 10.6% to ¥17.6 billion (\$159 million), mainly due to an increase in life insurance-in-force, and a decrease in the amount accrued to future benefit reserves. Overall, the amount accrued to future benefit reserves decreased due to a change in the valuation rates relating to the reserves for newly acquired policies, although there was a partial increase as a result of the introduction, from the first quarter of the current financial year, of a new accounting policy (see note 9)\*.

\*The Financial Services revenue and operating income at Sony Life are calculated on a U.S. GAAP basis. Therefore, they differ from the results that Sony Life discloses on a Japanese statutory basis. The above mentioned change in revenue recognition method did not have an impact on results on a Japanese statutory basis.

Other

	(Billions of yen, millions of U.S. dollars)			
	Second quarter ended September 30			
	2003	2004	Change in Yen	2004
Sales and operating revenue	¥64.2	¥61.6	-4.0%	\$555
Operating loss	(6.0)	(1.6)	-	(15)

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

Sales decreased 4.0% compared to the same quarter of the previous fiscal year. This was mainly the result of a decrease in intersegment sales at a Japanese subsidiary involved in the advertising agency business, in association with contract changes. However, sales increases were recorded at an animation production and marketing business and at an imported general merchandise retail business.

An operating loss of ¥1.6 billion (\$15 million) was recorded, representing an improvement of ¥4.4 billion compared with the operating loss of ¥6.0 billion recorded in the same quarter of the previous fiscal year. This improvement was mainly due to the reduction of fixed costs, primarily from business realignments at several businesses in the segment.

Operating Results for Major Affiliates Accounted for by the Equity Method

The following operating results for significant companies 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

## Edgar Filing: SONY CORP - Form 6-K

regarding operating performance.

Sony Ericsson recorded sales for the quarter ended September 30, 2004 of Euro 1,678 million, representing a Euro 373 million or 29% increase compared to the same quarter of the previous fiscal year. Income before taxes was Euro 136 million and net income was Euro 90 million, which represent improvements of Euro 97 million (249%) and Euro 28 million (45%) respectively, when compared to the same quarter of the previous fiscal year. Higher sales, boosted by new mid and high-end GSM format products, and improved operational efficiency contributed to results. As a result, equity in net income of Y6.0 billion (\$54 million) was recorded by Sony.

Sony BMG recorded sales revenue of \$733 million, a loss before income taxes of \$26 million, and a net loss of \$25 million for the two months subsequent to the establishment of the joint venture as of August 1, 2004. Restructuring charges of \$30 million are included in these operating results. As a result, equity in net loss of Y1.4 billion (\$12 million) was recorded by Sony.

### Cash Flow

The following charts show Sony's unaudited condensed statements of cash flow on a consolidated basis 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 - Consolidated (excluding Financial Services segment)

Cash flow	(Billions of yen, millions of U.S. dollars)			
	Six months ended September 30			
	2003	2004	Change in Yen	2004
- From operating activities	Y0.3	Y35.0	Y +34.7	\$315
- From investing activities	(162.7)	(330.1)	-167.4	(2,973)
- From financing activities	94.2	(25.6)	-119.8	(231)
Cash and cash equivalents at beginning of the fiscal year	438.5	592.9	+154.4	5,342
Cash and cash equivalents as of September 30	352.0	290.1	-61.9	2,614

**Operating Activities:** During the six months ended September 30, 2004, there was an increase in notes and accounts receivable, trade and an increase in inventory within the Electronics segment resulting from increased production in anticipation of the year-end sales season. However, as a result of an increase in notes and accounts payable,

## Edgar Filing: SONY CORP - Form 6-K

trade, in addition to net income, excluding depreciation and amortization, recorded primarily in the Pictures segment, as well as a decrease in inventory in the Game segment, operating activities generated more cash than was used.

**Investing Activities:** During the six months ended September 30, 2004, Sony made significant capital investments mainly concentrated in semiconductors, as well as investments associated with an amorphous TFT LCD panel manufacturing joint venture (named S-LCD Corporation) established with Samsung Electronics Co., Ltd.

As a result, the total amount of cash flow from operating activities and from investing activities was a use of cash of Y295.1 billion (\$2,658 million).

**Financing Activities:** During the six months ended September 30, 2004, financing was carried out through the issuance of commercial paper. Sony also redeemed a portion of its long-term debt.

**Cash and Cash Equivalents:** In addition to the aforementioned information, the total balance of cash and cash equivalents, accounting for the effect of foreign currency exchange rate fluctuations, decreased Y302.8 billion to Y290.1 billion (\$2,614 million) as of September 30, 2004, compared to March 31, 2004.

Cash Flow - Financial Services segment

(Billions of yen, millions of U.S. dollars)				
Six months ended September 30				
Cash flow	2003	2004	Change in Yen	2004
- From operating activities	Y150.0	Y83.6	Y-66.4	\$753
- From investing activities	(213.1)	(344.7)	-131.5	(3,105)
- From financing activities	74.7	164.3	+89.7	1,480
Cash and cash equivalents at beginning of the fiscal year	274.5	256.3	-18.2	2,309
Cash and cash equivalents as of September 30	286.1	159.5	-126.5	1,437

**Operating Activities:** Operating activities generated more cash than was used due to an increase in income from insurance premiums and other, reflecting an increase in insurance-in-force.

**Investing Activities:** As the result of the aforementioned increase in income from insurance premiums, and given higher interest rates, increased investment, particularly in domestic bonds, was carried out causing payments for investments and advances to exceed proceeds from sales of securities investments, maturities of marketable securities and collections of advances.

## Edgar Filing: SONY CORP - Form 6-K

**Financing Activities:** In addition to the increase in policy holders' accounts at Sony Life, and factors including an increase in the number of accounts, deposits from customers in the banking business increased.

**Cash and Cash Equivalents:** As a result of the above, cash and cash equivalents decreased Y96.8 billion to Y159.5 billion (\$1,437 million) as of September 30, 2004 compared to March 31, 2004.

### Notes

**Note I:** During the second quarter ended September 30, 2004, the average value of the yen was Y108.9 against the U.S. dollar and Y132.8 against the euro, which was 7.0% higher against the U.S. dollar and 1.6% 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 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 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" in each business segment represents operating income recorded before intersegment transactions and unallocated corporate expenses are eliminated.

### Outlook for the Fiscal Year ending March 31, 2005

Sony's forecast for consolidated operating results for the fiscal year ending March 31, 2005 has been revised as per the table below (refer to note on page 3 and explanations below):

	Current Forecast	Change from previous year	July Forecast
Sales and operating revenue	Y7,350 billion	- 2%	Y7,550 billion
Operating income	160 billion	+62	160 billion
Income before income taxes	170 billion	+18	160 billion
Net income	110 billion	+24	100 billion

Restructuring charges, as operating expenses, of approximately Y110 billion are included in the above forecast (the July forecast was approximately Y130 billion).

Assumed foreign currency exchange rates for the second half of the fiscal year: approximately Y105 to the U.S. dollar, and approximately Y125 to the Euro.

Our forecast for sales and operating revenue reflects the fact that, due to the establishment of Sony BMG, as of August 2004, SMEI's recorded music business, previously recorded in the Music segment, is no longer recorded in consolidated sales and operating revenue

## Edgar Filing: SONY CORP - Form 6-K

(please refer to the note at the top of page 3). Our forecast for operating income remains unchanged, as although restructuring charges are expected to decrease as shown above, the forecast takes into account both the aforementioned establishment of Sony BMG, and the anticipated difficult business environment for the second half of the fiscal year, primarily in the Electronics segment. The forecast for income before income taxes and net income takes into account the recording of a gain resulting from a change in equity interest following the business integration of Monex, Inc., an equity affiliate of Sony, and Nikko Beans, Inc., and the gain from the sale of subsidiaries' stock and subsequent change in equity interest resulting from the initial public offering of So-net M3 Inc., a consolidated subsidiary of Sony Communications Network Corporation (please refer to the description regarding Income before Income Taxes).

There has been no change to our forecast, as of July 28, 2004, for capital expenditures, depreciation and amortization or research and development costs.

	Forecast	Change from previous year
Capital expenditures (additions to fixed assets)	Y410 billion	+8%
Depreciation and amortization*	370 billion	+1
(Depreciation expenses for tangible assets)	(290 billion)	(+1)
* Including amortization of intangible assets and amortization of deferred insurance acquisition costs.		
Research and development expenses	550 billion	+7

As of September 30, 2004, Sony had deferred tax assets on tax loss carry forwards in relation to Japanese local income taxes totaling Y89.3 billion. However, there is a possibility that, depending on future operating performance, Sony may establish a valuation allowance against part or all of its deferred tax assets that would be charged to income as an increase in tax expense. On the other hand, as of September 30, 2004, the U.S. subsidiaries of Sony had valuation allowances of Y91.8 billion against deferred tax assets for U.S. federal and certain state taxes. However, there is a possibility that, depending on future operating performance, as early as during the fiscal year ending March 31, 2005, Sony may reverse part of the valuation allowances that would be recognized into income as a reduction to tax expense.

However, it should be noted that the forecast above does not include the possibility of the establishment of a valuation allowance against deferred tax assets in Japan, or the possibility of the reversal of valuation allowances against deferred tax assets in the U.S.

For your reference, further details about valuation allowances against deferred tax assets can be found under the "Deferred tax asset valuation" section of "Critical Accounting Policies" in Item 5. Operating and Financial Review and Prospects of Sony Corporation's Form 20-F for the fiscal year ended March 31, 2004.

URL:<http://www.sec.gov/Archives/edgar/data/313838/000114554904000801/0001145549-04-000801-index.htm>

Cautionary Statement

## Edgar Filing: SONY CORP - Form 6-K

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," "may" or "might" and words of similar meaning in connection with a 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 its products and services, 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, Music and Pictures segments); (iv) Sony's ability to implement successfully personnel reduction and other business reorganization activities in its Electronics, Music and Pictures segments; (v) Sony's ability to implement successfully its network strategy for its Electronics, Music, Pictures and Other segments and to develop and implement successful sales and distribution strategies in its Music and Pictures segments in light of the Internet and other technological developments; (vi) 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); (vii) the success of Sony's joint ventures and alliances; and (viii) the risk of being unable to obtain regulatory or shareholder approval to successfully complete the acquisition of MGM. 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)

	Three months ended September 30			
	2003	2004	Change	2004
Sales and operating revenue				
Electronics				
Customers	Y 1,172,710	Y 1,181,030	+0.7%	\$ 10,640
Intersegment	71,109	32,297		291
Total	1,243,819	1,213,327	-2.5	10,931
Game				

Edgar Filing: SONY CORP - Form 6-K

Customers	155,752	114,874	-26.2	1,035
Intersegment	5,534	4,771		43
Total	161,286	119,645	-25.8	1,078
Music				
Customers	91,838	51,057	-44.4	460
Intersegment	7,938	7,347		66
Total	99,776	58,404	-41.5	526
Pictures				
Customers	187,410	191,742	+2.3	1,727
Intersegment	0	0		0
Total	187,410	191,742	+2.3	1,727
Financial Services				
Customers	147,785	119,643	-19.0	1,078
Intersegment	6,629	6,219		56
Total	154,414	125,862	-18.5	1,134
Other				
Customers	41,524	43,926	+5.8	396
Intersegment	22,626	17,677		159
Total	64,150	61,603	-4.0	555
Elimination	(113,836)	(68,311)	-	(615)
Consolidated total	Y 1,797,019	Y 1,702,272	-5.3%	\$ 15,336

Electronics intersegment amounts primarily consist of transactions with the Game business.

Music intersegment amounts primarily consist of transactions with the Game and Pictures businesses.

Other intersegment amounts primarily consist of transactions with the Electronics business.

Operating income (loss)	2003	2004	Change	2004
Electronics	Y 43,180	Y 7,186	-83.4%	\$ 65
Game	2,184	(11)	-	0
Music	(5,891)	2,173	-	20
Pictures	(4,620)	27,418	-	247
Financial Services	11,256	14,881	+32.2	134
Other	(5,999)	(1,621)	-	(15)
Total	40,110	50,026	+24.7	451
Unallocated corporate expenses and elimination	(6,896)	(6,641)	-	(60)
Consolidated total	Y 33,214	Y 43,385	+30.6%	\$ 391

Commencing April 1, 2004, Sony has partly realigned its business segment configuration. Results of the previous year have been reclassified to conform to the presentations for the current quarter (See Notes 5 and 6).

## Edgar Filing: SONY CORP - Form 6-K

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

Six months ended September 30

Sales and operating revenue	2003	2004	Change	2004
<b>Electronics</b>				
Customers	Y 2,235,228	Y 2,286,090	+2.3%	\$ 20,595
Intersegment	135,285	52,409		473
Total	2,370,513	2,338,499	-1.4	21,068
<b>Game</b>				
Customers	276,084	214,935	-22.1	1,936
Intersegment	10,448	10,075		91
Total	286,532	225,010	-21.5	2,027
<b>Music</b>				
Customers	178,109	139,314	-21.8	1,255
Intersegment	16,041	14,227		128
Total	194,150	153,541	-20.9	1,383
<b>Pictures</b>				
Customers	338,541	339,933	+0.4	3,063
Intersegment	0	0		0
Total	338,541	339,933	+0.4	3,063
<b>Financial Services</b>				
Customers	290,754	247,349	-14.9	2,228
Intersegment	13,307	12,137		110
Total	304,061	259,486	-14.7	2,338
<b>Other</b>				
Customers	82,083	86,789	+5.7	783
Intersegment	44,404	34,245		308
Total	126,487	121,034	-4.3	1,091
Elimination	(219,485)	(123,093)	-	(1,110)
Consolidated total	Y 3,400,799	Y 3,314,410	-2.5%	\$ 29,860

Electronics intersegment amounts primarily consist of transactions with the Game business.

Music intersegment amounts primarily consist of transactions with the Game and Pictures businesses.

Other intersegment amounts primarily consist of transactions with the Electronics business.

Operating income (loss)	2003	2004	Change	2004
Electronics	Y 58,014	Y 15,742	-72.9%	\$ 142
Game	3,945	(2,892)	-	(26)
Music	(12,957)	(552)	-	(5)
Pictures	(7,017)	31,519	-	284
Financial Services	25,303	25,284	-0.1	228
Other	(2,609)	(2,403)	-	(22)
Total	64,679	66,698	+3.1	601
Unallocated corporate expenses and elimination	(14,793)	(13,539)	-	(122)
Consolidated	Y 49,886	Y 53,159	+6.6%	\$ 479



## Edgar Filing: SONY CORP - Form 6-K

total

Commencing April 1, Sony has partly realigned its business segment configuration. Results of the previous year have been reclassified to conform to the presentations for the current quarter (See Notes 5 and 6).

### Electronics Sales and Operating Revenue to Customers by Product Category

(Millions of yen, millions of U.S. dollars)				
Three months ended September 30				
Sales and operating revenue	2003	2004	Change	2004
Audio	Y 171,387	Y 147,025	-14.2%	\$ 1,324
Video	216,643	245,876	+13.5	2,215
Televisions	215,900	218,881	+1.4	1,972
Information and Communications	206,346	181,712	-11.9	1,637
Semiconductors	64,559	74,992	+16.2	676
Components	158,636	160,381	+1.1	1,445
Other	139,239	152,163	+9.3	1,371
<b>Total</b>	<b>Y 1,172,710</b>	<b>Y 1,181,030</b>	<b>+0.7%</b>	<b>\$ 10,640</b>

Six months ended September 30				
Sales and operating revenue	2003	2004	Change	2004
Audio	Y 323,779	Y 281,411	-13.1%	\$ 2,535
Video	441,091	497,081	+12.7	4,478
Televisions	403,858	416,042	+3.0	3,748
Information and Communications	394,487	355,755	-9.8	3,205
Semiconductors	117,614	141,902	+20.7	1,278
Components	294,478	312,091	+6.0	2,812
Other	259,921	281,808	+8.4	2,539
<b>Total</b>	<b>Y 2,235,228</b>	<b>Y 2,286,090</b>	<b>+2.3%</b>	<b>\$20,595</b>

The above table is a breakdown of Electronics sales and operating revenue to customers in the Business Segment Information on pages F-1 and F-2. The Electronics segment is managed as a single operating segment by Sony's management. However, Sony believes that the information in this table is useful to investors in understanding the product categories in this business segment. In addition, commencing April 1, 2004, Sony has partly realigned its product category configuration in the Electronics segment. Accordingly, results of the previous year have been restated. (See Note 7)

### Geographic Segment Information (Unaudited)

(Millions of yen, millions of U.S. dollars)				
Three months ended September 30				
Sales and operating revenue	2003	2004	Change	2004
Japan	Y 536,588	Y 490,764	-8.5%	\$ 4,421
United States	517,994	457,670	-11.6	4,123
States				

Edgar Filing: SONY CORP - Form 6-K

Europe	377,410	360,270	-4.5	3,246
Other Areas	365,027	393,568	+7.8	3,546
Total	Y 1,797,019	Y 1,702,272	-5.3%	\$ 15,336

Six months ended September 30				
Sales and operating revenue	2003	2004	Change	2004
Japan	Y 1,047,857	Y 975,396	-6.9%	\$ 8,787
Unites States	977,723	875,966	-10.4	7,892
Europe	724,208	735,603	+1.6	6,627
Other Areas	651,011	727,445	+11.7	6,554
Total	Y 3,400,799	Y 3,314,410	-2.5%	\$29,860

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)

Three months ended September 30				
	2003	2004	Change %	2004
Sales and operating revenue:				
Net sales	Y 1,637,706	Y 1,568,026		\$ 14,126
Financial service revenue	147,785	119,643		1,078
Other operating revenue	11,528	14,603		132
	1,797,019	1,702,272	-5.3	15,336
Costs and expenses:				
Cost of sales	1,209,126	1,184,124		10,668
Selling, general and administrative	413,483	361,683		3,258
Financial service expenses	132,474	105,216		948
Loss on sale, disposal or impairment of assets, net	8,722	7,864		71
	1,763,805	1,658,887		14,945
Operating income	33,214	43,385	+30.6	391
Other income:				
Interest and dividends	3,903	3,109		28
Royalty income	10,802	11,458		103
Foreign exchange gain, net	2,065	-		-
Gain on sale of securities	2,870	1,337		12

Edgar Filing: SONY CORP - Form 6-K

investments, net				
Gain on	-	13,188		119
change in				
interest				
in subsidiaries				
and equity				
investee				
Other	7,443	5,834		53
	27,083	34,926		315
Other expenses:				
Interest	7,319	7,031		64
Loss on	1,139	1,382		12
devaluation				
of securities				
investments				
Foreign	-	251		2
exchange				
loss, net				
Other	7,780	6,386		58
	16,238	15,050		136
Income before	44,059	63,261	+43.6	570
income taxes				
Income	10,301	16,203		146
taxes				
Income before	33,758	47,058	+39.4	424
minority interest,				
equity in net				
income of				
affiliated				
companies and				
cumulative effect				
of an accounting				
change				
Minority	1,627	(49)		(0)
interest				
in income				
(loss) of				
consolidated				
subsidiaries				
Equity in	2,912	6,103		55
net income				
of affiliated				
companies				
Income before	35,043	53,210	+51.8	479
cumulative effect				
of an accounting				
change				
Cumulative	(2,117)	-		-
effect of				
an accounting				
change				
(2003: Net				

Edgar Filing: SONY CORP - Form 6-K

of income  
taxes of  
(Y0 million)

Net income Y 32,926 Y 53,210 +61.6 \$ 479

Per share data:

Common stock

Income before  
cumulative  
effect of an  
accounting change

- Basic Y 37.99 Y - \$ -  
- Diluted 35.60 - -

Net income

- Basic 35.69 57.50 +61.1 0.52  
- Diluted 33.48 53.76 +60.6 0.48

Subsidiary  
tracking stock  
Net income  
(loss)

- Basic (9.99) 4.25 - 0.04

(Millions of yen, millions of U.S. dollars, except per share amounts)  
Six months ended September 30

	2003	2004	Change %	2004
Sales and operating revenue:				
Net sales	Y 3,086,928	Y 3,039,147		\$ 27,380
Financial service revenue	290,754	247,349		2,228
Other operating revenue	23,117	27,914		252
	3,400,799	3,314,410	-2.5	29,860
Costs and expenses:				
Cost of sales	2,268,278	2,287,395		20,607
Selling, general and administrative	817,788	738,620		6,654
Financial service expenses	261,500	222,510		2,005
Loss on sale, disposal or impairment of assets, net	3,347	12,726		115
	3,350,913	3,261,251		29,381
Operating income	49,886	53,159	+6.6	479
Other income:				
Interest and dividends	10,031	8,090		73
Royalty income	18,184	17,119		154
Foreign exchange gain, net	1,193	-		-
Gain on sale of securities	11,396	2,026		18

Edgar Filing: SONY CORP - Form 6-K

investments, net				
Gain on	-	13,495		122
change in				
interest in				
subsidiaries and				
equity investee				
Other	20,294	12,683		114
	61,098	53,413		481
Other expenses:				
Interest	13,474	14,558		131
Loss on	1,639	2,313		21
devaluation				
of securities				
investments				
Foreign	-	5,934		53
exchange				
loss, net				
Other	16,041	13,892		125
	31,154	36,697		330
Income before	79,830	69,875	-12.5	630
income taxes				
Income taxes	35,685	14,361		130
Income before	44,145	55,514	+25.8	500
minority interest,				
equity in net				
income (loss) of				
affiliated				
companies and				
cumulative effect				
of an accounting				
change				
Minority	1,166	572		5
interest				
in income				
of consolidated				
subsidiaries				
Equity in	(6,815)	26,245		236
net income				
(loss) of				
affiliated				
companies				
Income before	36,164	81,187	+124.5	731
cumulative effect				
of an accounting				
change				
Cumulative	(2,117)	(4,713)		(42)
effect of				
an accounting				
change (2003:				
Net of income				
taxes of				
Y0 million)				
(2004: Net				

Edgar Filing: SONY CORP - Form 6-K

of income  
taxes of ¥2,675  
million)

Net income	Y 34,047	Y 76,474	+124.6	\$ 689
------------	----------	----------	--------	--------

Per share data:

Common stock

Income before  
cumulative  
effect of an  
accounting change

- Basic	Y 39.26	Y 87.70	+123.4	\$ 0.79
- Diluted	37.33	82.29	+120.4	0.74

Net income

- Basic	36.97	82.61	+123.5	0.74
- Diluted	35.22	77.58	+120.3	0.70

Subsidiary tracking  
stock

Net income (loss)

- Basic	(17.96)	18.12		0.16
---------	---------	-------	--	------

Additional Paid-in Capital and Retained Earnings (Unaudited)

The following information shows change in additional paid-in capital for the six months ended September 30, 2003 and 2004 and change in retained earnings for the six months ended September 30, 2003 and 2004.

Sony discloses this supplemental information in accordance with disclosure requirements of the Japanese Securities and Exchange Law, to which Sony, as a Japanese public company, is subject.

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

Six months ended September 30

2003	2004	2004
------	------	------

Additional Paid-in Capital:

Balance, beginning of year	Y 984,196	Y 992,817	\$ 8,944
Conversion of convertible bonds	3,984	26	0
Exchange offerings	5,409	-	-
Reissuance of treasury stock	(409)	(342)	(3)
Balance as of September 30	Y 993,180	Y 992,501	\$ 8,941

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

Six months ended September 30

2003	2004	2004
------	------	------

Retained Earnings:

Balance, beginning of year	Y 1,301,740	Y 1,367,060	\$ 12,316
Net income	34,047	76,474	689
Cash dividends	(11,578)	(11,573)	(104)
Reissuance of treasury stock	-	(237)	(3)
Common stock issue costs,	(28)	(5)	(0)

Edgar Filing: SONY CORP - Form 6-K

net of tax  
 Balance Y 1,324,181 Y 1,431,719 \$ 12,898  
 as of September 30

Consolidated Balance Sheets (Unaudited)  
 (Millions of yen, millions of U.S. dollars)

	September 30	March 31	September 30	September 30
	2003	2004	2004	2004
<b>ASSETS</b>				
Current assets:				
Cash and cash equivalents	Y 638,037	Y 849,211	Y 449,626	\$ 4,051
Time deposits	7,307	4,662	3,325	30
Marketable securities	264,997	274,748	533,373	4,805
Notes and accounts receivable, trade	1,178,387	1,123,863	1,133,252	10,209
Allowance for doubtful accounts and sales returns	(94,081)	(112,674)	(76,966)	(693)
Inventories	798,448	666,507	781,361	7,039
Deferred income taxes	132,105	125,532	128,595	1,159
Prepaid expenses and other current assets	559,220	431,506	463,670	4,177
	3,484,420	3,363,355	3,416,236	30,777
Film costs	280,535	256,740	270,090	2,433
Investments and advances:				
Affiliated companies	78,511	86,253	252,966	2,279
Securities investments and other	2,129,524	2,426,697	2,410,396	21,715
	2,208,035	2,512,950	2,663,362	23,994
Property, plant and equipment:				
Land	195,996	189,785	186,168	1,677
Buildings	950,570	930,983	929,142	8,371
Machinery and equipment	2,070,117	2,053,085	2,096,564	18,888
Construction in progress	70,764	98,480	144,570	1,302
Less-Accumulated depreciation	(1,929,498)	(1,907,289)	(1,973,005)	(17,775)
	1,357,949	1,365,044	1,383,439	12,463
Other assets:				
Intangibles, net	251,525	248,010	208,251	1,876
Goodwill	288,805	277,870	274,662	2,474
Deferred insurance acquisition costs	335,762	349,194	366,983	3,306
Deferred income taxes	237,444	203,203	177,973	1,603
Other	460,386	514,296	492,160	4,436
	1,573,922	1,592,573	1,520,029	13,695
Y	8,904,861	Y9,090,662	Y 9,253,156	\$ 83,362
<b>LIABILITIES AND STOCKHOLDERS' EQUITY</b>				
Current liabilities:				
Short-term borrowings	Y 240,279	Y 91,260	Y 158,151	\$ 1,425
Current portion of long-term debt	41,823	383,757	452,986	4,081
Notes and accounts	961,122	778,773	826,719	7,448

Edgar Filing: SONY CORP - Form 6-K

payable, trade				
Accounts payable, other and accrued expenses	812,872	812,175	731,145	6,587
Accrued income and other taxes	92,483	57,913	42,968	387
Deposits from customers in the banking business	319,301	378,851	451,231	4,065
Other	365,779	479,486	371,978	3,351
	2,833,659	2,982,215	3,035,178	27,344
Long-term liabilities:				
Long-term debt	877,297	777,649	677,262	6,101
Accrued pension and severance costs	518,940	368,382	325,664	2,934
Deferred income taxes	79,588	96,193	67,470	608
Future insurance policy benefits and other	2,050,004	2,178,626	2,314,369	20,850
Other	253,665	286,737	267,809	2,413
	3,779,494	3,707,587	3,652,574	32,906
Minority interest in consolidated subsidiaries	19,219	22,858	24,171	218
Stockholders' equity:				
Capital stock	480,262	480,267	480,293	4,327
Additional paid-in capital	993,180	992,817	992,501	8,941
Retained earnings	1,324,181	1,367,060	1,431,719	12,898
Accumulated other comprehensive income	(517,012)	(449,959)	(357,467)	(3,220)
Treasury stock, at cost	(8,122)	(12,183)	(5,813)	(52)
	2,272,489	2,378,002	2,541,233	22,894
Y 8,904,861	Y9,090,662	Y 9,253,156	\$ 83,362	

Consolidated Statements of Cash Flows (Unaudited)  
(Millions of yen, millions of U.S. dollars)  
Six months ended September 30

	2003	2004	2004
Cash flows from operating activities:			
Net income	Y 34,047	Y 76,474	\$ 689
Adjustments to reconcile net income to net cash provided by operating activities			
Depreciation and amortization, including amortization of deferred insurance acquisition costs	171,701	176,704	1,592
Amortization of film costs	134,955	127,305	1,147
Accrual for pension and severance costs, less payments	25,462	11,269	102
Loss on sale, disposal or impairment of assets, net	3,347	12,726	115
Gain on sales	(11,396)	(2,026)	(18)



Edgar Filing: SONY CORP - Form 6-K

of securities investments, net			
Gain on	-	(13,495)	(122)
change in interest in subsidiaries and equity investee			
Deferred	11,079	(11,274)	(102)
income taxes			
Equity in net	7,661	(25,661)	(231)
(income) loss of affiliated companies, net of dividends			
Cumulative	2,117	4,713	42
effect of an accounting change			
Changes in			
assets and liabilities:			
Increase	(114,906)	(43,346)	(391)
in notes and accounts receivable, trade			
Increase	(192,568)	(109,507)	(987)
in inventories			
Increase	(139,596)	(127,647)	(1,150)
in film costs			
Increase	271,137	48,286	435
in notes and accounts payable, trade			
Decrease	(13,148)	(13,669)	(123)
in accrued income and other taxes			
Increase	135,594	63,841	575
in future insurance policy benefits and other			
Increase	(32,046)	(32,597)	(294)
in deferred insurance acquisition costs			
Increase	-	(16,270)	(146)
in marketable securities held in the financial service business for trading purpose			
Increase	(161,025)	(47,262)	(426)
in other current assets			
Decrease	(4,326)	(20,970)	(189)
in other current liabilities			
Other	12,676	54,313	490
Net cash provided by operating activities	140,765	111,907	1,008
Cash flows from investing activities:			
Payments for purchases of fixed assets	(199,503)	(251,558)	(2,266)
Proceeds from sales of fixed assets	22,413	18,397	166
Payments for investments and advances by financial service business	(586,618)	(723,732)	(6,520)
Payments for investments and advances (other than financial service business)	(22,380)	(136,082)	(1,226)

Edgar Filing: SONY CORP - Form 6-K

Proceeds from maturities of marketable securities, sales of securities investments and collections of advances by financial service business	391,239	401,202	3,614
Proceeds from maturities of marketable securities, sales of securities investments and collections of advances (other than financial service business)	18,339	19,973	180
(Increase) decrease in time deposits	(3,902)	1,046	9
Cash assumed upon acquisition by stock exchange offering	3,634	-	-
Net cash used in investing activities	(376,778)	(670,754)	(6,043)
Cash flows from financing activities:			
Proceeds from issuance of long-term debt	2,326	9,589	86
Payments of long-term debt	(6,426)	(53,511)	(482)
Increase in short-term borrowings	111,355	31,221	281
Increase in deposits from customers in the financial service business	70,369	129,335	1,165
Dividends paid	(11,552)	(11,441)	(103)
Other	13,316	36,165	327
Net cash provided by financing activities	179,388	141,358	1,274
Effect of exchange rate changes on cash and cash equivalents	(18,396)	17,904	161
Net decrease in cash and cash equivalents	(75,021)	(399,585)	(3,600)
Cash and cash equivalents at beginning of the fiscal year	713,058	849,211	7,651
Cash and cash equivalents at September 30	Y 638,037	Y 449,626	\$ 4,051

(Notes)

1. U.S. dollar amounts have been translated from yen, for convenience only, at the rate of Y111 = U.S. \$1, the approximate Tokyo foreign exchange market rate as of September 30, 2004.

2. As of September 30, 2004, Sony had 918 consolidated subsidiaries (including variable interest entities). It has applied

## Edgar Filing: SONY CORP - Form 6-K

the equity accounting method in respect to 57 affiliated companies.

3. Sony calculates and presents per share data separately for Sony's common stock and for the subsidiary tracking stock which is linked to the economic value of Sony Communication Network Corporation, based on Statement of Financial Accounting Standards ("FAS") No.128, "Earnings per Share". The holders of the tracking stock have the right to participate in earnings, together with common stock holders. Accordingly, Sony calculates per share data by the "two-class" method based on FAS No.128. Under this method, basic net income per share for each class of stock is calculated based on the earnings allocated to each class of stock for the applicable period, divided by the weighted-average number of outstanding shares in each class during the applicable period. The earnings allocated to the subsidiary tracking stock are determined based on the subsidiary tracking stockholders' economic interest in the targeted subsidiary's earnings available for dividends or change in accumulated losses that do not include those of the targeted subsidiary's subsidiaries. The earnings allocated to common stock are calculated by subtracting the earnings allocated to the subsidiary tracking stock from Sony's net income for the period.

Weighted-average shares used for computation of earnings per share of common stock are as follows. The dilutive effect in the weighted-average shares for the three months and six months ended September 30, 2003 and 2004 mainly resulted from convertible bonds.

Weighted-average shares	(Thousands of shares)	
	Three months ended September 30	
	2003	2004
Income before cumulative effect of an accounting change and net income		
- Basic	923,326	925,227
- Diluted	1,000,749	1,000,494

Weighted-average shares	(Thousands of shares)	
	Six months ended September 30	
	2003	2004
Income before cumulative effect of an accounting change and net income		
- Basic	922,537	925,091
- Diluted	1,000,507	1,000,404

Weighted-average shares used for computation of earnings per share of the subsidiary tracking stock for the three months and six months ended September 30, 2003 and 2004 are 3,072 thousand shares. There were no potentially dilutive securities or options granted for earnings per share of the subsidiary tracking stock.

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 three months and six months ended September 30, 2003 and 2004 were as follows:

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

## Edgar Filing: SONY CORP - Form 6-K

	Three months ended			Six months ended		
	September 30			September 30		
	2003	2004	2004	2003	2004	2004
Net income	Y 32,926	Y 53,210	\$ 479	Y 34,047	Y 76,474	\$ 689
Other comprehensive income (loss):						
Unrealized gains (losses) on securities	12,863	2,649	24	29,881	(12,514)	(113)
Unrealized gains (losses) on derivative instruments	5,548	(151)	(1)	6,194	(2,413)	(22)
Minimum pension liabilities adjustments	1,234	21,316	192	(2,984)	20,953	189
Foreign currency translation adjustments	(105,806)	56,243	506	(78,125)	86,466	779
	(86,161)	80,057	721	(45,034)	92,492	833
Comprehensive income (loss)	Y(53,235)	Y133,267	\$1,200	Y(10,987)	Y168,966	\$1,522

5. As of August 1, 2004, Sony and Bertelsmann AG combined their recorded music businesses in a joint venture. In connection with the establishment of this joint venture, the non-Japan based disc manufacturing and physical distribution businesses, formerly included within the Music segment, have been reclassified to "Other" category in the Electronics segment. Results for the same period of the previous year in the Electronics and Music segments have been restated to conform to the presentation for this year.

6. In July 2004, in order to establish a more efficient and coordinated semiconductor supply structure, the Sony group has integrated its semiconductor manufacturing business by transferring Sony Computer Entertainment's semiconductor manufacturing operation from the Game segment to the Electronics segment. As a result of this transfer, sales revenue and expenditures associated with this operation are now recorded within the "Semiconductor" category in the Electronics segment.

The results for the same period of the previous fiscal year have not been restated as such comparable figures cannot be practicably obtained given that it was not operated as a separate line of business within the Game segment. This integration of the semiconductor manufacturing businesses is a part of Sony's semiconductor strategy of utilizing semiconductor technologies and manufacturing equipment originally developed or designed for the Game business within the Sony group as a whole.

## Edgar Filing: SONY CORP - Form 6-K

7. Commencing April 1, Sony has partly realigned its product category configuration in the Electronics segment. Accordingly, results of the previous year have been reclassified. The primary changes are as follows:

Main Product	Previous Product Category	New Product Category
AIWA	"Other"	"Audio" or "Video" or "Televisions"
Set-top box	"Video"	"Televisions"

8. In January 2003, the FASB issued FASB Interpretation ("FIN") No.46, "Consolidation of Variable Interest Entities - an Interpretation of Accounting Research Bulletins ("ARB") No.51", and the revised FIN No.46 was issued in December 2003. This interpretation addresses consolidation by a primary beneficiary of a variable interest entity ("VIE"). FIN No.46 is effective immediately for all new VIEs created or acquired after January 31, 2003. Sony has not entered into any new arrangements with VIEs on or after February 1, 2003. For VIEs created or acquired prior to February 1, 2003, Sony adopted FIN No.46 on July 1, 2003. As a result of the adoption of FIN No.46, Sony recognized Y2,117 million of loss as the cumulative effect of accounting change. Additionally, Sony's assets and liabilities increased as non-cash transactions, which resulted in no cash flows, by Y95,255 million and Y97,950 million, respectively, as well as cash and cash equivalents of Y1,521 million.

### 9. Adoption of New Accounting Standards

Accounting and Reporting by Insurance Enterprises for Certain Nontraditional Long-Duration Contracts and for Separate Accounts  
 In July 2003, the Accounting Standards Executive Committee of the American Institute of Certified Public Accountants issued Statement of Position ("SOP") 03-1, "Accounting and Reporting by Insurance Enterprises for Certain Nontraditional Long-Duration Contracts and for Separate Accounts". SOP 03-1 requires insurance enterprises to record additional reserves for long-duration life insurance contracts with minimum guarantee or annuity receivable options. Additionally, SOP 03-1 provides guidance for the presentation of separate accounts. This statement is effective for fiscal years beginning after December 15, 2003. Sony adopted SOP 03-1 on April 1, 2004. As a result of the adoption of SOP03-1, Sony's operating income decreased by Y2,248 million (\$20 million) and Y3,216 million (\$29 million) for the three months and six months ended September 30, 2004, respectively. Additionally, on April 1, 2004, Sony recognized Y4,713 million (\$42 million) of loss (net of income taxes of Y2,675 million) as a cumulative effect of an accounting change. In addition, the separate account assets, which are defined by insurance business law in Japan and were previously included in "Security investments and other" on the consolidated balance sheet, were excluded from the category of separate accounts under the provision of SOP 03-1. Accordingly, the separate account assets are now treated as general accounts and included in "Marketable securities" on the consolidated balance sheet.

### Other Consolidated Financial Data

(Millions of yen, millions of U.S. dollars)			
Three months ended September 30			
2003	2004	Change	2004



## Edgar Filing: SONY CORP - Form 6-K

Condensed Statements of Income		Three months ended September 30					
Financial Services		2003		2004		Change %	2004
Financial service revenue	Y	154,414	Y	125,862		-18.5	\$ 1,134
Financial service expenses		143,158		110,981		-22.5	1,000
Operating income		11,256		14,881		+32.2	134
Other income (expenses), net		(102)		8,955		-	81
Income before income taxes		11,154		23,836		+113.7	215
Income taxes and other		2,808		9,632		+243.0	87
Net income	Y	8,346	Y	14,204		+70.2	\$ 128

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

Sony without Financial Services		Three months ended September 30					
Financial Services		2003		2004		Change %	2004
Net sales and operating revenue	Y	1,651,008	Y	1,584,969		-4.0	\$ 14,279
Costs and expenses		1,629,016		1,556,733		-4.4	14,025
Operating income		21,992		28,236		+28.4	254
Other income (expenses), net		20,304		17,688		-12.9	160
Income before income taxes		42,296		45,924		+8.6	414
Income taxes and other		6,222		418		-93.3	4
Income before cumulative effect of an accounting change		36,074		45,506		+26.1	410

Edgar Filing: SONY CORP - Form 6-K

Cumulative effect of an accounting change		(2,117)		-	-		-
Net income	Y	33,957	Y	45,506	+34.0	\$	410

(Millions of yen, millions of U.S. dollars)  
Three months ended September 30

Consolidated		2003		2004	Change %		2004
Financial service revenue	Y	147,785	Y	119,643	-19.0	\$	1,078
Net sales and operating revenue		1,649,234		1,582,629	-4.0		14,258
		1,797,019		1,702,272	-5.3		15,336
Costs and expenses		1,763,805		1,658,887	-5.9		14,945
Operating income		33,214		43,385	+30.6		391
Other income (expenses), net		10,845		19,876	+83.3		179
Income before income taxes		44,059		63,261	+43.6		570
Income taxes and other		9,016		10,051	+11.5		91
Income before cumulative effect of an accounting change		35,043		53,210	+51.8		479
Cumulative effect of an accounting change		(2,117)		-	-		-
Net income	Y	32,926	Y	53,210	+61.6	\$	479

(Millions of yen, millions of U.S. dollars)  
Six months ended September 30

Condensed Statements of Income		2003		2004	Change %		2004
Financial Services							
Financial service revenue	Y	304,061	Y	259,486	-14.7	\$	2,338
Financial service expenses		278,758		234,202	-16.0		2,110
Operating		25,303		25,284	-0.1		228



Edgar Filing: SONY CORP - Form 6-K

income						
Other	(88)		8,893	-		80
income						
(expenses),						
net						
Income	25,215		34,177	+35.5		308
before						
income						
taxes						
Income	9,866		13,458	+36.4		122
taxes and						
other						
Income	15,349		20,719	+35.0		186
before						
cumulative						
effect of						
an						
accounting						
change						
Cumulative	-		(4,713)	-		(42)
effect of						
an						
accounting						
change						
Net income	Y 15,349	Y	16,006	+4.3	\$	144

(Millions of yen, millions of U.S. dollars)  
Six months ended September 30

Sony	2003		2004	Change		2004
without				%		
Financial						
Services						
Net sales	Y 3,113,826	Y	3,071,378	-1.4	\$	27,670
and						
operating						
revenue						
Costs and	3,088,978		3,043,660	-1.5		27,420
expenses						
Operating	24,848		27,718	+11.6		250
income						
Other	39,159		14,479	-63.0		130
income						
(expenses),						
net						
Income	64,007		42,197	-34.1		380
before						
income						
taxes						
Income	33,910		(24,771)	-		(223)
taxes and						
other						
Income	30,097		66,968	+122.5		603
before						
cumulative						
effect of						
an						
accounting						
change						
Cumulative	(2,117)		-	-		-
effect of						
an						

Edgar Filing: SONY CORP - Form 6-K

accounting change						
Net income	Y	27,980	Y	66,968	+139.3	\$ 603

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

Consolidated		Six months ended September 30			
		2003	2004	Change %	2004
Financial service revenue	Y	290,754	Y 247,349	-14.9	\$ 2,228
Net sales and operating revenue		3,110,045	3,067,061	-1.4	27,632
Costs and expenses		3,400,799	3,314,410	-2.5	29,860
Operating income		3,350,913	3,261,251	-2.7	29,381
Other income (expenses), net		49,886	53,159	+6.6	479
Income before income taxes		29,944	16,716	-44.2	151
Income taxes and other		79,830	69,875	-12.5	630
Income before cumulative effect of an accounting change		43,666	(11,312)	-	(101)
Cumulative effect of an accounting change		36,164	81,187	+124.5	731
Net income	Y	34,047	Y 76,474	+124.6	\$ 689

Condensed Balance Sheets

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

Financial Services	September 30 2003	March 31 2004	September 30 2004	September 30 2004
ASSETS				
Current assets:				
Cash and cash equivalents	Y 286,054	Y 256,316	Y 159,523	\$ 1,437
Marketable securities	260,098	270,676	529,302	4,768
Notes and accounts receivable,	68,380	72,273	72,144	650

Edgar Filing: SONY CORP - Form 6-K

trade				
Other	107,698	100,433	92,775	836
	722,230	699,698	853,744	7,691
Investments and advances	1,941,130	2,274,510	2,297,300	20,696
Property, plant and equipment	40,603	40,833	39,828	359
Other assets:				
Deferred insurance acquisition costs	335,762	349,194	366,983	3,306
Other	106,974	110,804	102,369	923
	442,736	459,998	469,352	4,229
	Y 3,146,699	Y 3,475,039	Y 3,660,224	\$ 32,975
LIABILITIES AND STOCKHOLDERS' EQUITY				
Current liabilities:				
Short-term borrowings	Y 77,222	Y 86,748	Y 117,715	\$ 1,060
Notes and accounts payable, trade	6,752	7,847	7,378	66
Deposits from customers in the banking business	319,301	378,851	451,231	4,065
Other	90,494	175,357	96,269	868
	493,769	648,803	672,593	6,059
Long-term liabilities:				
Long-term debt	138,622	135,811	137,249	1,236
Accrued pension and severance costs	9,671	10,183	11,163	101
Future insurance policy benefits and other	2,050,004	2,178,626	2,314,369	20,850
Other	112,968	126,349	130,237	1,174
	2,311,265	2,450,969	2,593,018	23,361
Minority interest in consolidated subsidiaries	-	-	5,567	50
Stockholders' equity	341,665	375,267	389,046	3,505

Edgar Filing: SONY CORP - Form 6-K

Y3,146,699 Y 3,475,039 Y 3,660,224 \$ 32,975

	(Millions of yen, millions of U.S. dollars)			
Sony without Financial Services	September 30	March 31	September 30	September 30
ASSETS	2003	2004	2004	2004
Current assets:				
Cash and cash equivalents	Y 351,983	Y 592,895	Y 290,103	\$ 2,614
Marketable securities	4,899	4,072	4,071	37
Notes and accounts receivable, trade	1,019,412	943,590	989,216	8,912
Other	1,415,405	1,151,879	1,294,395	11,660
	2,791,699	2,692,436	2,577,785	23,223
Film costs	280,535	256,740	270,090	2,433
Investments and advances	387,175	358,629	500,041	4,505
Investments in Financial Services, at cost	176,905	176,905	187,400	1,688
Property, plant and equipment	1,317,345	1,324,211	1,343,611	12,104
Other assets	1,241,671	1,251,901	1,165,449	10,501
	Y 6,195,330	Y 6,060,822	Y 6,044,376	\$ 54,454
LIABILITIES AND STOCKHOLDERS' EQUITY				
Current liabilities:				
Short-term borrowings	Y 234,975	Y 409,766	Y 508,649	\$ 4,582
Notes and accounts payable, trade	956,592	773,221	822,333	7,408
Other	1,190,519	1,190,563	1,057,377	9,527
	2,382,086	2,373,550	2,388,359	21,517
Long-term liabilities:				
Long-term debt	873,750	775,233	671,067	6,046
Accrued pension and severance costs	509,269	358,199	314,500	2,833
Other	300,875	348,946	302,589	2,725
	1,683,894	1,482,378	1,288,156	11,604
Minority interest in	13,590	17,554	18,704	169

Edgar Filing: SONY CORP - Form 6-K

consolidated subsidiaries				
Stockholders' equity	2,115,760	2,187,340	2,349,157	21,164
	Y 6,195,330	Y 6,060,822	Y 6,044,376	\$ 54,454

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

Consolidated ASSETS	September 30 2003	March 31 2004	September 30 2004	September 30 2004
Current assets:				
Cash and cash equivalents	Y 638,037	Y 849,211	Y 449,626	\$ 4,051
Marketable securities	264,997	274,748	533,373	4,805
Notes and accounts receivable, trade	1,084,306	1,011,189	1,056,286	9,516
Other	1,497,080	1,228,207	1,376,951	12,405
	3,484,420	3,363,355	3,416,236	30,777
Film costs	280,535	256,740	270,090	2,433
Investments and advances	2,208,035	2,512,950	2,663,362	23,994
Property, plant and equipment	1,357,949	1,365,044	1,383,439	12,463
Other assets:				
Deferred insurance acquisition costs	335,762	349,194	366,983	3,306
Other	1,238,160	1,243,379	1,153,046	10,389
	1,573,922	1,592,573	1,520,029	13,695
	Y 8,904,861	Y 9,090,662	Y 9,253,156	\$ 83,362

LIABILITIES AND STOCKHOLDERS' EQUITY

Current

liabilities:

Short-term borrowings	Y 282,102	Y 475,017	Y 611,137	\$ 5,506
Notes and accounts payable, trade	961,122	778,773	826,719	7,448
Deposits from customers in the banking business	319,301	378,851	451,231	4,065
Other	1,271,134	1,349,574	1,146,091	10,325
	2,833,659	2,982,215	3,035,178	27,344

Long-term

liabilities:

Long-term debt	877,297	777,649	677,262	6,101
----------------	---------	---------	---------	-------

Edgar Filing: SONY CORP - Form 6-K

Accrued pension and severance costs	518,940	368,382	325,664	2,934
Future insurance policy benefits and other	2,050,004	2,178,626	2,314,369	20,850
Other	333,253	382,930	335,279	3,021
	3,779,494	3,707,587	3,652,574	32,906
Minority interest in consolidated subsidiaries	19,219	22,858	24,171	218
Stockholders' equity	2,272,489	2,378,002	2,541,233	22,894
	Y 8,904,861	Y 9,090,662	Y 9,253,156	\$ 83,362

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

Condensed  
Statements of  
Cash Flows

Six months ended September 30

Financial Services	2003	2004	2004
Net cash provided by operating activities	Y 149,975	Y 83,562	\$ 753
Net cash used in investing activities	(213,128)	(344,674)	(3,105)
Net cash provided by financing activities	74,664	164,319	1,480
Net increase (decrease) in cash and cash equivalents	11,511	(96,793)	(872)
Cash and cash equivalents at beginning of the fiscal year	274,543	256,316	2,309
Cash and cash equivalents at September 30	Y 286,054	Y 159,523	\$ 1,437

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

Six months ended September 30

Sony without Financial Services	2003	2004	2004
Net cash provided by operating	Y 307	Y 34,975	\$ 315

Edgar Filing: SONY CORP - Form 6-K

activities					
Net cash used in investing activities		(162,656)		(330,078)	(2,973)
Net cash provided by (used in) financing activities		94,213		(25,593)	(231)
Effect of exchange rate changes on cash and cash equivalents		(18,396)		17,904	161
Net decrease in cash and cash equivalents		(86,532)		(302,792)	(2,728)
Cash and cash equivalents at beginning of the fiscal year		438,515		592,895	5,342
Cash and cash equivalents at September 30	Y	351,983	Y	290,103	\$ 2,614

(Millions of yen, millions of U.S. dollars)  
Six months ended September 30

Consolidated		2003		2004	2004
Net cash provided by operating activities	Y	140,765	Y	111,907	\$ 1,008
Net cash used in investing activities		(376,778)		(670,754)	(6,043)
Net cash provided by financing activities		179,388		141,358	1,274
Effect of exchange rate changes on cash and cash equivalents		(18,396)		17,904	161
Net decrease in cash and cash equivalents		(75,021)		(399,585)	(3,600)
Cash and cash equivalents at beginning of the fiscal year		713,058		849,211	7,651
Cash and cash equivalents at September 30	Y	638,037	Y	449,626	\$ 4,051

Investor Relations Contacts:

## Edgar Filing: SONY CORP - Form 6-K

Tokyo

Yukio Ozawa

+81-(0)3-5448-2180

New York

Takeshi Sudo/

Justin Hill

+1-212-833-6722

London

Chris Hohman/

Shinji Tomita

+44-(0)20-7444-9713

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