

**SONY**



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Sony



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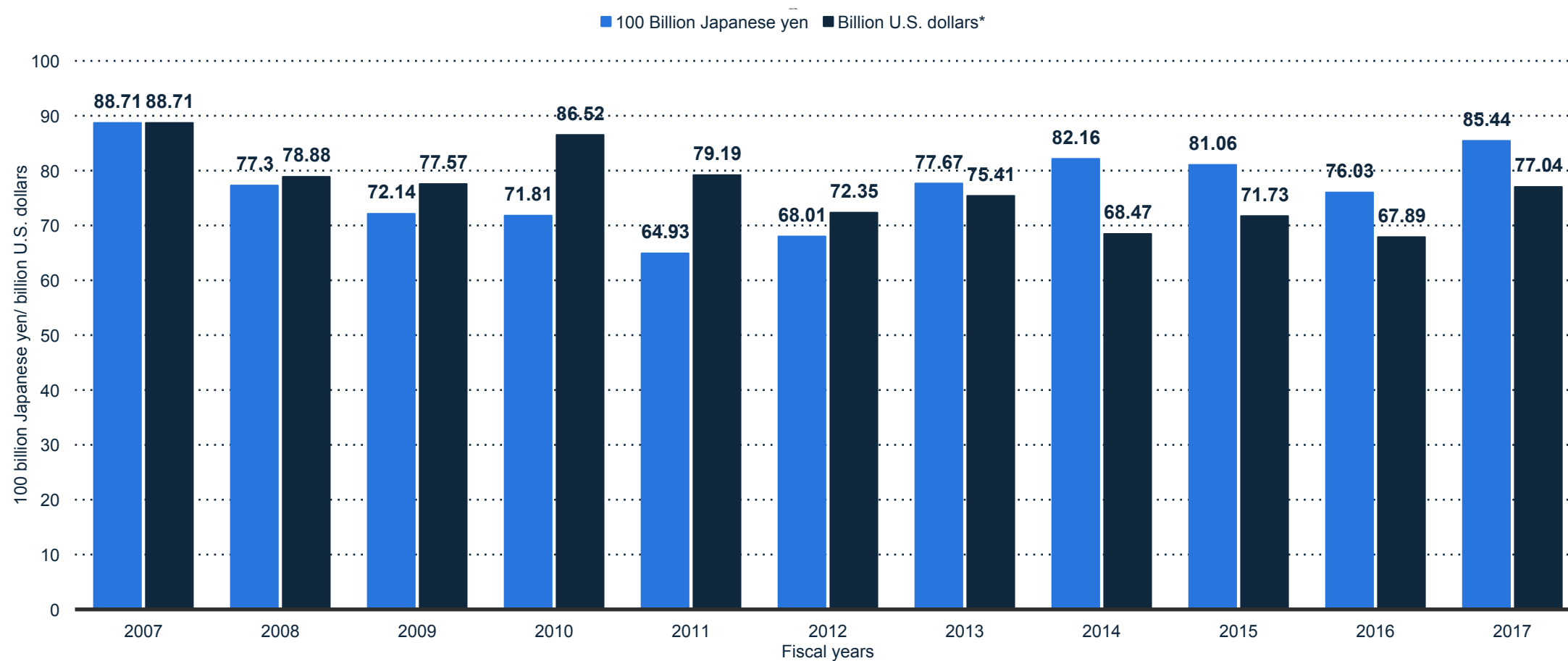
# SONY FINANCIALS

Sony



# Sony's total revenue from 2007 to 2017 (in 100 billion Japanese yen / billion U.S. dollars)\*

Sony revenue 2007-2017



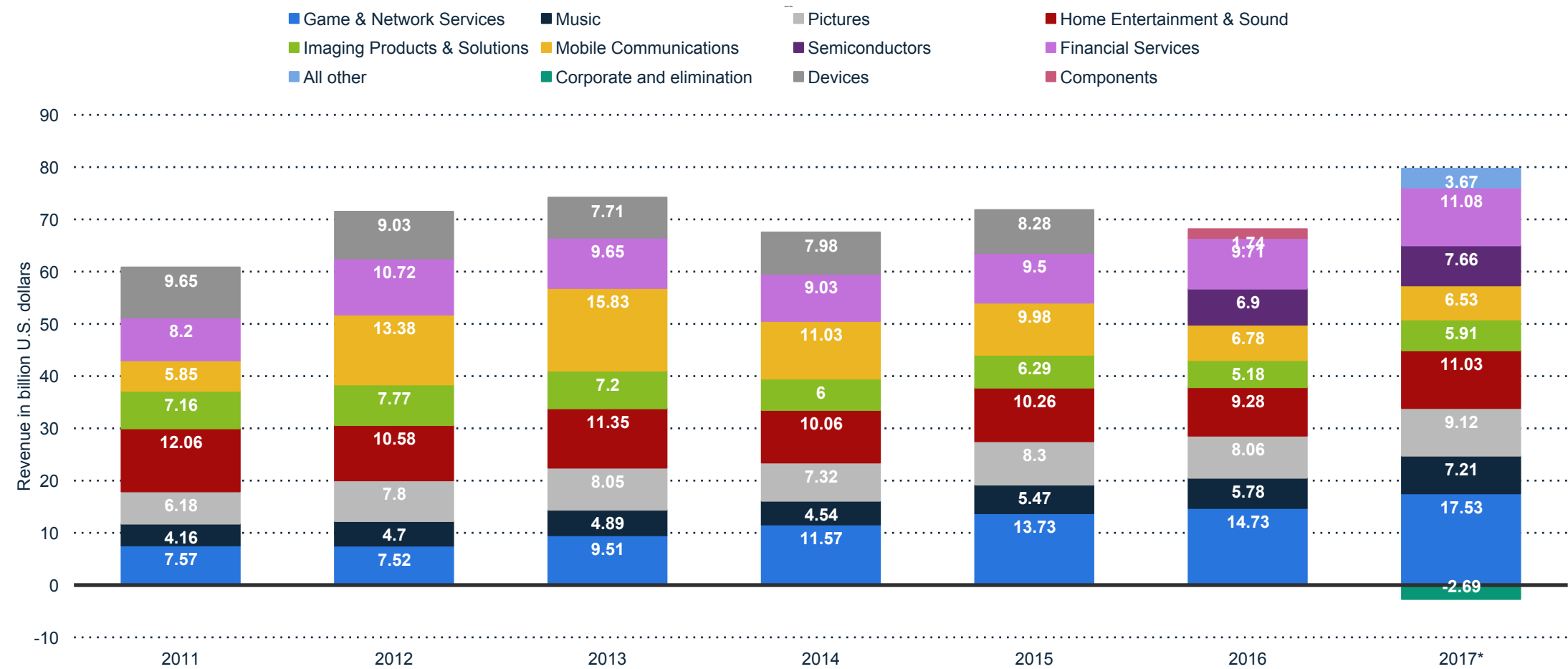
Note: Worldwide; 2007 to 2018

Further information regarding this statistic can be found on [page 48](#).

Source(s): Sony; [ID 279269](#)

# Sony's revenue worldwide by segment fiscal years 2012 to 2017 (in billion U.S. dollars)

Sales and revenue of Sony worldwide by business segment 2012-2017

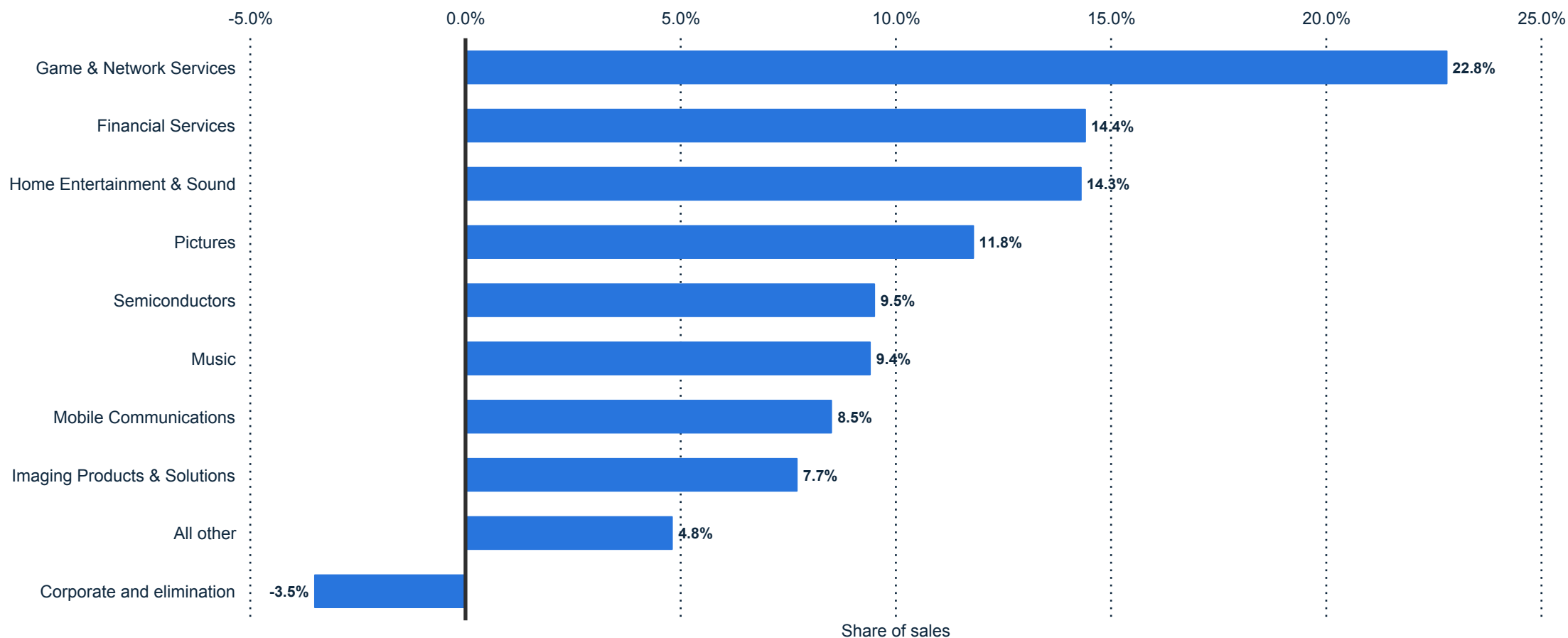


**Note:** Worldwide; 2012 to 2018  
Further information regarding this statistic can be found on [page 49](#).  
**Source(s):** Sony; [ID 297533](#)



# Share of Sony's sales and operating revenue by segment in the 2017 fiscal year\*

Sony proportion of sales by business segment 2017



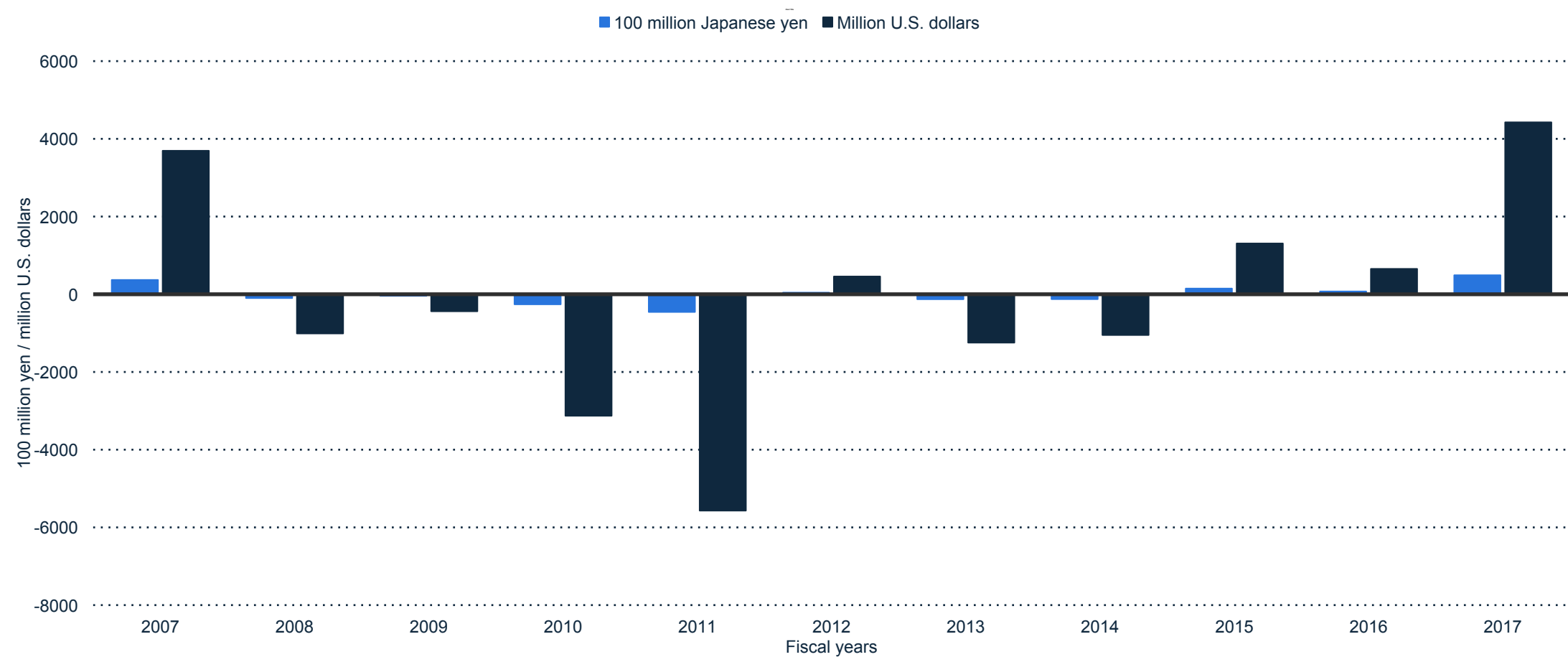
**Note:** Worldwide; 2017 to 2018

Further information regarding this statistic can be found on [page 50](#).

**Source(s):** Sony; [ID 279272](#)

# Sony's net income from 2007 to 2017 (in billion Japanese yen/million U.S. dollars)

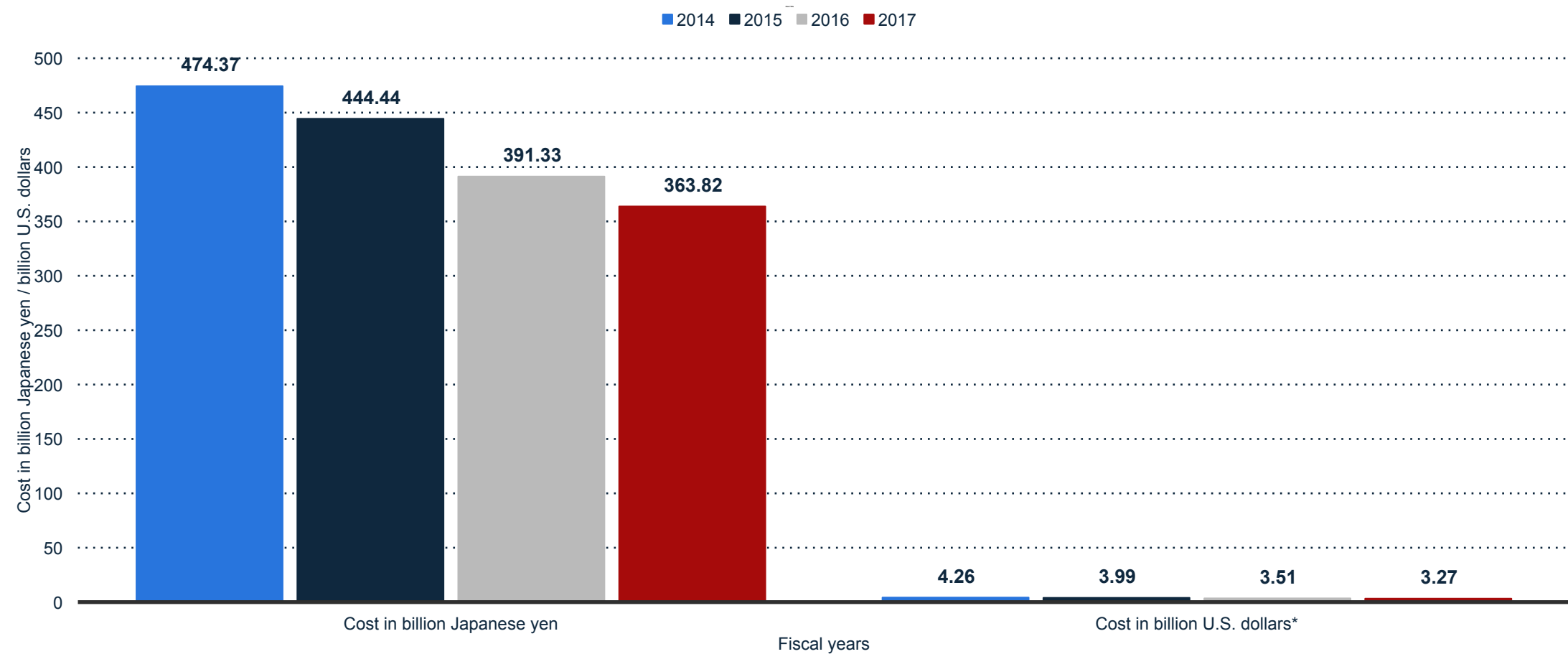
Sony Corporation's net income 2007-2017



**Note:** Worldwide; 2007 to 2018  
Further information regarding this statistic can be found on [page 51](#).  
**Source(s):** Sony; [ID 279271](#)

# Sony's advertising costs from 2014 to 2017 (in billion Japanese yen / billion U.S. dollars)\*

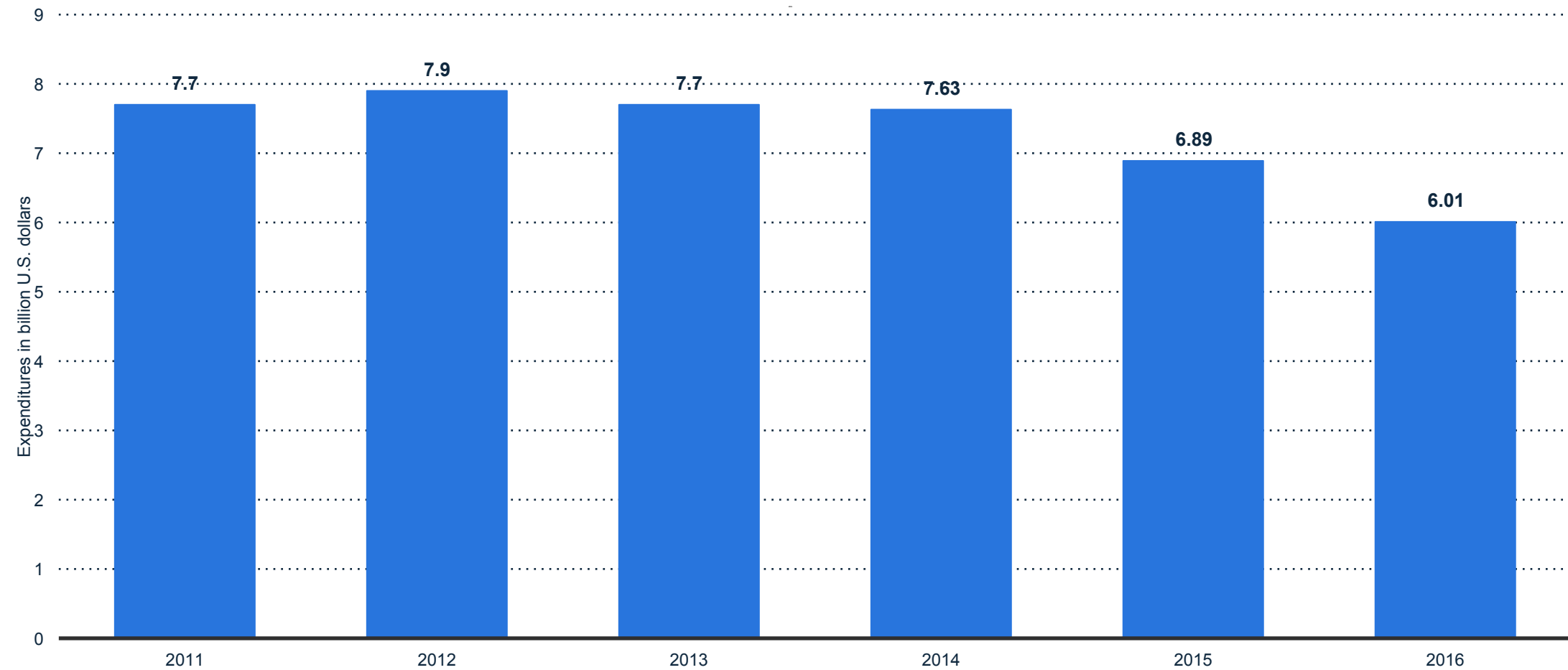
Sony ad spend 2014-2017



**Note:** Worldwide; 2008 to 2017  
Further information regarding this statistic can be found on [page 52](#).  
**Source(s):** Sony; [ID 688543](#)

# Sony's expenditure on semiconductors from 2011 to 2016 (in billion U.S. dollars)

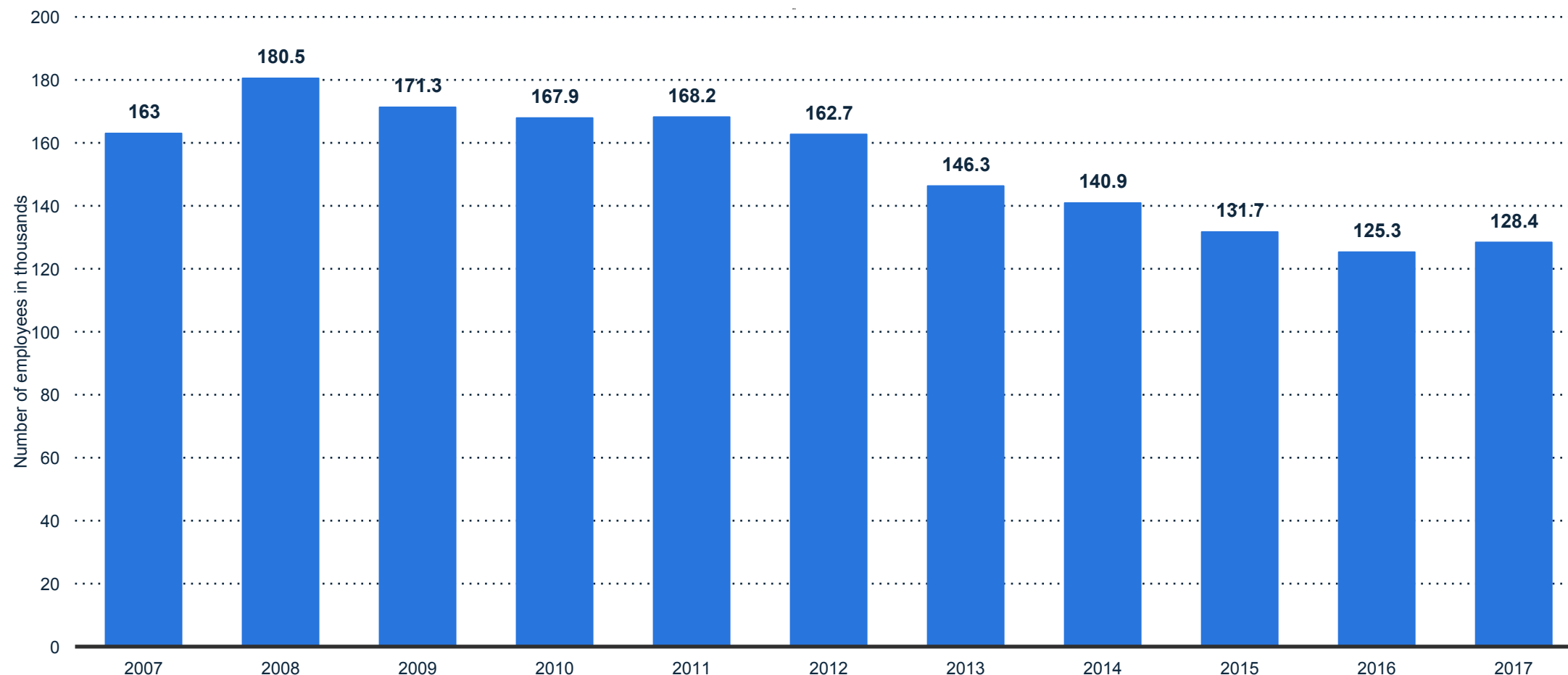
Semiconductor expenditure of Sony 2011-2016



**Note:** Worldwide; 2011 to 2016  
Further information regarding this statistic can be found on [page 53](#).  
**Source(s):** Gartner; Design & Reuse; [ID 383441](#)

# Total number of employees in the Sony Group from 2007 to 2017 (in 1,000s)\*

Number of employees in the Sony Group 2007-2017



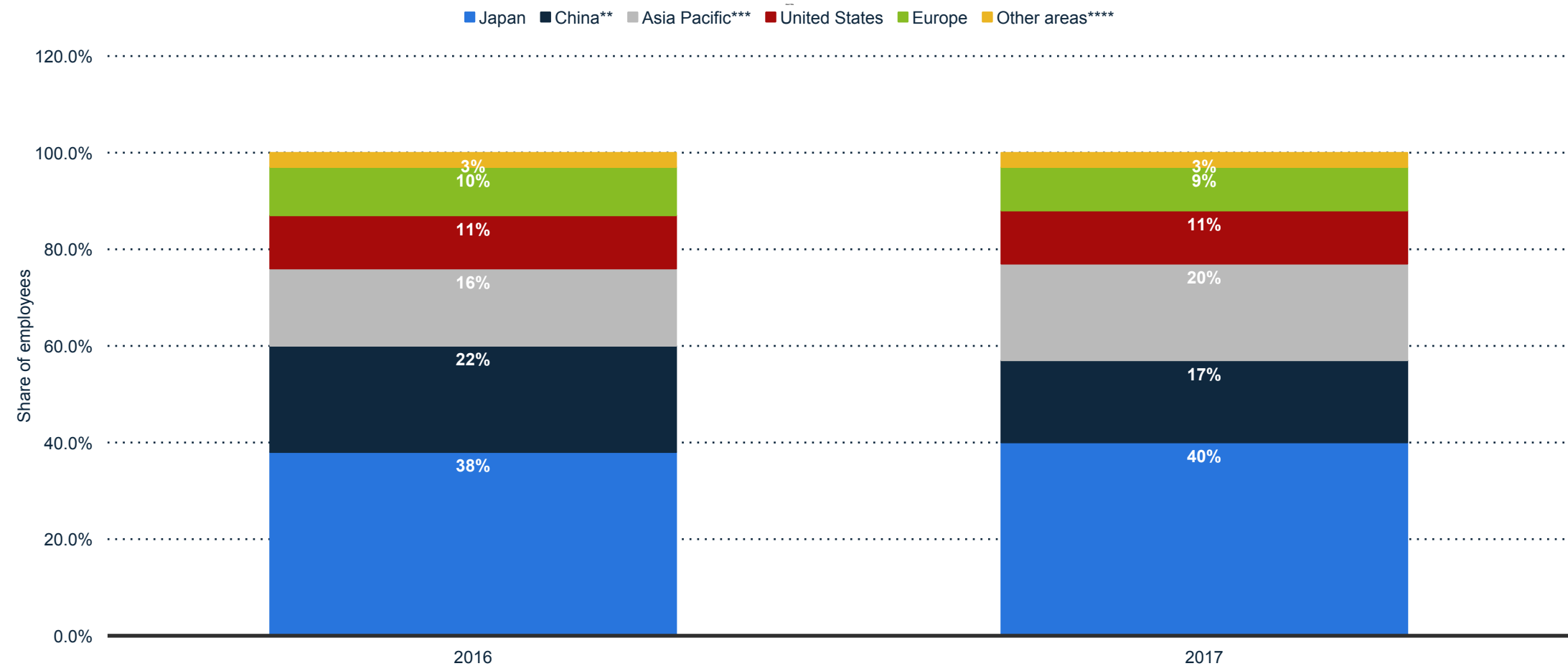
**Note:** Worldwide; 2007 to 2017

Further information regarding this statistic can be found on [page 54](#).

Source(s): Sony; [ID 638777](#)

# Share of employees in the Sony Group by geographic segment in 2016 and 2017\*

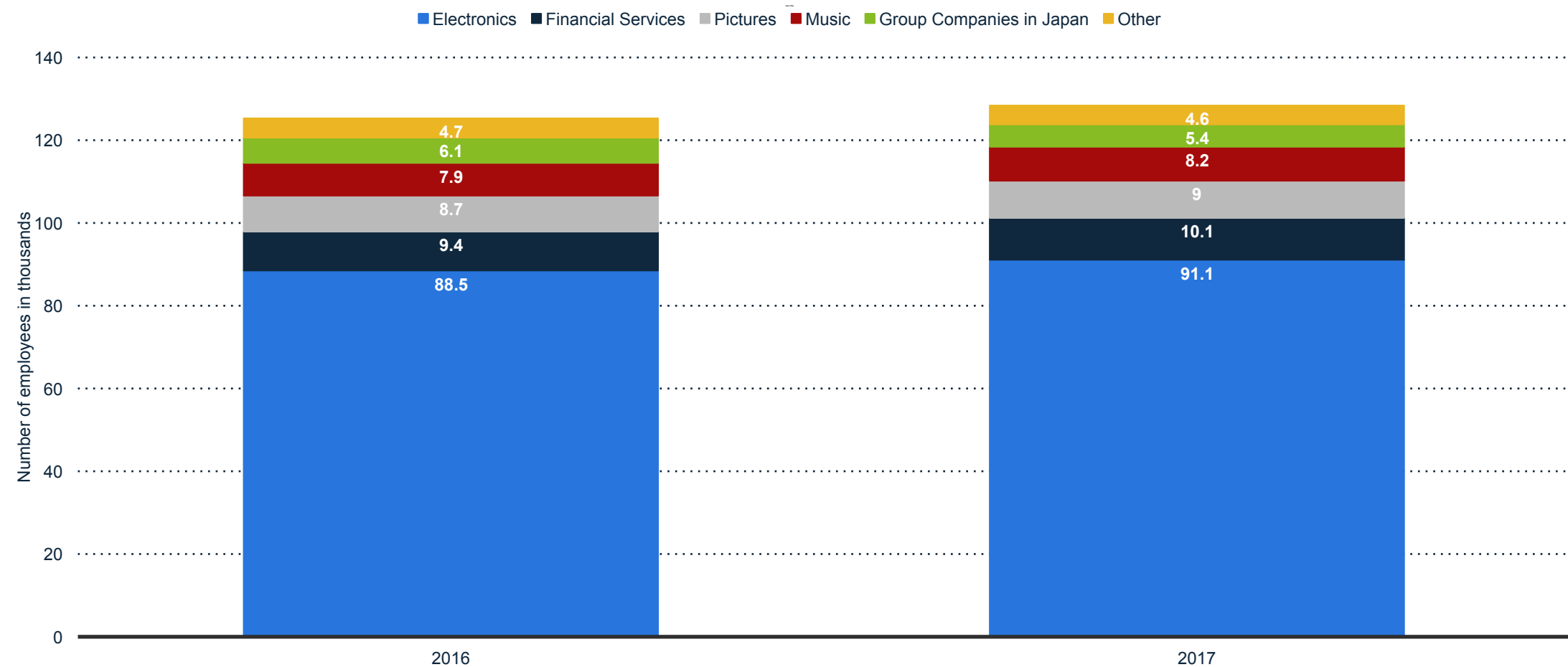
Share of employees in the Sony Group by geography 2016-2017



**Note:** Worldwide; 2016 to 2017  
Further information regarding this statistic can be found on [page 55](#).  
**Source(s):** Sony; [ID 638819](#)

# Sony Group number of employees by business segment in 2016 and 2017 (in 1,000s)

Number of employees in the Sony Group by business segment 2016-2017



**Note:** Worldwide; 2016 to 2017  
Further information regarding this statistic can be found on [page 56](#).  
**Source(s):** Sony; [ID 638801](#)



# CONSUMER ELECTRONICS

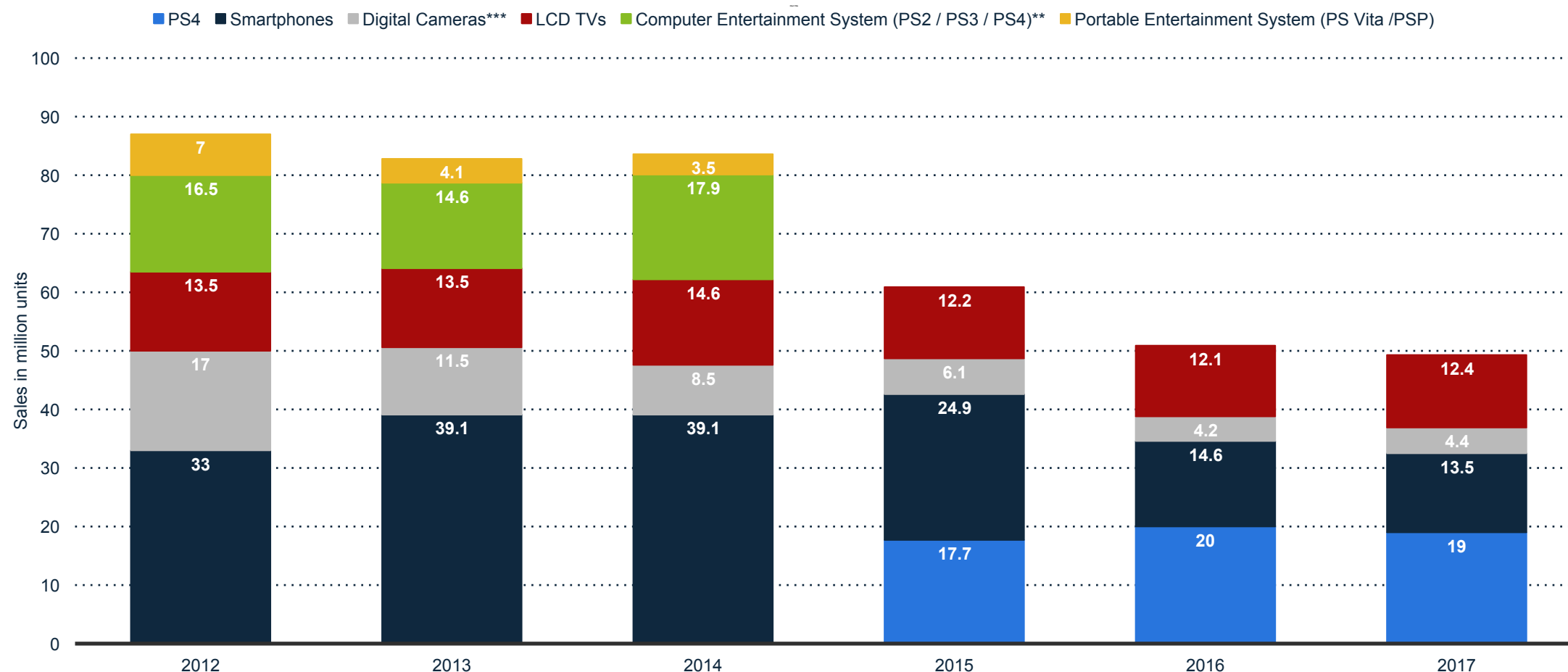
Sony





# Sony's gaming entertainment & consumer electronics segment unit sales worldwide from 2012 to 2017 (in millions)\*

Sony unit sales of hardware entertainment systems & consumer electronics 2012-2017



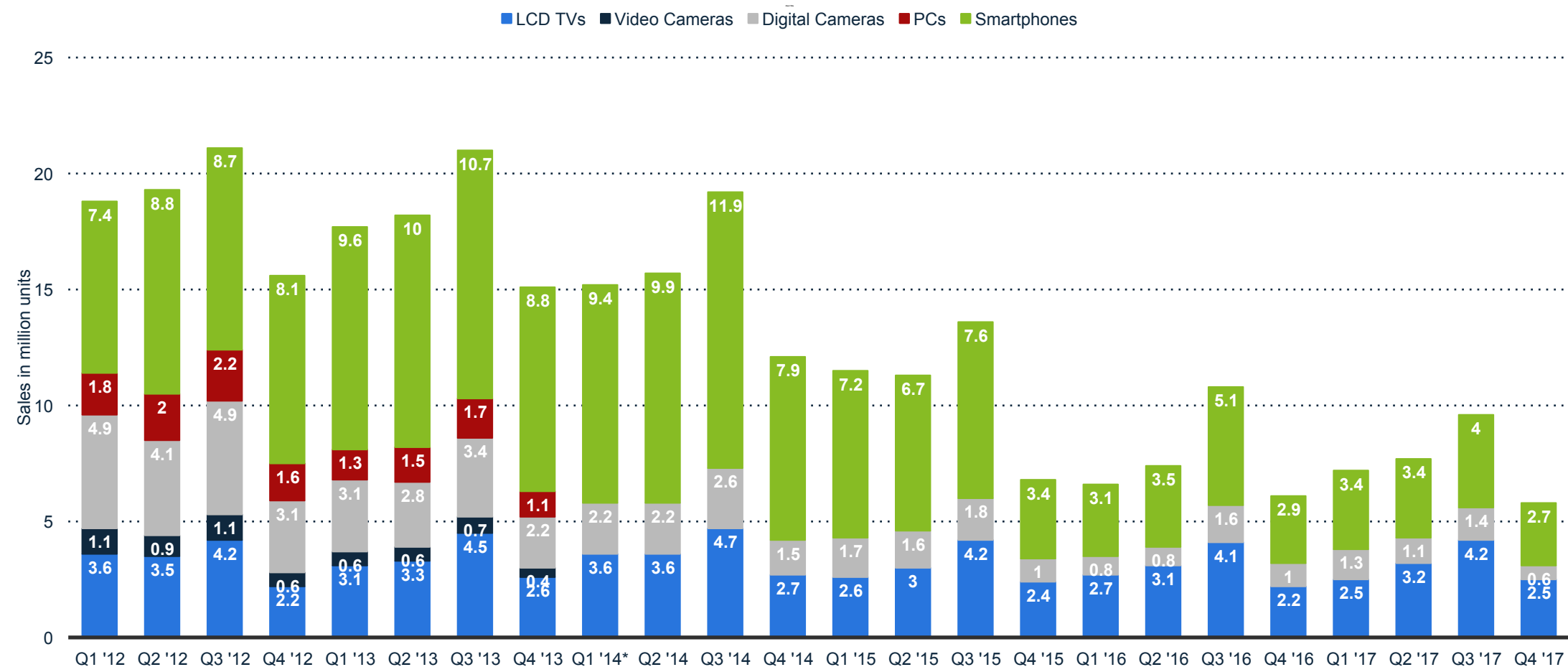
Note: Worldwide; 2011 to 2017

Further information regarding this statistic can be found on [page 57](#).

Source(s): Sony; [ID 300136](#)

# Sony's consumer electronics segment unit sales from FY2012 to FY2017, by category

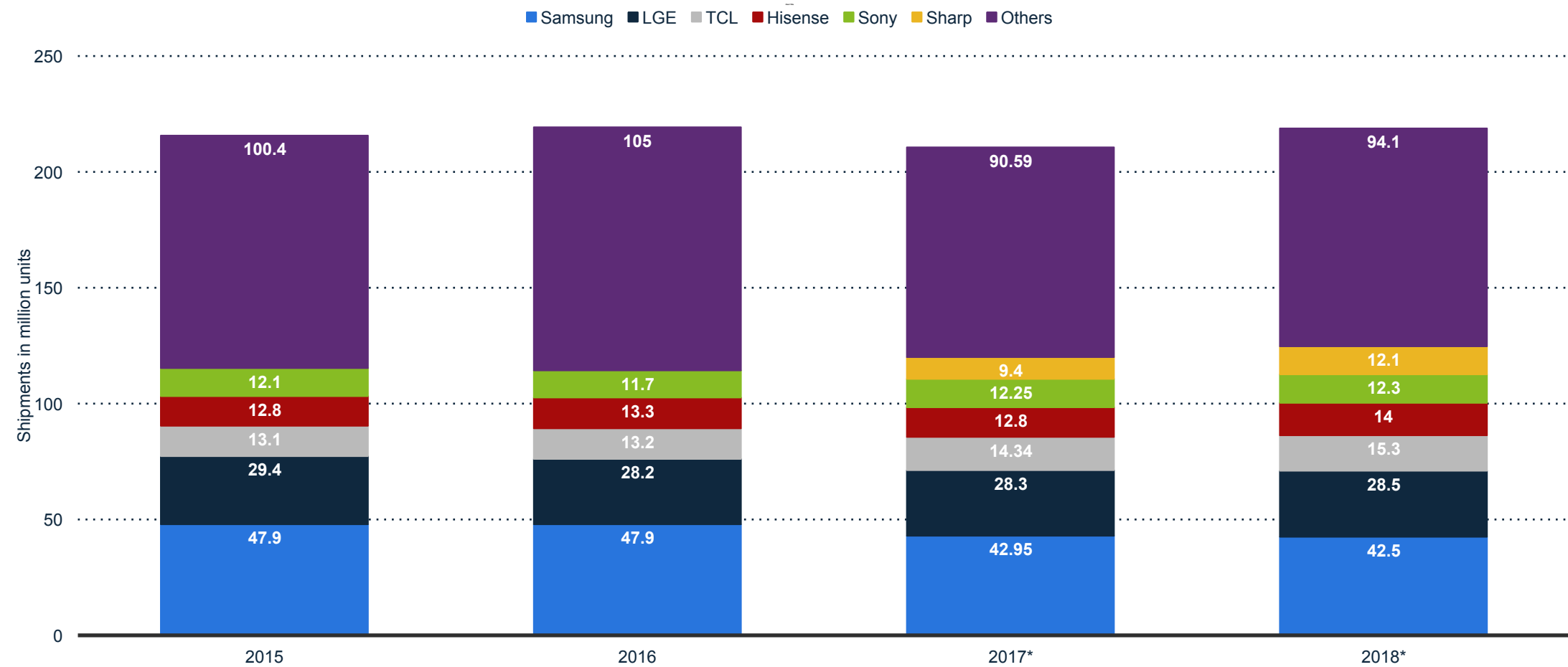
Quarterly unit sales of Sony's consumer electronics segment 2012-2017, by category



**Note:** Worldwide; 2012 to 2018  
Further information regarding this statistic can be found on [page 58](#).  
**Source(s):** Sony; [ID 222370](#)

# Global LCD TV unit shipments from 2015 to 2018, by vendor (in millions)

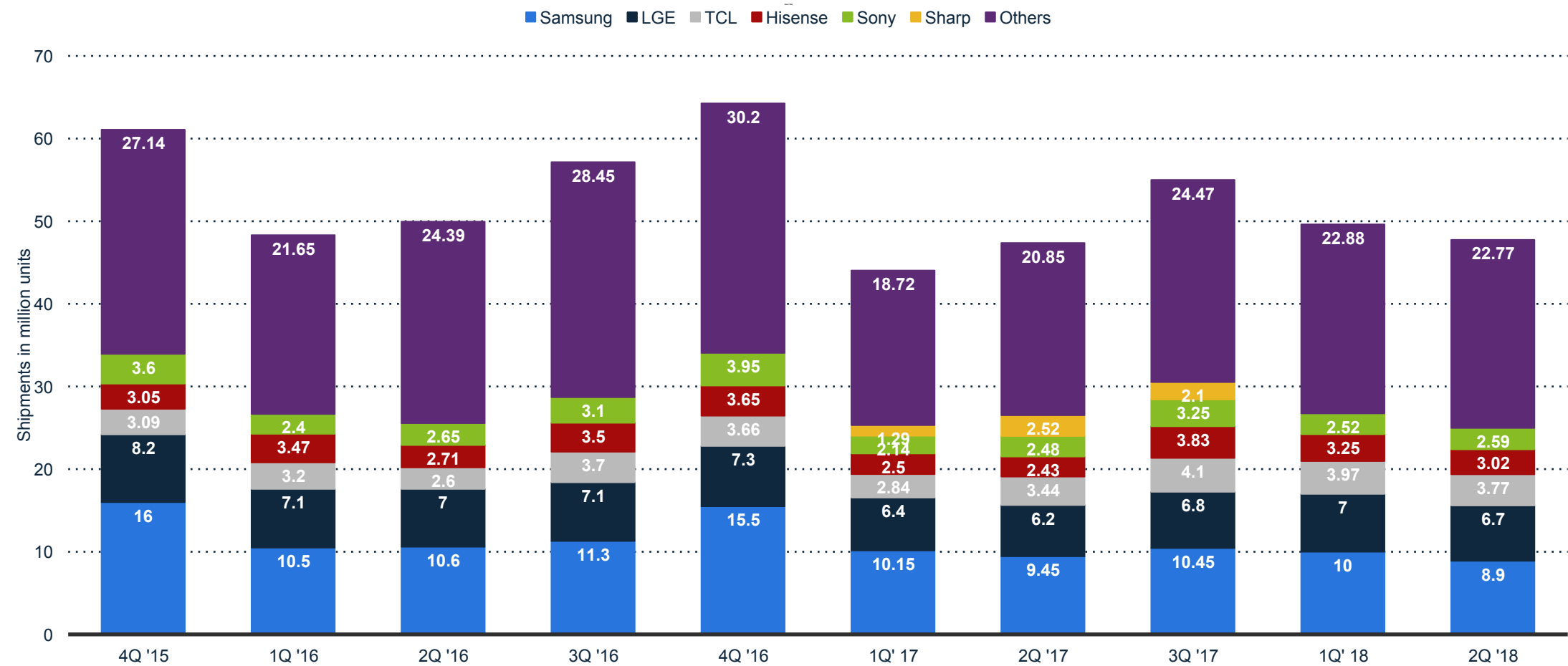
LCD TV shipments worldwide by vendor 2015-2018



**Note:** Worldwide; 2015 to 2016  
Further information regarding this statistic can be found on [page 59](#).  
**Source(s):** TrendForce; [ID 668519](#)

# LCD TV unit shipments worldwide from 4Q'15 to 2Q'18, by vendor (in millions)\*

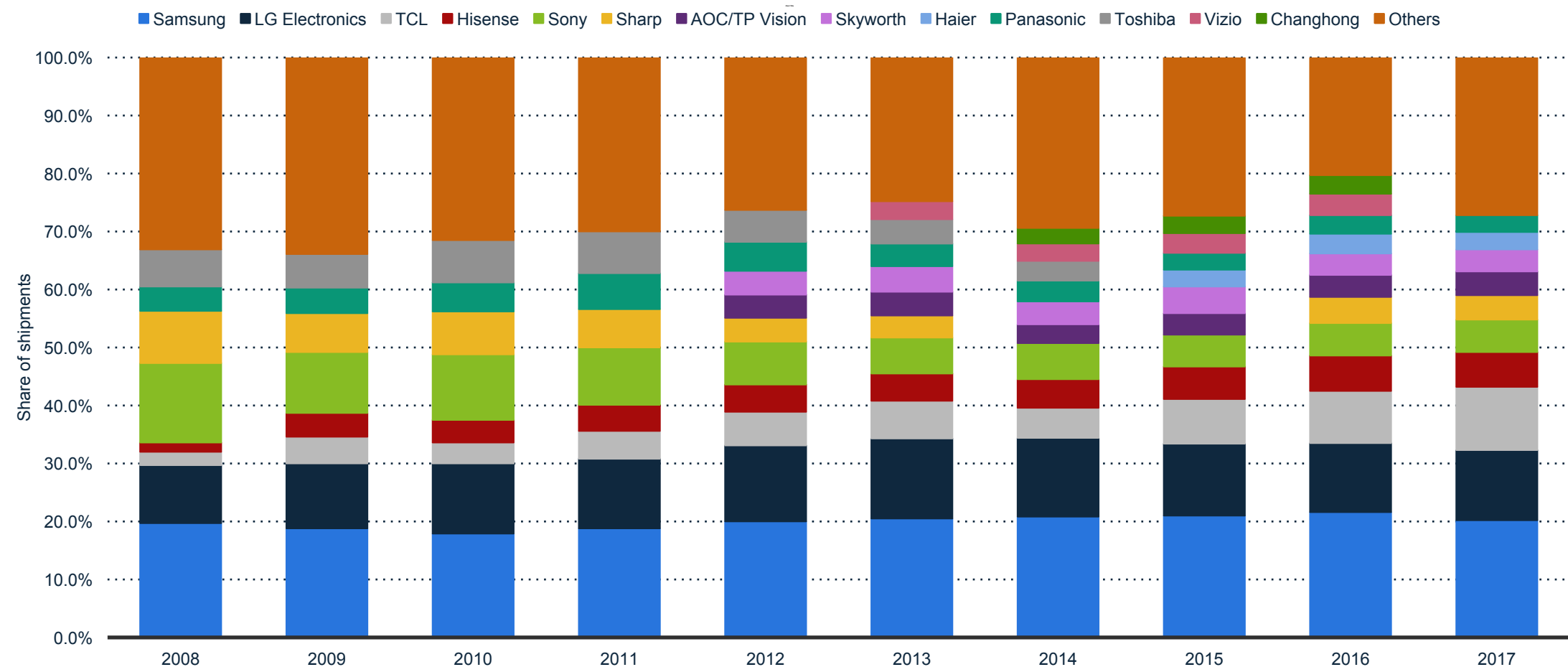
Global LCD TV shipments 2015-2018, by vendor



**Note:** Worldwide; 2015 to 2018  
Further information regarding this statistic can be found on [page 60](#).  
**Source(s):** TrendForce; [ID 667034](#)

# Global market share held by LCD TV manufacturers from 2008 to 2017

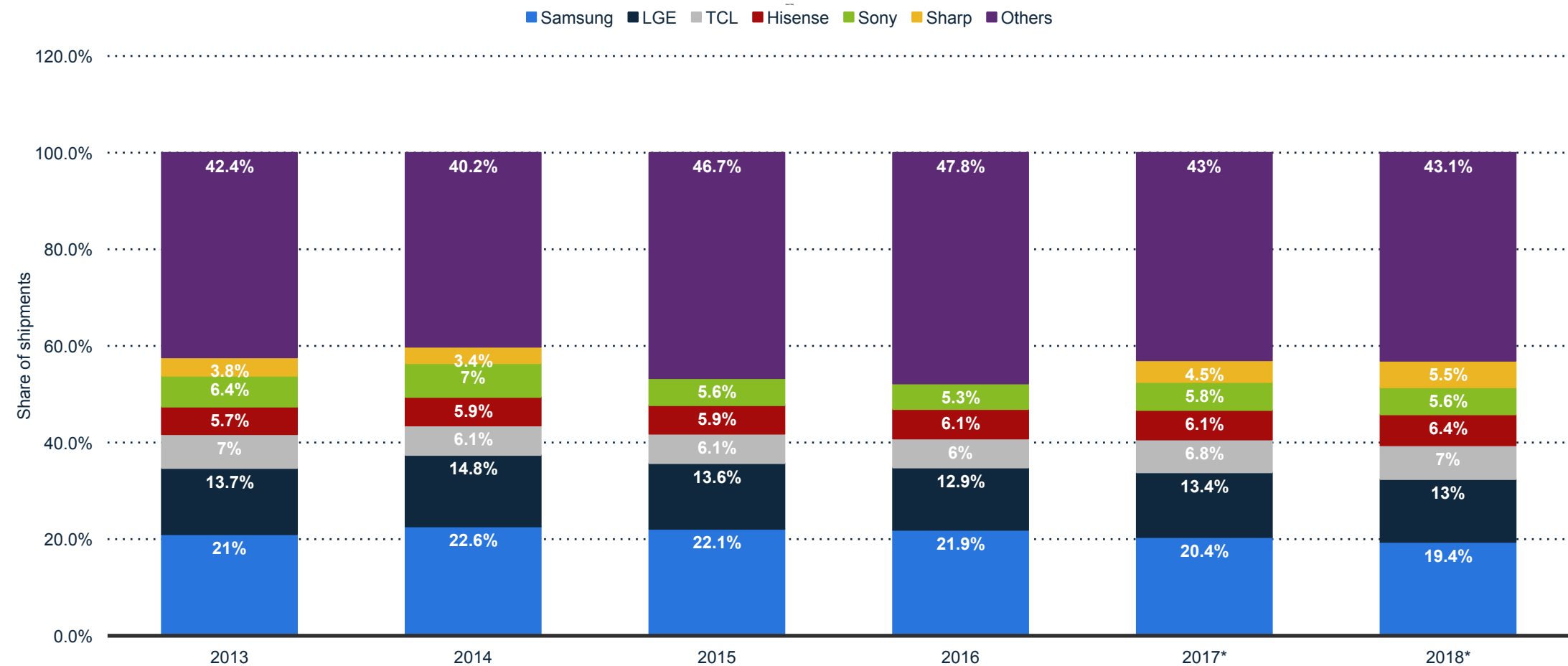
LCD TV manufacturers global market share 2008-2017



**Note:** Worldwide; 2008 to 2017  
Further information regarding this statistic can be found on [page 61](#).  
**Source(s):** NPD Group; DisplaySearch; TCL; IHS; [ID 267095](#)

# Share of LCD TV shipments by brand worldwide from 2013 to 2018

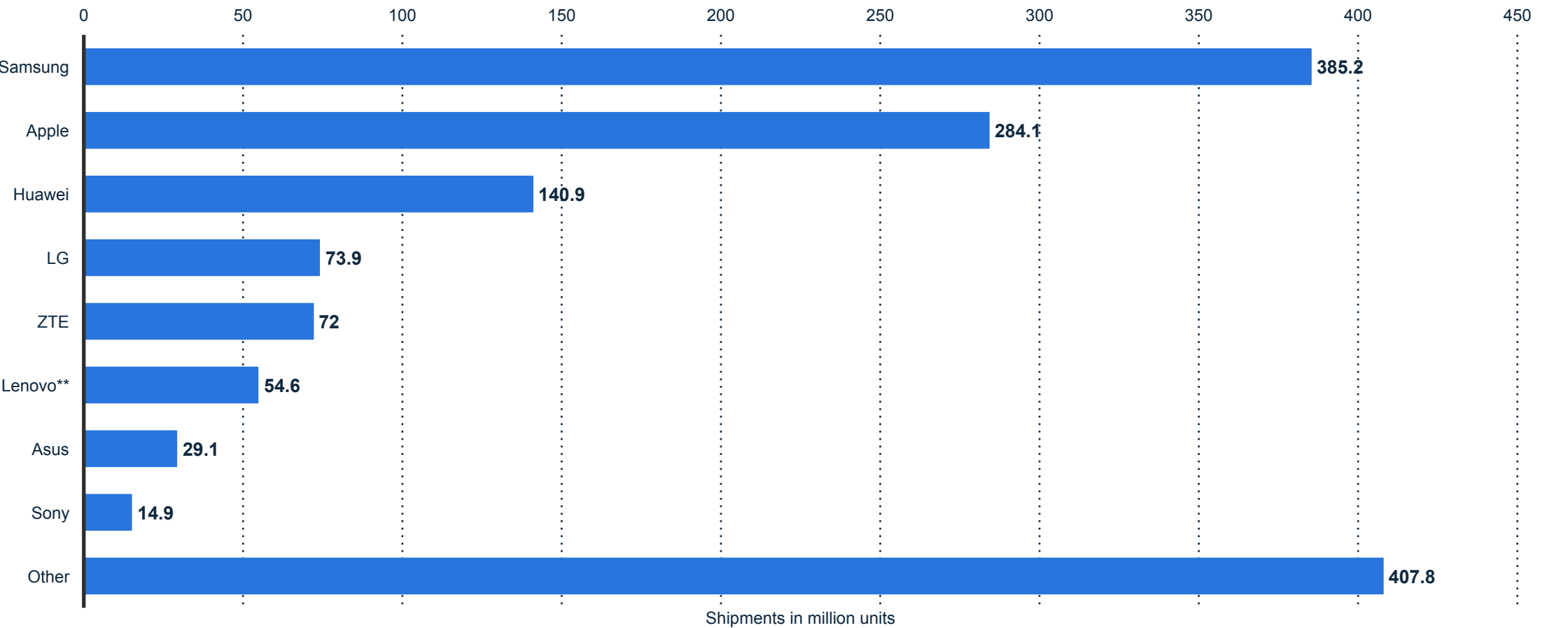
Share of global LCD TV shipments 2013-2018, by brand



**Note:** Worldwide; 2013 to 2017  
Further information regarding this statistic can be found on [page 62](#).  
**Source(s):** TrendForce; [ID 541057](#)

# Unit shipments of mobile devices by vendor worldwide for the year ending June 2017 (in millions)\*

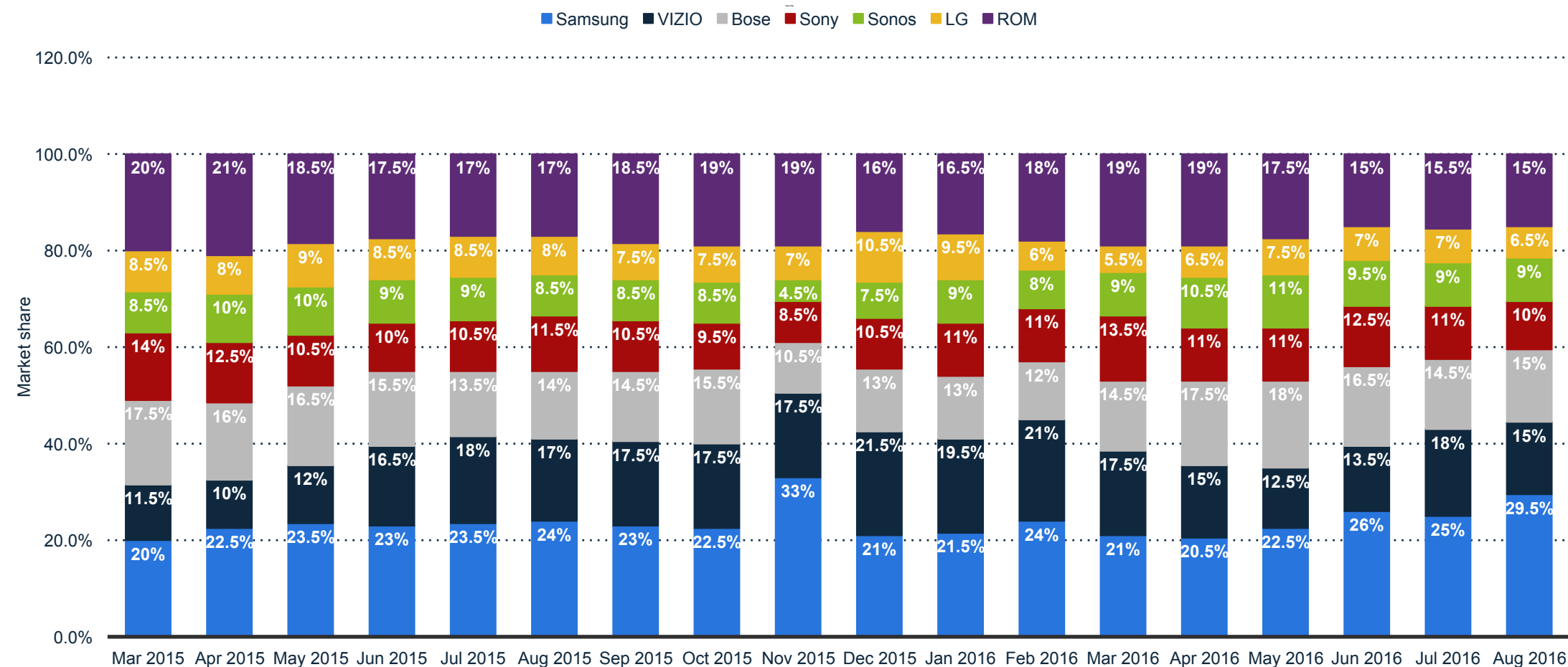
Global mobile device unit shipments 2017, by vendor



**Note:** Worldwide; 12 months ending June 2017  
Further information regarding this statistic can be found on [page 63](#).  
**Source(s):** ITCandor; [ID 773853](#)

# Share of sound bar sales by brand in the United States from 2015 to 2016

Sound bar sales share in the U.S. 2015-2016, by brand

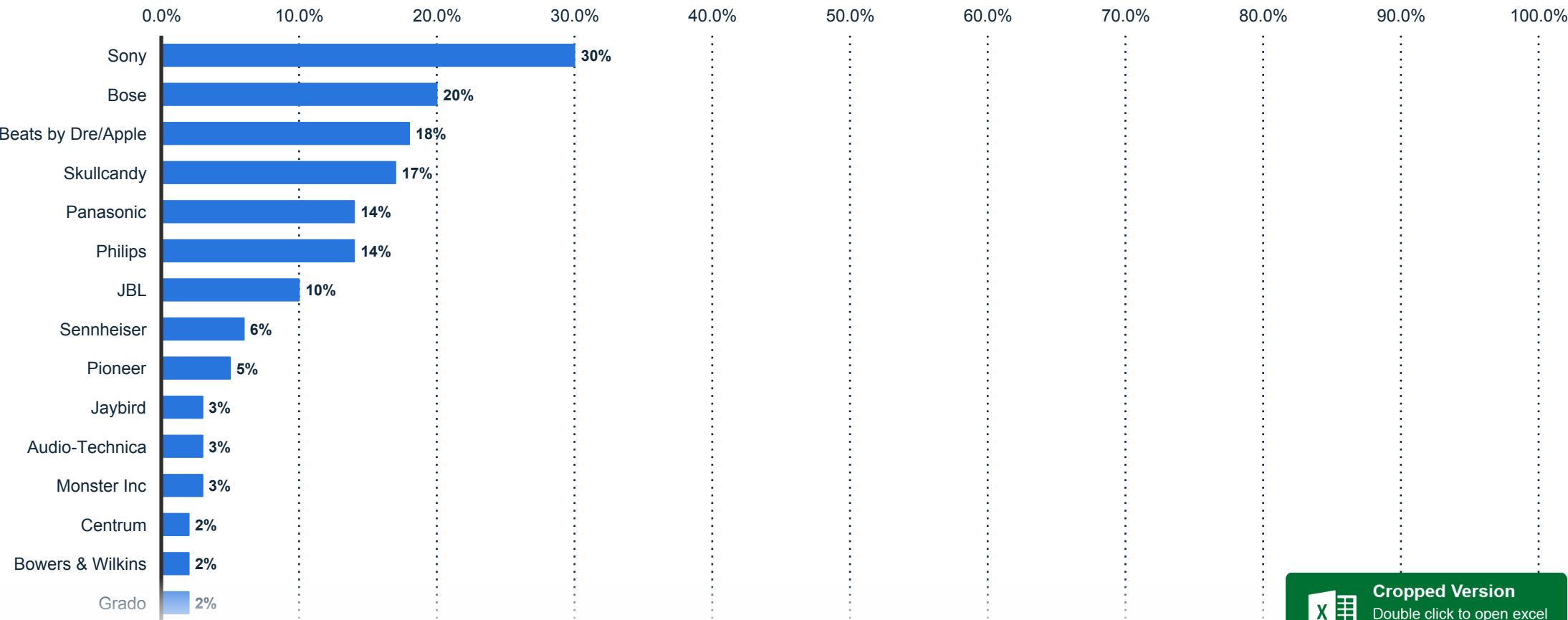


**Note:** United States; 2015 to 2016  
Further information regarding this statistic can be found on [page 64](#).  
**Source(s):** Statista estimates; NPD Group; [ID 688708](#)



# Which of these headphone brands do you own?\*

Share of headphone owners by brand in the United States 2017

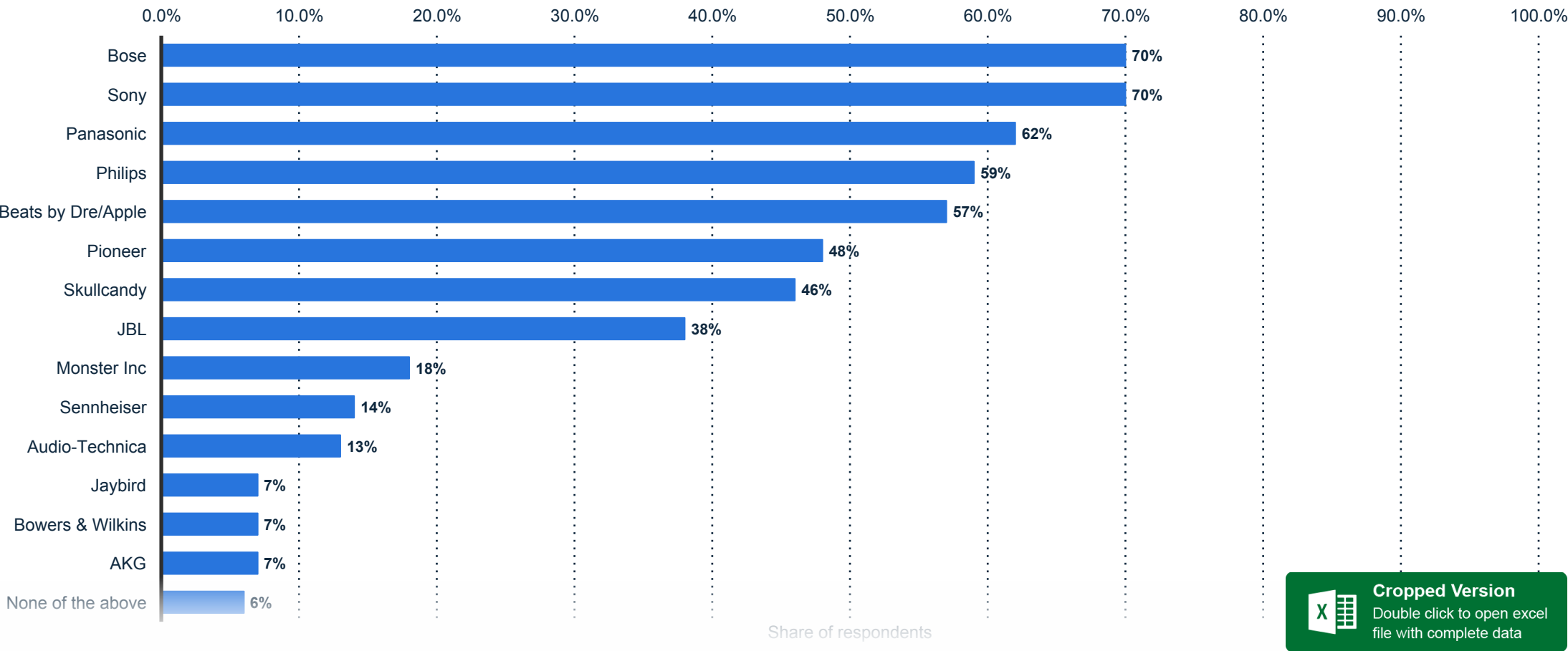


**Cropped Version**  
Double click to open excel  
file with complete data

**Note:** United States; March 9 - March 22, 2017; 18 years and older; 828 Respondents; Use headphones more often than "never"  
Further information regarding this statistic can be found on [page 65](#).  
**Source(s):** Statista Survey; [ID 697001](#)

# Which of these headphone brands do you know, even if it is just by name?\*

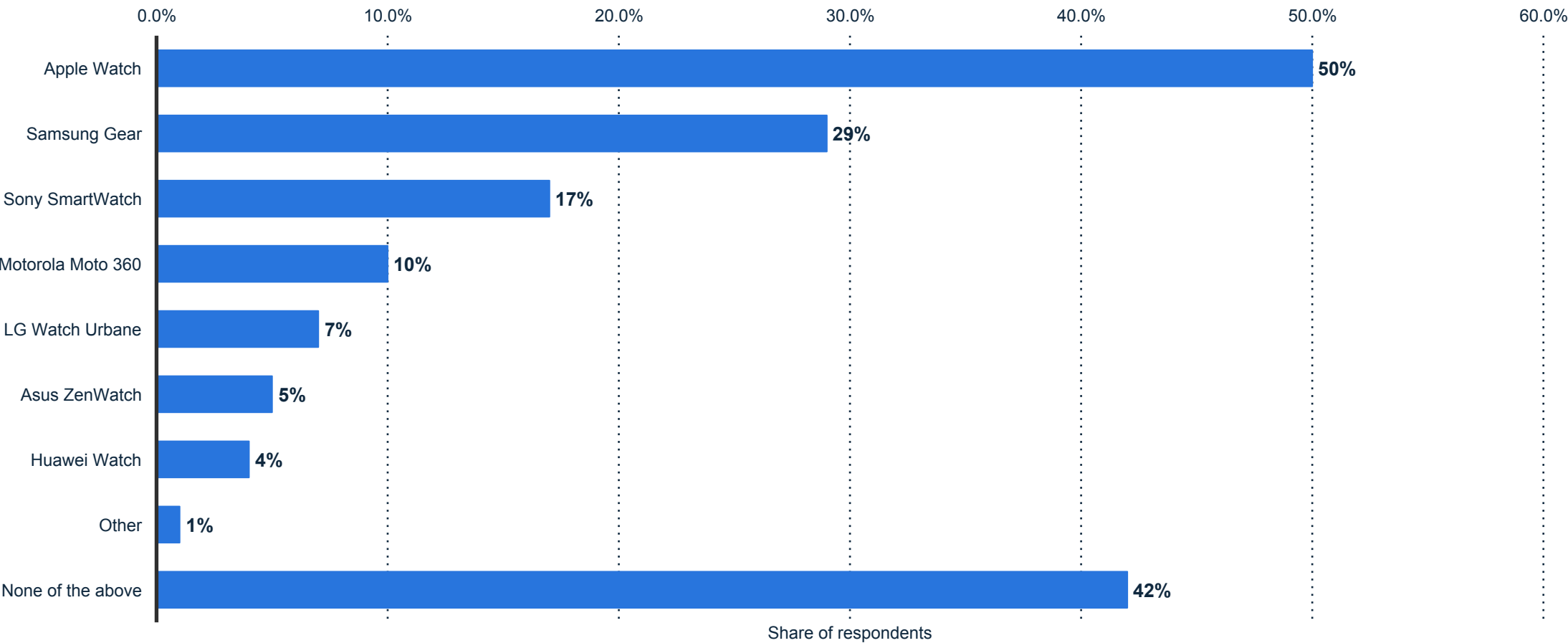
Consumer awareness of headphone brands in the United States 2017



**Note:** United States; March 9 - March 22, 2017; 18 years and older; 1,006  
Further information regarding this statistic can be found on [page 66](#).  
**Source(s):** Statista Survey; [ID 696986](#)

# Which of these smart watch brands do you know?

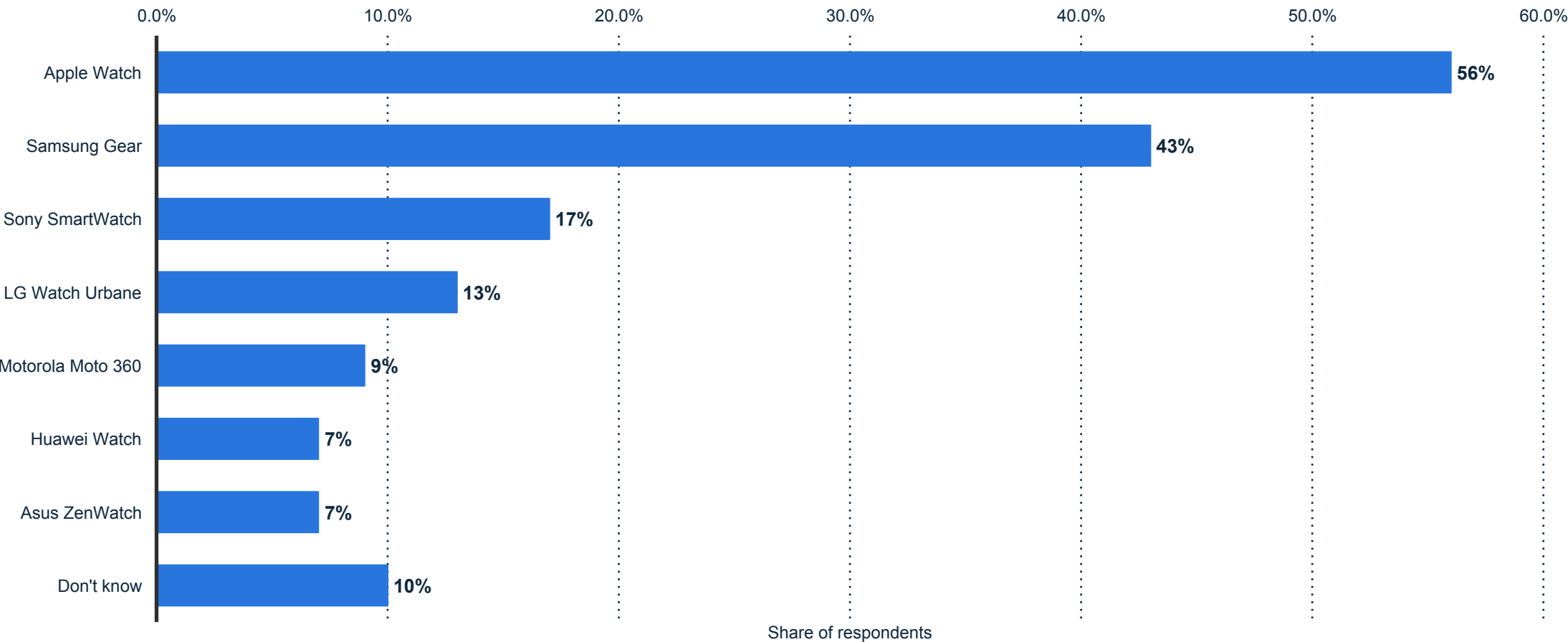
Smart watch brands people know in the United States 2017



**Note:** United States; February 6th to 8th, 2017; 18 years and older; 1,455  
Further information regarding this statistic can be found on [page 67](#).  
**Source(s):** Statista Survey; [ID 703124](#)

# Which of these smart watches would you buy?

Smart watch models U.S. consumers would potentially buy 2017



**Note:** United States; February 6th to 8th, 2017; 18 years and older; 437 (N total = 1,455); Interested in buying a smartwatch  
Further information regarding this statistic can be found on [page 68](#).  
**Source(s):** Statista Survey; [ID 703155](#)



# GAMING (PLAYSTATION & VR)

Sony



## Gaming revenue of leading public companies worldwide from 2014 to 2017 (in billion U.S. dollars)

### Game revenues of global companies 2014-2017

	Fiscal year 2014	Fiscal year 2015	Fiscal year 2016	Fiscal year 2017
Tencent	8.2	8.7	12	18.1
Sony	5.1	5.9	7.8	10.5
Activision Blizzard*	6.7	4.7	6.3	6.5
Microsoft**	4.6	5.9	6.5	7.1
Apple**	3.5	4.4	6.7	8
EA	4.5	4.3	4.6	5.1
NetEase	1.6	2.8	4.2	5.6
Google**	2.4	3	4	5.3
Bandai Namco	-	1.7	2	2.4
Nintendo	-	1.9	1.8	3.6

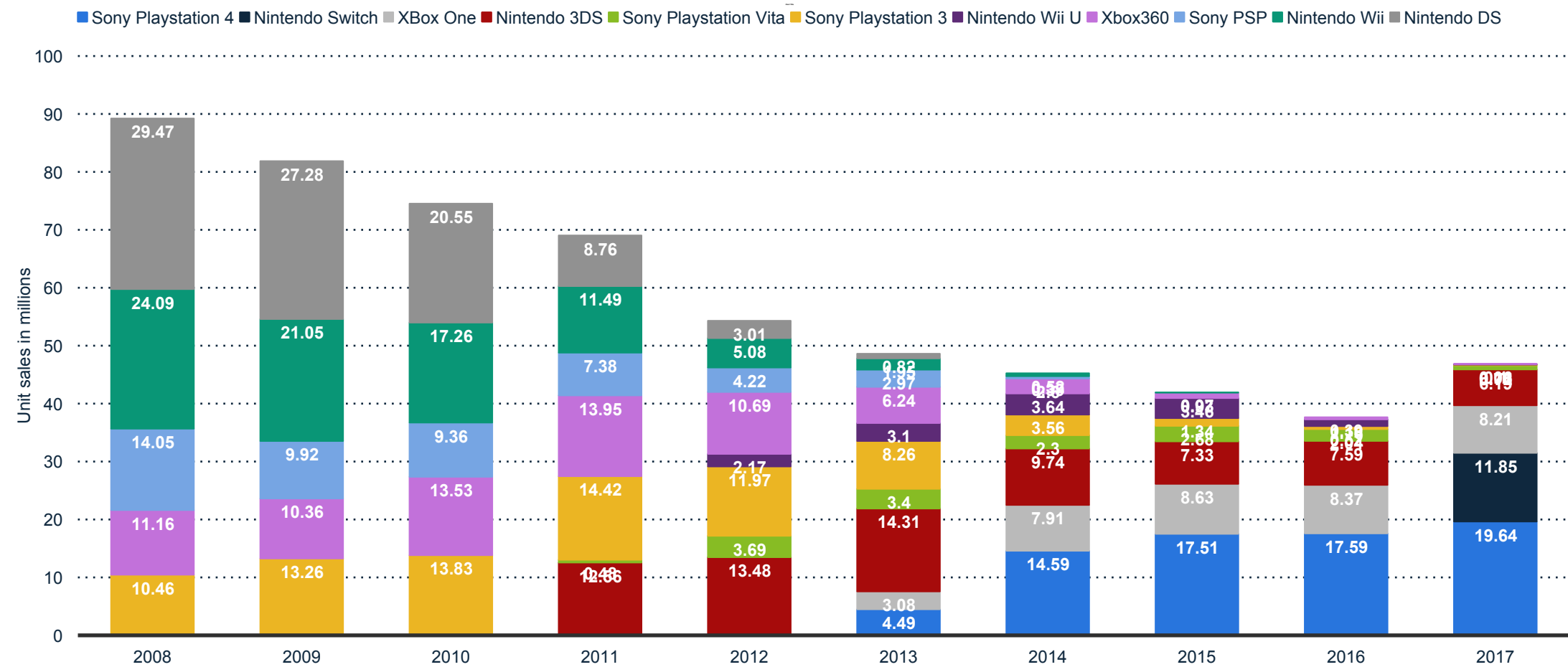
**Note:** Worldwide; 2014 to 2017

Further information regarding this statistic can be found on [page 69](#).

**Source(s):** Newzoo; [ID 421848](#)

# Global unit sales of current generation video game consoles from 2008 to 2017 (in million units)

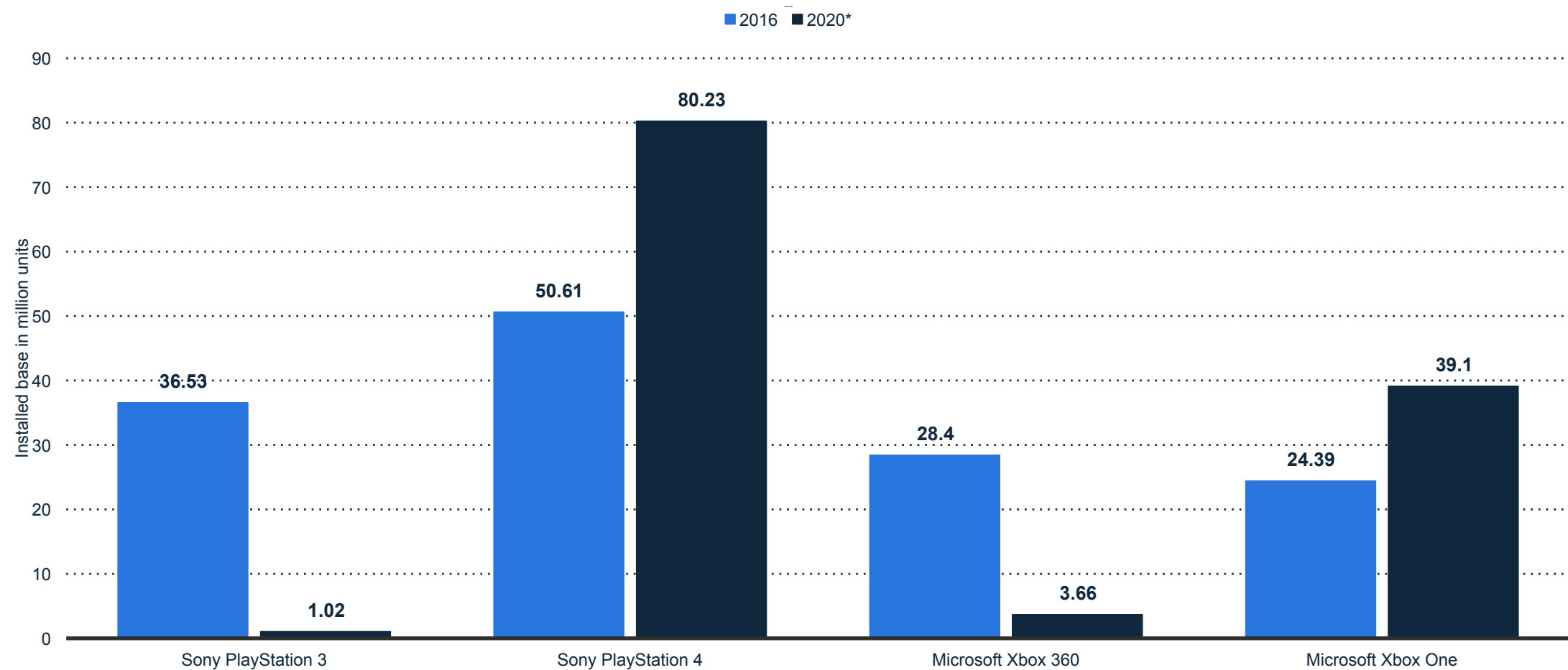
Global unit sales of video game consoles from 2008 to 2017



**Note:** Worldwide; 2008 to 2017; data accessed on January 23, 2018  
Further information regarding this statistic can be found on [page 70](#).  
**Source(s):** VGChartz; [ID 276768](#)

# Installed base of Sony and Microsoft game consoles worldwide in 2016 and 2020 (in million units)

Installed base of Sony PS3/PS4 and Microsoft Xbox 360/Xbox One consoles 2016 and 2020

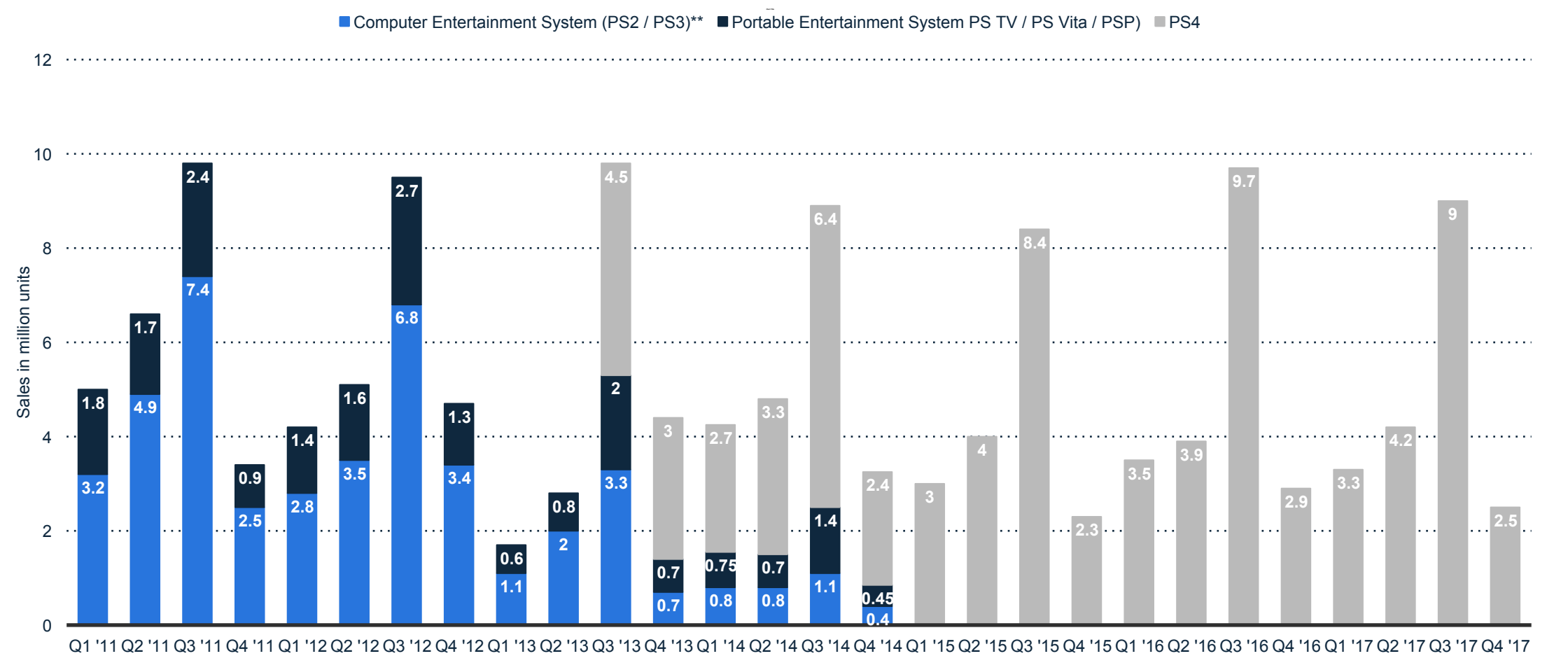


**Note:** Worldwide  
Further information regarding this statistic can be found on [page 71](#).  
**Source(s):** Futuresource; [ID 697187](#)



# Unit sales of Sony's gaming entertainment systems worldwide from 2011 to 2017 (in millions), by quarter\*

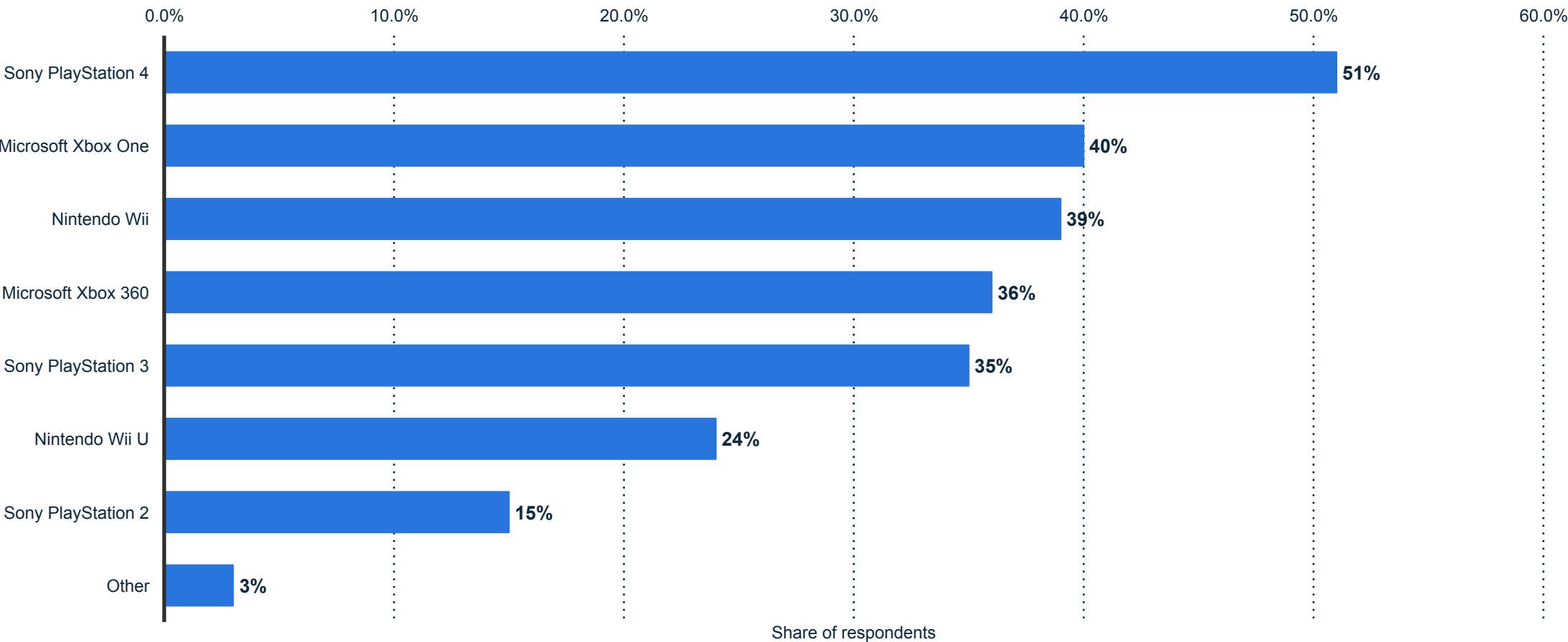
Sony unit sales of hardware entertainment systems 2011-2017, by quarter



**Note:** Worldwide; 2011 to 2017  
Further information regarding this statistic can be found on [page 72](#).  
**Source(s):** Sony; [ID 222403](#)

# Which home consoles do you have?

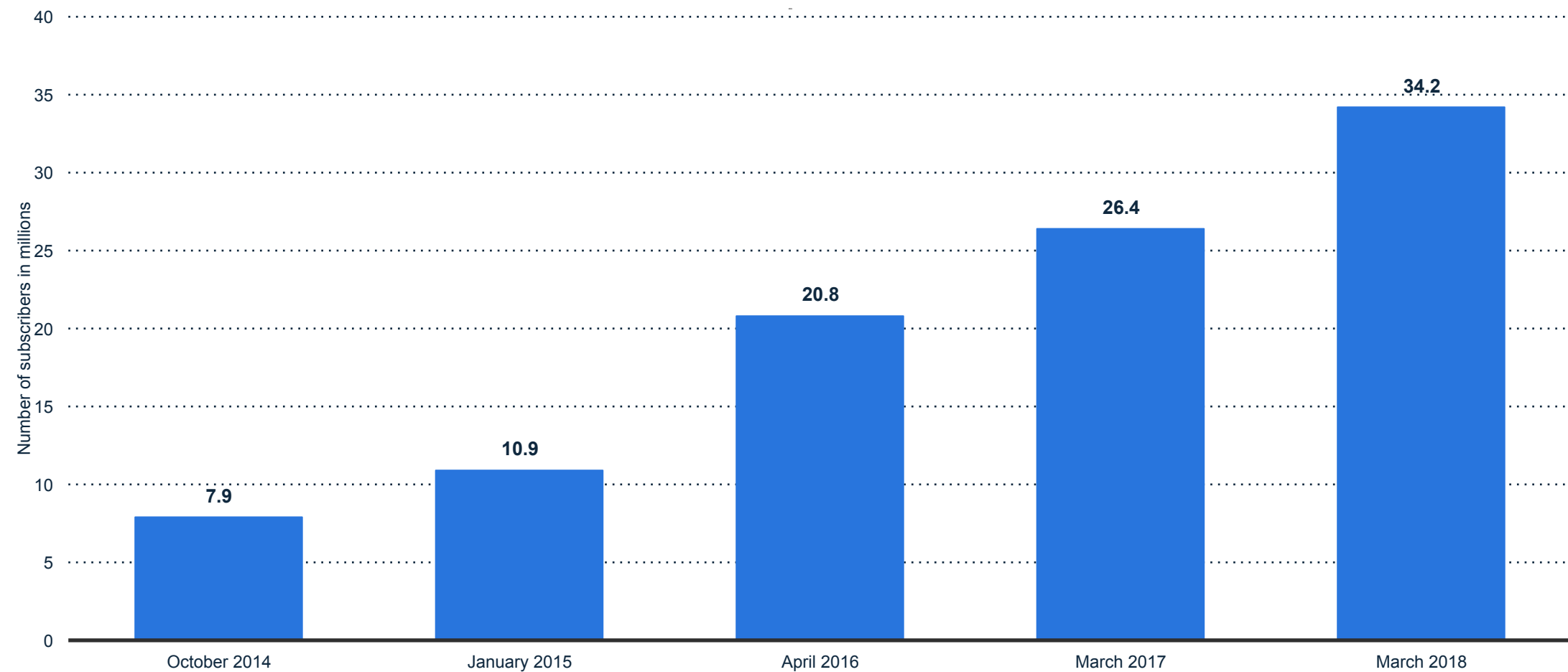
Home console brand ownership among gamers in the U.S. 2016



**Note:** United States; December 14 to 23, 2016; 18 years and older; total survey n = 1,560  
Further information regarding this statistic can be found on [page 73](#).  
**Source(s):** Statista Survey; [ID 662541](#)

# Number of subscribers of PlayStation Plus worldwide from 2014 to 2018 (in millions)

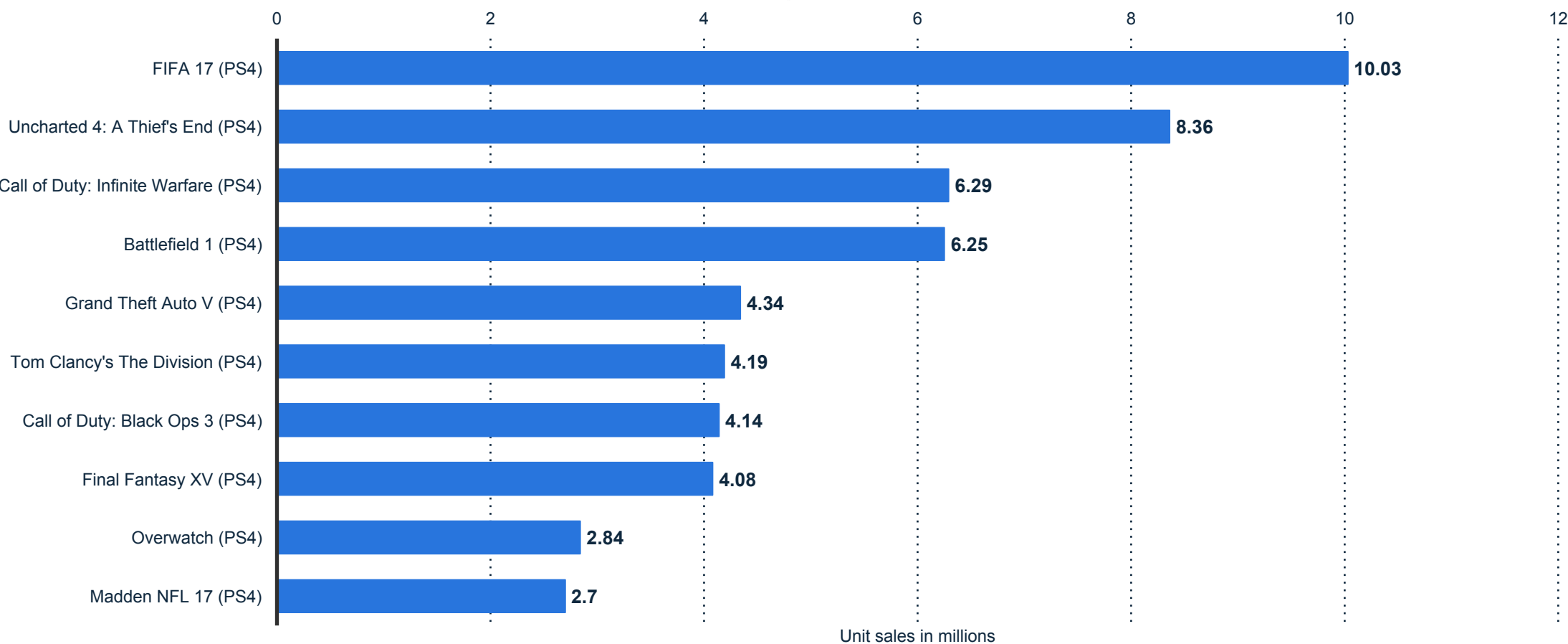
Number of PlayStation Plus subscribers worldwide 2014-2018



**Note:** Worldwide; 2014 to 2018  
Further information regarding this statistic can be found on [page 74](#).  
**Source(s):** Sony; gamesindustry.biz; [ID 532431](#)

# Best-selling PlayStation 4 video game titles worldwide in 2016, by unit sales (in millions)

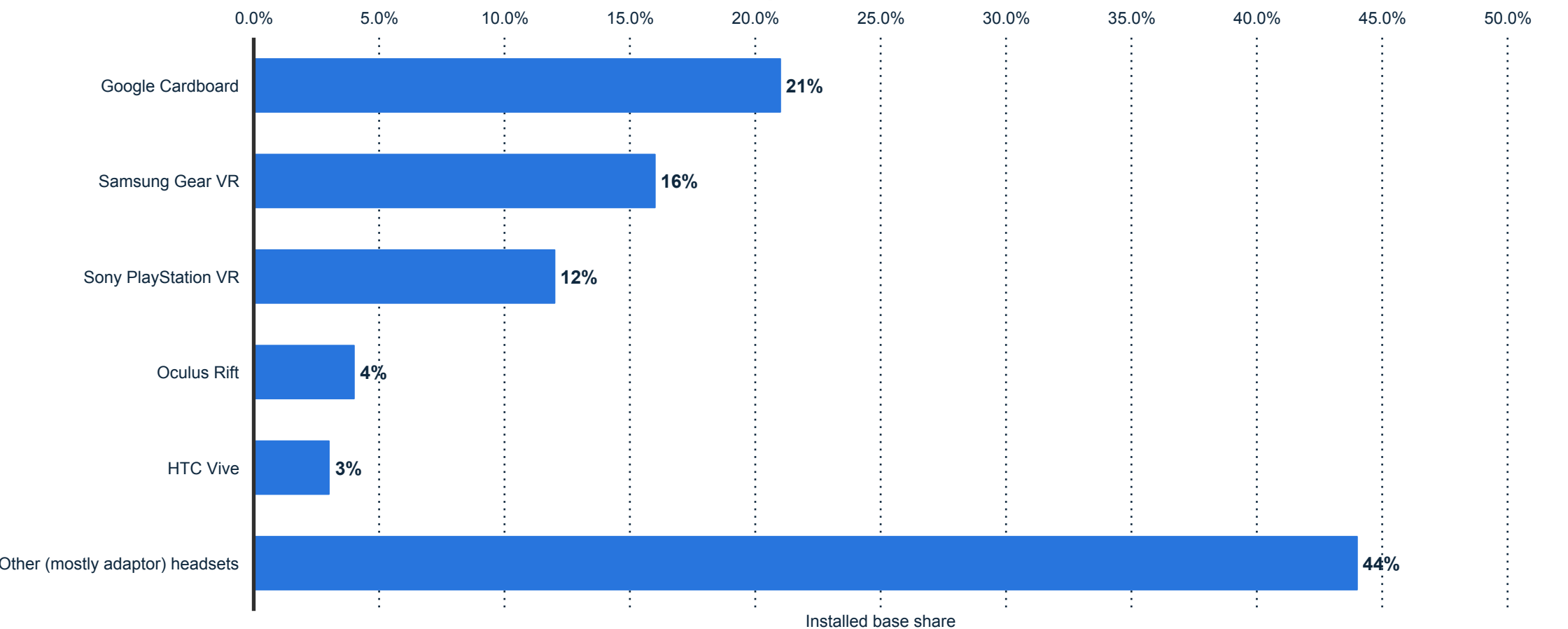
Best-selling PlayStation 4 video games worldwide 2016, by unit sales



**Note:** Worldwide; 2016  
Further information regarding this statistic can be found on [page 75](#).  
**Source(s):** VGChartz; [ID 516598](#)

# Share of virtual reality (VR) headset installed base by brand worldwide in 2016\*

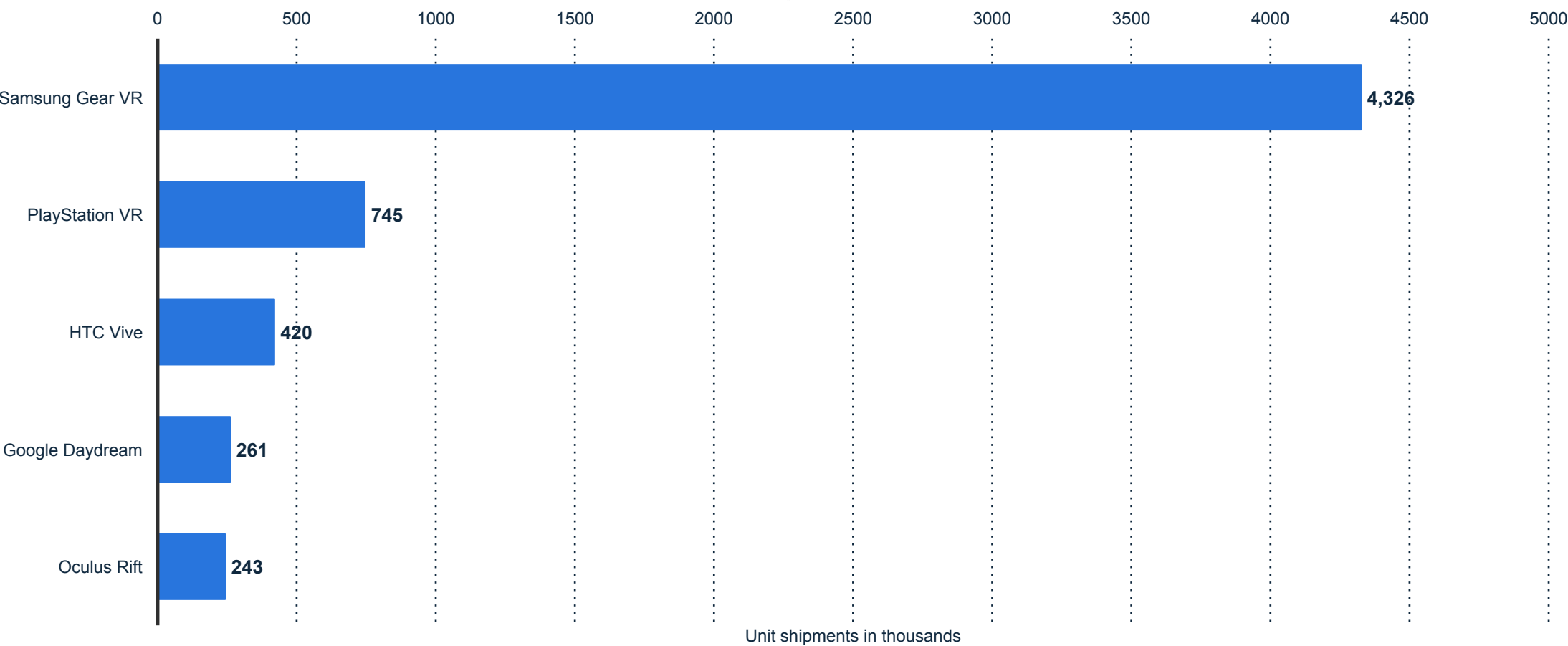
Installed base share of VR headsets worldwide 2016, by brand



**Note:** Worldwide; 2016  
Further information regarding this statistic can be found on [page 76](#).  
**Source(s):** CSI Magazine; [ID 688272](#)

# Virtual reality device unit shipments worldwide by vendor/brand in 2016 (in 1,000s)

Global virtual reality headset shipments by brand 2016



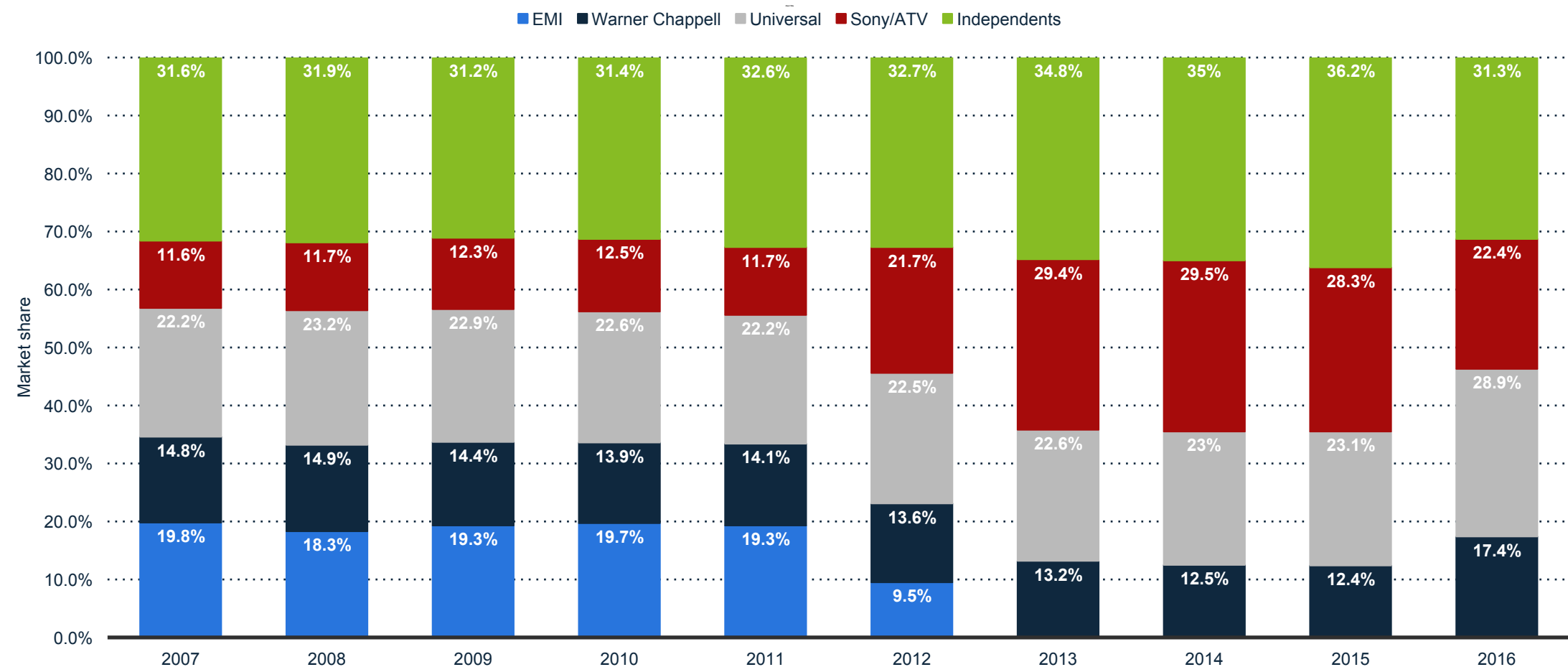
**Note:** Worldwide; 2016  
Further information regarding this statistic can be found on [page 77](#).  
**Source(s):** SuperData Research; [ID 705476](#)

# MUSIC & FILM

Sony

# Revenue market share of the largest music publishers worldwide from 2007 to 2016

Market share of the largest music publishers worldwide from 2007 to 2016

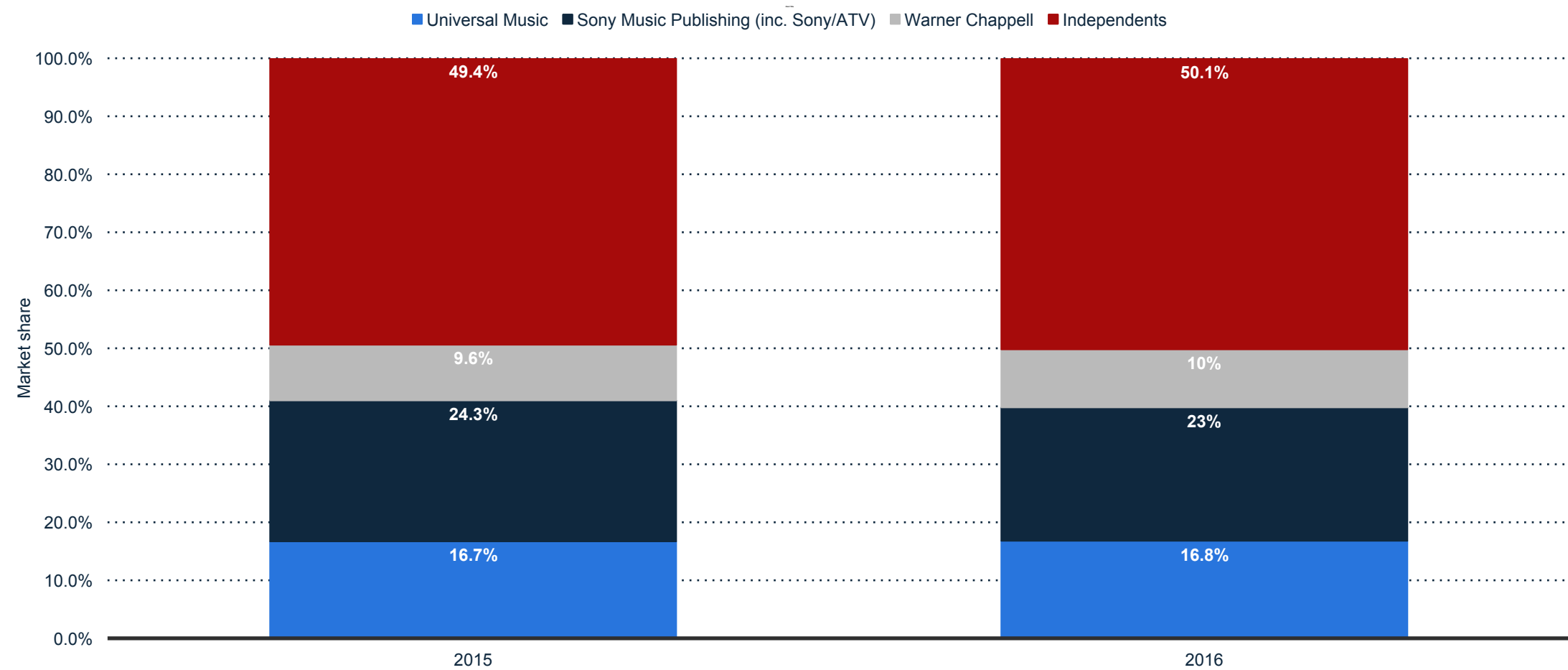


**Note:** Worldwide; 2007 to 2016  
Further information regarding this statistic can be found on [page 78](#).  
**Source(s):** Informa (Music & Copyright); Ovum; MIDiA Research; Music Industry Blog; Music Business Worldwide; [ID 272520](#)



# Publishing market share of the largest record companies worldwide in 2015 and 2016

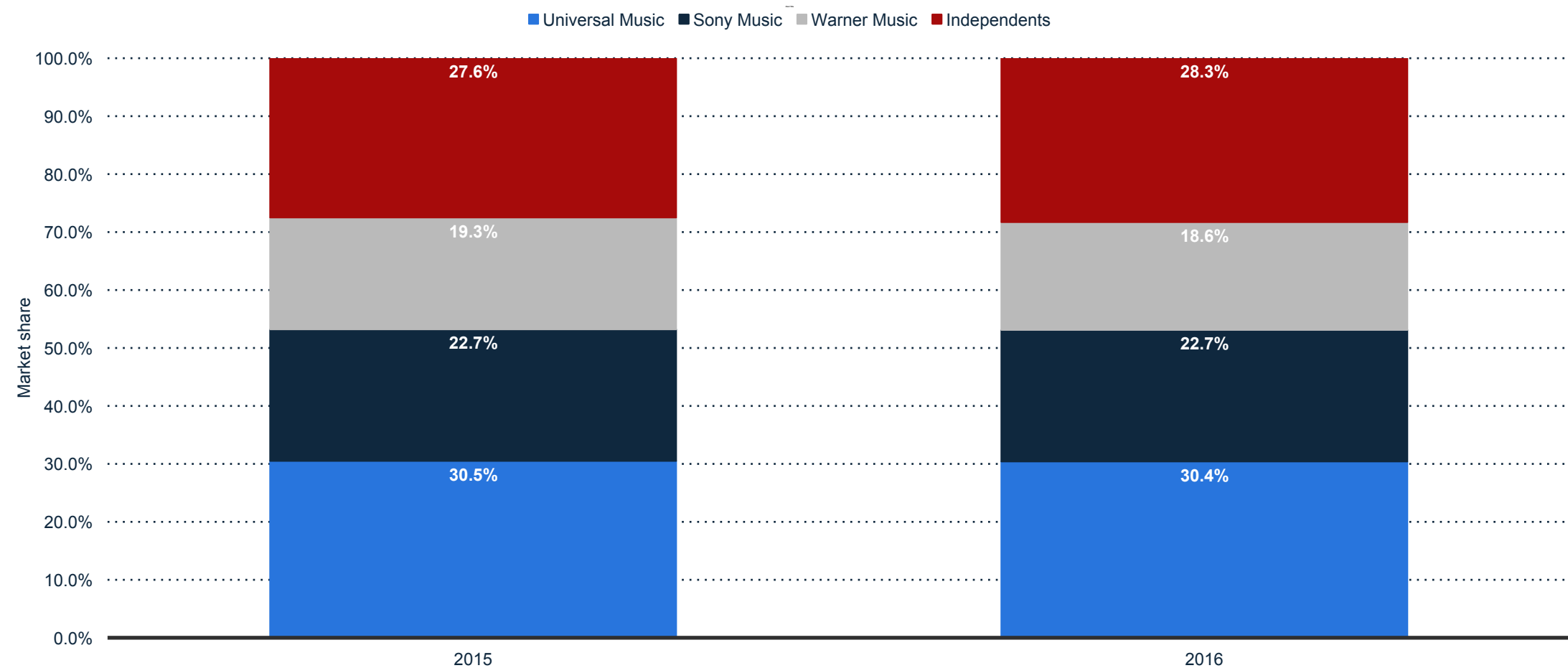
Record companies - publishing market share worldwide 2015-2016



**Note:** Worldwide; 2015 and 2016  
Further information regarding this statistic can be found on [page 79](#).  
**Source(s):** Midea; Music Business Worldwide; [ID 679583](#)

# Streaming market share of the largest record companies worldwide in 2015 and 2016

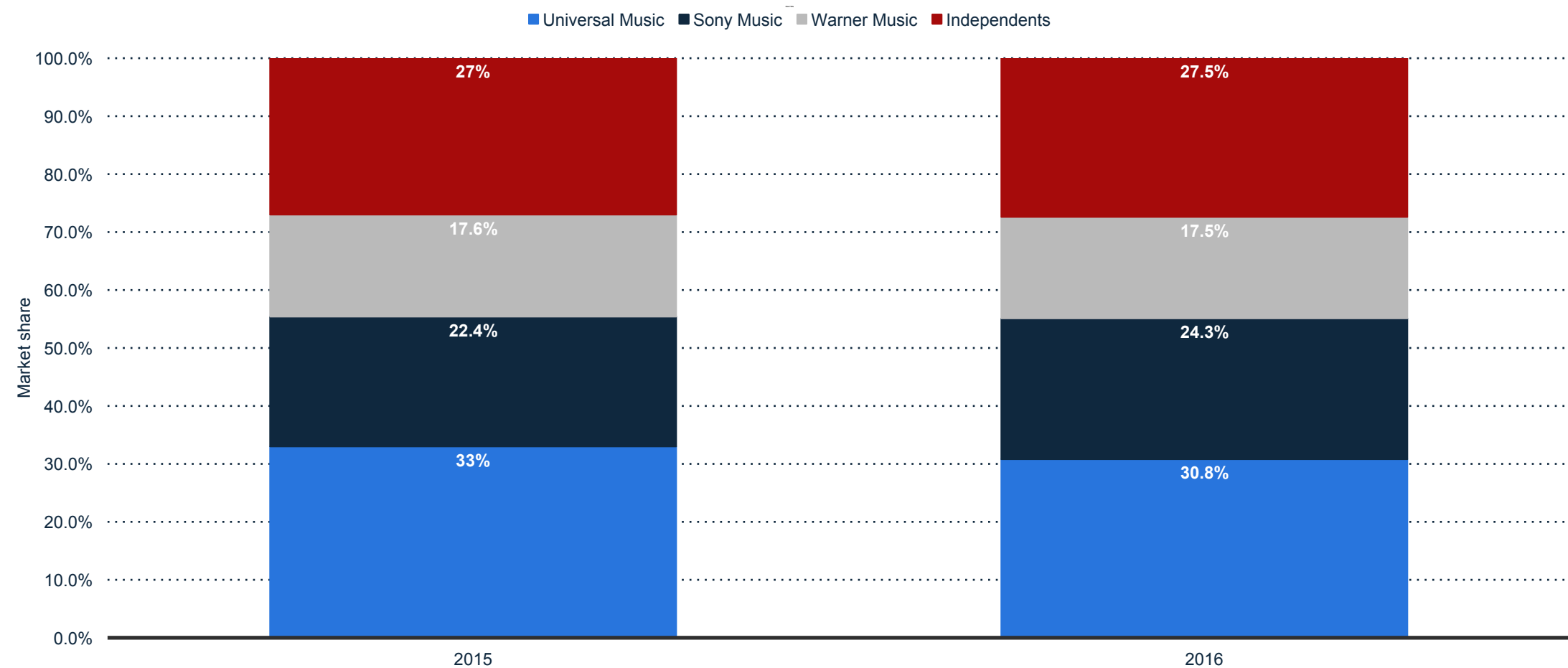
Record companies - streaming market share worldwide 2015-2016



**Note:** Worldwide; 2015 and 2016  
Further information regarding this statistic can be found on [page 80](#).  
**Source(s):** Midea; Music Business Worldwide; [ID 679577](#)

# Download market share of the largest record companies worldwide in 2015 and 2016

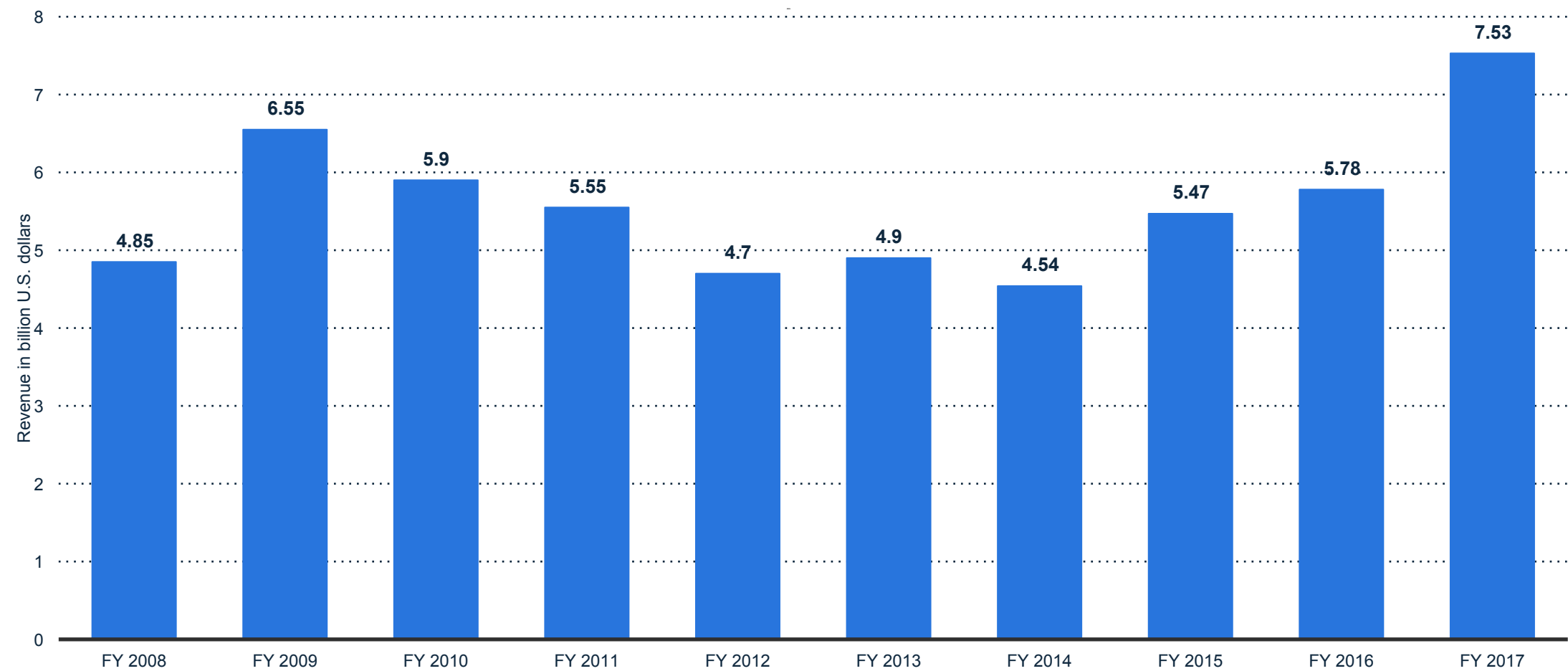
Record companies - download market share worldwide 2015-2016



**Note:** Worldwide; 2015 and 2016  
Further information regarding this statistic can be found on [page 81](#).  
**Source(s):** Midea; Music Industry Blog; Music Business Worldwide; [ID 679568](#)

# Annual sales and operating revenue of Sony Corporation's music segment in the fiscal years 2008 to 2017 (in billion U.S. dollars)

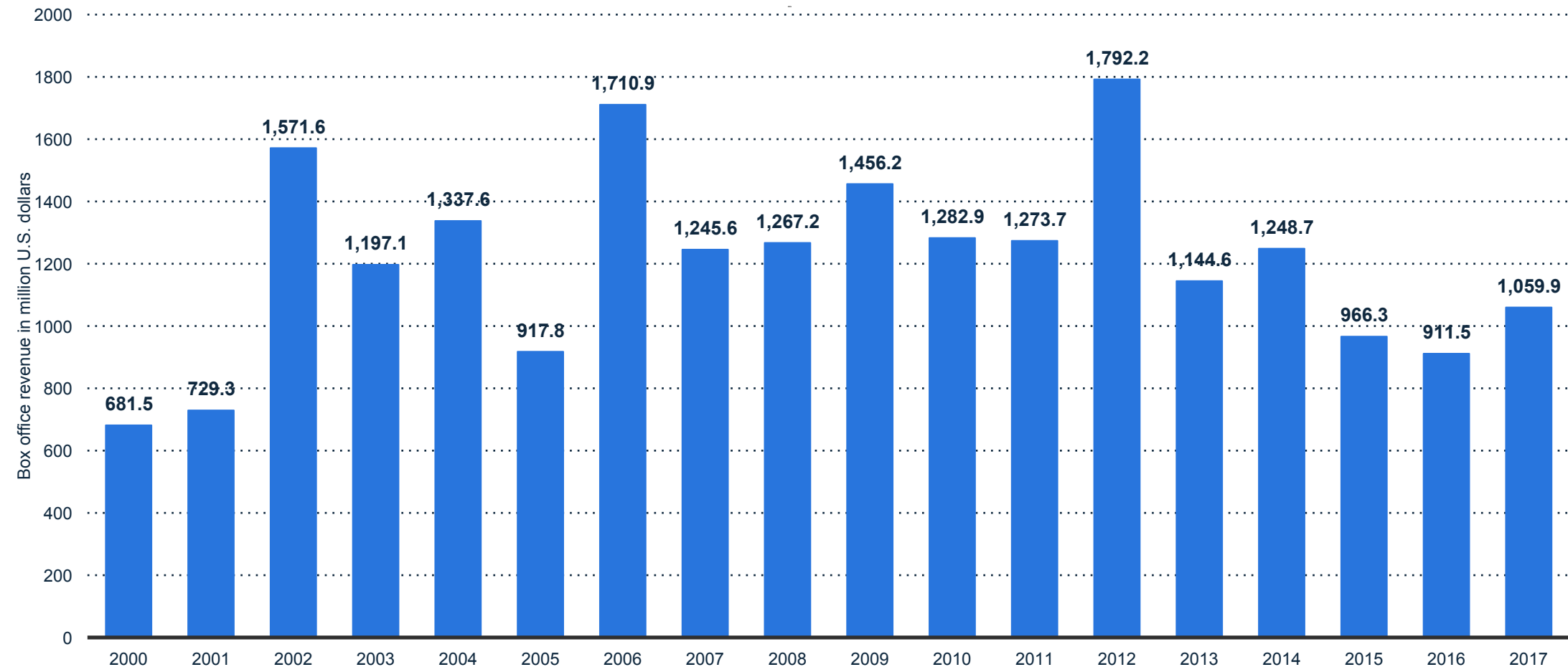
Annual revenue of Sony Corporation's music segment 2008-2017



**Note:** Worldwide; FY 2008 to FY 2017  
Further information regarding this statistic can be found on [page 82](#).  
**Source(s):** Sony; [ID 235116](#)

# North American box office revenue of Sony / Columbia from 2000 to 2017 (in million U.S. dollars)

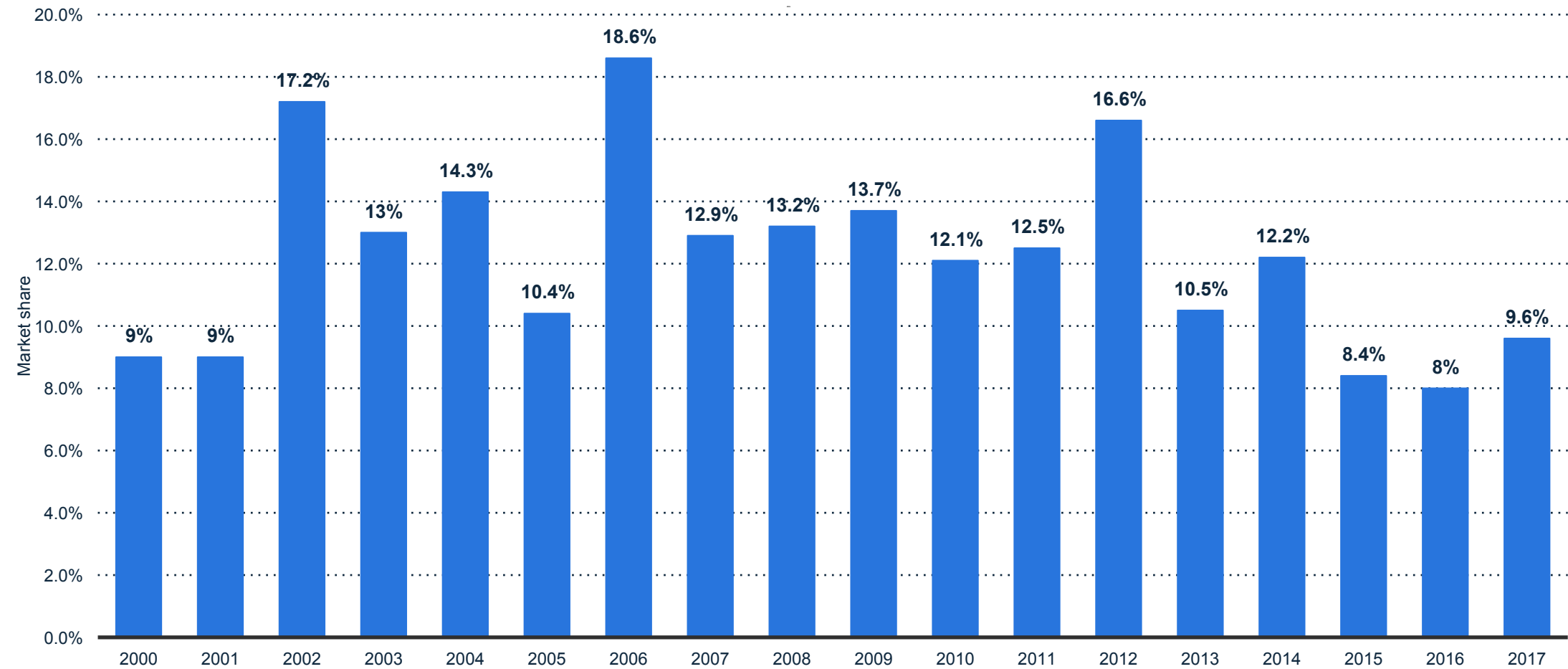
Box office revenue of Sony / Columbia in North America 2000-2017



**Note:** Canada, United States; 2000 to 2017  
Further information regarding this statistic can be found on [page 83](#).  
**Source(s):** Box Office Mojo; [ID 187331](#)

# North American box office market share of Sony / Columbia from 2000 to 2017

Box office market share of Sony Columbia in North America in 2017



**Note:** Canada, United States; 2000 to 2017  
Further information regarding this statistic can be found on [page 84](#).  
**Source(s):** Box Office Mojo; [ID 187306](#)

# REFERENCES

Sony

# Sony's total revenue from 2007 to 2017 (in 100 billion Japanese yen / billion U.S. dollars)\*

Sony revenue 2007-2017

## Source and methodology information

Source(s)	Sony
Conducted by	Sony
Survey period	2007 to 2018
Region(s)	Worldwide
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Sony
Publication date	April 2018
Original source	Consolidated Financial Results - Fiscal year 2017, page 2
Website URL	<a href="#">visit the website</a>

## Notes:

\* Sony's fiscal year ends on March 31. For example, fiscal year 2017 ended on March 31, 2018.

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# Sony's revenue worldwide by segment fiscal years 2012 to 2017 (in billion U.S. dollars)

Sales and revenue of Sony worldwide by business segment 2012-2017

## Source and methodology information

Source(s)	Sony
Conducted by	Sony
Survey period	2012 to 2018
Region(s)	Worldwide
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Sony
Publication date	April 2018
Original source	SonyFY2017 Consolidated Financial Results, page 7
Website URL	<a href="#">visit the website</a>

## Notes:

\*Sony's fiscal year ended March 31 of each year. \*The figures for FY2017 were calculated by Statista based on the Japanese Yen figures provided by Sony and the exchange rate 110.9 between Yen and U.S. dollar that Sony used in the FY2017 financial report. Sony did not provide the segment USD figures directly in the report.

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# Share of Sony's sales and operating revenue by segment in the 2017 fiscal year\*

Sony proportion of sales by business segment 2017

## Source and methodology information

Source(s)	Sony
Conducted by	Sony
Survey period	2017 to 2018
Region(s)	Worldwide
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Sony
Publication date	April 2018
Original source	Sony Consolidated Financial Results FY17, page 6
Website URL	<a href="#">visit the website</a>

## Notes:

\* Fiscal year ends March 31, 2018

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# Sony's net income from 2007 to 2017 (in billion Japanese yen/million U.S. dollars)

Sony Corporation's net income 2007-2017

## Source and methodology information

Source(s)	Sony
Conducted by	Sony
Survey period	2007 to 2018
Region(s)	Worldwide
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Sony
Publication date	April 2018
Original source	Consolidated Financial Results Fiscal Year 2017, page 2
Website URL	<a href="#">visit the website</a>

## Notes:

\* Sony's fiscal year ends on March 31. For example, the fiscal year 2017 ended on March 31, 2018.

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# Sony's advertising costs from 2014 to 2017 (in billion Japanese yen / billion U.S. dollars)\*

Sony ad spend 2014-2017

## Source and methodology information

Source(s)	Sony
Conducted by	Sony
Survey period	2008 to 2017
Region(s)	Worldwide
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Sony
Publication date	May 2017
Original source	Sony Form F-20 2016, page F-66
Website URL	<a href="#">visit the website</a>

## Notes:

\* Sony's fiscal year ends on March 31 of each year. \* The U.S. dollar values were calculated with the exchange rate from 31 March, 2017; 1 JPY - 0.008978 U.S. dollars.

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# Sony's expenditure on semiconductors from 2011 to 2016 (in billion U.S. dollars)

Semiconductor expenditure of Sony 2011-2016

## Source and methodology information

Source(s)	Gartner; Design & Reuse
Conducted by	Gartner
Survey period	2011 to 2016
Region(s)	Worldwide
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Gartner; Design & Reuse
Publication date	February 2017
Original source	design-reuse.com
Website URL	<a href="#">visit the website</a>

## Notes:

n.a.

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# Total number of employees in the Sony Group from 2007 to 2017 (in 1,000s)\*

Number of employees in the Sony Group 2007-2017

## Source and methodology information

Source(s)	Sony
Conducted by	Sony
Survey period	2007 to 2017
Region(s)	Worldwide
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Sony
Publication date	August 2017
Original source	sony.net
Website URL	<a href="#">visit the website</a>

## Notes:

\* Sony's fiscal year ends on March 31 of each year.

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# Share of employees in the Sony Group by geographic segment in 2016 and 2017\*

Share of employees in the Sony Group by geography 2016-2017

## Source and methodology information

Source(s)	Sony
Conducted by	Sony
Survey period	2016 to 2017
Region(s)	Worldwide
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Sony
Publication date	August 2017
Original source	sony.net
Website URL	<a href="#">visit the website</a>

## Notes:

\* As of March 31, 2016 /2017 \*\* Mainland China and Hong Kong \*\*\* Southeast Asia, Oceania, India, South Korea and Taiwan  
\*\*\*\* Middle East, Latin America, Africa and Canada

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# Sony Group number of employees by business segment in 2016 and 2017 (in 1,000s)

Number of employees in the Sony Group by business segment 2016-2017

## Source and methodology information

Source(s)	Sony
Conducted by	Sony
Survey period	2016 to 2017
Region(s)	Worldwide
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Sony
Publication date	August 2017
Original source	sony.net
Website URL	<a href="#">visit the website</a>

## Notes:

n.a.

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# Sony's gaming entertainment & consumer electronics segment unit sales worldwide from 2012 to 2017 (in millions)\*

Sony unit sales of hardware entertainment systems & consumer electronics 2012-2017

## Source and methodology information

Source(s)	Sony
Conducted by	Sony
Survey period	2011 to 2017
Region(s)	Worldwide
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Sony
Publication date	April 2018
Original source	Sony Supplemental Information FY17, page 3
Website URL	<a href="#">visit the website</a>

## Notes:

\* Forecasted figure for 2014. \*\* From FY2013 onwards, PS2 is not included / PS4 is included. \*\*\* Digital Cameras include compact digital cameras, interchangeable single-lens cameras, and lens style cameras.

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# Sony's consumer electronics segment unit sales from FY2012 to FY2017, by category

Quarterly unit sales of Sony's consumer electronics segment 2012-2017, by category

## Source and methodology information

Source(s)	Sony
Conducted by	Sony
Survey period	2012 to 2018
Region(s)	Worldwide
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Sony
Publication date	April 2018
Original source	Sony Supplemental Information Q4 2017, page 3
Website URL	<a href="#">visit the website</a>

## Notes:

\* From the first quarter of the 2014 fiscal year onwards Sony did not report unit sales for video cameras and PCs.

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# Global LCD TV unit shipments from 2015 to 2018, by vendor (in millions)

LCD TV shipments worldwide by vendor 2015-2018

## Source and methodology information

Source(s)	TrendForce
Conducted by	TrendForce
Survey period	2015 to 2016
Region(s)	Worldwide
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	TrendForce
Publication date	December 2017
Original source	trendforce.com
Website URL	<a href="#">visit the website</a>

## Notes:

\* Estimate

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# LCD TV unit shipments worldwide from 4Q'15 to 2Q'18, by vendor (in millions)\*

Global LCD TV shipments 2015-2018, by vendor

## Source and methodology information

Source(s)	TrendForce
Conducted by	TrendForce
Survey period	2015 to 2018
Region(s)	Worldwide
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	TrendForce
Publication date	August 2018
Original source	trendforce.com
Website URL	<a href="#">visit the website</a>

## Notes:

\*The source did not publish data for every quarter

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# Global market share held by LCD TV manufacturers from 2008 to 2017

LCD TV manufacturers global market share 2008-2017

## Source and methodology information

Source(s)	NPD Group; DisplaySearch; TCL; IHS
Conducted by	DisplaySearch; IHS
Survey period	2008 to 2017
Region(s)	Worldwide
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	DisplaySearch; TCL; IHS
Publication date	April 2018
Original source	TCL 2017 Annual Results, page 12
Website URL	<a href="#">visit the website</a>

## Notes:

n.a.

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# Share of LCD TV shipments by brand worldwide from 2013 to 2018

Share of global LCD TV shipments 2013-2018, by brand

## Source and methodology information

Source(s)	TrendForce
Conducted by	TrendForce
Survey period	2013 to 2017
Region(s)	Worldwide
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	TrendForce
Publication date	December 2017
Original source	trendforce.com
Website URL	<a href="#">visit the website</a>

## Notes:

\* Estimate

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# Unit shipments of mobile devices by vendor worldwide for the year ending June 2017 (in millions)\*

Global mobile device unit shipments 2017, by vendor

## Source and methodology information

Source(s)	ITCandor
Conducted by	ITCandor
Survey period	12 months ending June 2017
Region(s)	Worldwide
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	ITCandor
Publication date	September 2017
Original source	itcandor.com
Website URL	<a href="#">visit the website</a>

## Notes:

\* Mobile devices include tablets, basic phones and smartphones. \*\* Lenovo includes Motorola and Google

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# Share of sound bar sales by brand in the United States from 2015 to 2016

Sound bar sales share in the U.S. 2015-2016, by brand

## Source and methodology information

Source(s)	Statista estimates; NPD Group
Conducted by	Statista estimates; NPD Group
Survey period	2015 to 2016
Region(s)	United States
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Statista
Publication date	March 2017
Original source	<i>n.a.</i>
Website URL	<a href="#">visit the website</a>

## Notes:

n.a.

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# Which of these headphone brands do you own?\*

Share of headphone owners by brand in the United States 2017

## Source and methodology information

Source(s)	Statista Survey
Conducted by	Statista Survey
Survey period	March 9 - March 22, 2017
Region(s)	United States
Number of respondents	828
Age group	18 years and older
Special characteristics	Use headphones more often than "never"
Published by	Statista Survey
Publication date	May 2017
Original source	statista.com
Website URL	<a href="#">visit the website</a>

## Notes:

\* Multiple answers were possible.

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# Which of these headphone brands do you know, even if it is just by name?\*

Consumer awareness of headphone brands in the United States 2017

## Source and methodology information

Source(s)	Statista Survey
Conducted by	Statista Survey
Survey period	March 9 - March 22, 2017
Region(s)	United States
Number of respondents	1,006
Age group	18 years and older
Special characteristics	<i>n.a.</i>
Published by	Statista Survey
Publication date	May 2017
Original source	statista.com
Website URL	<a href="#">visit the website</a>

## Notes:

\* Multiple answers were possible.

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# Which of these smart watch brands do you know?

Smart watch brands people know in the United States 2017

## Source and methodology information

Source(s)	Statista Survey
Conducted by	Statista Survey
Survey period	February 6th to 8th, 2017
Region(s)	United States
Number of respondents	1,455
Age group	18 years and older
Special characteristics	<i>n.a.</i>
Published by	Statista Survey
Publication date	April 2017
Original source	statista.com
Website URL	<a href="#">visit the website</a>

## Notes:

n.a.

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# Which of these smart watches would you buy?

Smart watch models U.S. consumers would potentially buy 2017

## Source and methodology information

Source(s)	Statista Survey
Conducted by	Statista Survey
Survey period	February 6th to 8th, 2017
Region(s)	United States
Number of respondents	437 (N total = 1,455)
Age group	18 years and older
Special characteristics	Interested in buying a smartwatch
Published by	Statista Survey
Publication date	April 2017
Original source	statista.com
Website URL	<a href="#">visit the website</a>

## Notes:

n.a.

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# Gaming revenue of leading public companies worldwide from 2014 to 2017 (in billion U.S. dollars)

## Game revenues of global companies 2014-2017

### Source and methodology information

Source(s)	Newzoo
Conducted by	Newzoo
Survey period	2014 to 2017
Region(s)	Worldwide
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Newzoo
Publication date	May 2018
Original source	newzoo.com
Website URL	<a href="#">visit the website</a>

### Notes:

\*Includes King revenues as of February 2016 when it officially became Activision's subsidiary. \*\*Figures for Microsoft, Apple and Google are estimates of game revenues based on quarterly earning reports. Figures for periods prior to 2016 come from previous reporting.

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# Global unit sales of current generation video game consoles from 2008 to 2017 (in million units)

## Global unit sales of video game consoles from 2008 to 2017

### Source and methodology information

Source(s)	VGChartz
Conducted by	VGChartz
Survey period	2008 to 2017
Region(s)	Worldwide
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	data accessed on January 23, 2018
Published by	VGChartz
Publication date	January 2018
Original source	vgchartz.com
Website URL	<a href="#">visit the website</a>

### Notes:

Figures have been rounded. Figures for 2008 to 2015 come from previous VGChartz releases.

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# Installed base of Sony and Microsoft game consoles worldwide in 2016 and 2020 (in million units)

Installed base of Sony PS3/PS4 and Microsoft Xbox 360/Xbox One consoles 2016 and 2020

## Source and methodology information

Source(s)	Futuresource
Conducted by	Futuresource
Survey period	2016
Region(s)	Worldwide
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Futuresource
Publication date	October 2016
Original source	futuresource-consulting.com
Website URL	<a href="#">visit the website</a>

## Notes:

\* Forecast

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# Unit sales of Sony's gaming entertainment systems worldwide from 2011 to 2017 (in millions), by quarter\*

Sony unit sales of hardware entertainment systems 2011-2017, by quarter

## Source and methodology information

Source(s)	Sony
Conducted by	Sony
Survey period	2011 to 2017
Region(s)	Worldwide
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Sony
Publication date	April 2018
Original source	Sony Supplemental Information FY17, page 3
Website URL	<a href="#">visit the website</a>

## Notes:

\* First quarter April 1 - June 30; Second quarter July 1 - September 30; Third quarter October 1 - December 31; Fourth quarter January 1 - March 31 \*\* PS2 is not included on and after Q1 FY13

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# Which home consoles do you have?

Home console brand ownership among gamers in the U.S. 2016

## Source and methodology information

Source(s)	Statista Survey
Conducted by	Statista
Survey period	December 14 to 23, 2016
Region(s)	United States
Number of respondents	total survey n = 1,560
Age group	18 years and older
Special characteristics	<i>n.a.</i>
Published by	Statista
Publication date	January 2017
Original source	Statista Survey Games 2017
Website URL	<a href="#">visit the website</a>

## Notes:

n.a.

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# Number of subscribers of PlayStation Plus worldwide from 2014 to 2018 (in millions)

Number of PlayStation Plus subscribers worldwide 2014-2018

## Source and methodology information

Source(s)	Sony; gamesindustry.biz
Conducted by	Sony
Survey period	2014 to 2018
Region(s)	Worldwide
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	gamesindustry.biz
Publication date	May 2017
Original source	gamesindustry.biz
Website URL	<a href="#">visit the website</a>

## Notes:

Figures as reported by various sources. Figures for periods other than 2018 come from previous reporting.

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# Best-selling PlayStation 4 video game titles worldwide in 2016, by unit sales (in millions)

Best-selling PlayStation 4 video games worldwide 2016, by unit sales

## Source and methodology information

Source(s)	VGChartz
Conducted by	VGChartz
Survey period	2016
Region(s)	Worldwide
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	data accessed May 8, 2017
Published by	VGChartz
Publication date	May 2017
Original source	vgchartz.com
Website URL	<a href="#">visit the website</a>

## Notes:

n.a.

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# Share of virtual reality (VR) headset installed base by brand worldwide in 2016\*

Installed base share of VR headsets worldwide 2016, by brand

## Source and methodology information

Source(s)	CSI Magazine
Conducted by	IHS
Survey period	2016
Region(s)	Worldwide
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	CSI Magazine
Publication date	September 2016
Original source	CSI Magazine, September 2016 Issue, page 11
Website URL	<a href="#">visit the website</a>

## Notes:

\* Estimate

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# Virtual reality device unit shipments worldwide by vendor/brand in 2016 (in 1,000s)

Global virtual reality headset shipments by brand 2016

## Source and methodology information

Source(s)	SuperData Research
Conducted by	SuperData Research
Survey period	2016
Region(s)	Worldwide
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	SuperData Research
Publication date	April 2017
Original source	superdataresearch.com
Website URL	<a href="#">visit the website</a>

## Notes:

n.a.

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# Revenue market share of the largest music publishers worldwide from 2007 to 2016

Market share of the largest music publishers worldwide from 2007 to 2016

## Source and methodology information

Source(s)	Informa (Music & Copyright); Ovum; MIDiA Research; Music Industry Blog; Music Business Worldwide
Conducted by	Informa (Music & Copyright); Ovum; MIDiA Research; Music Business Worldwide
Survey period	2007 to 2016
Region(s)	Worldwide
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Music Industry Blog
Publication date	February 2017
Original source	musicindustryblog.wordpress.com
Website URL	<a href="#">visit the website</a>

## Notes:

Figures prior to 2016 come from this source . The source provided the following explanation: "Sony/ATV'S share includes revenues from EMI-administered repertoire." Figures for the period 2007 to 2012 come from earlier publications. Percentage points missing to or exceeding 100 percent are likely due to rounding.

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# Publishing market share of the largest record companies worldwide in 2015 and 2016

Record companies - publishing market share worldwide 2015-2016

## Source and methodology information

Source(s)	Midea; Music Business Worldwide
Conducted by	Midea; Music Business Worldwide
Survey period	2015 and 2016
Region(s)	Worldwide
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Music Business Worldwide
Publication date	February 2017
Original source	musicbusinessworldwide.com
Website URL	<a href="#">visit the website</a>

## Notes:

n.a.

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# Streaming market share of the largest record companies worldwide in 2015 and 2016

Record companies - streaming market share worldwide 2015-2016

## Source and methodology information

Source(s)	Midea; Music Business Worldwide
Conducted by	Midea; Music Business Worldwide
Survey period	2015 and 2016
Region(s)	Worldwide
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Music Business Worldwide
Publication date	February 2017
Original source	musicbusinessworldwide.com
Website URL	<a href="#">visit the website</a>

## Notes:

n.a.

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# Download market share of the largest record companies worldwide in 2015 and 2016

Record companies - download market share worldwide 2015-2016

## Source and methodology information

Source(s)	Midea; Music Industry Blog; Music Business Worldwide
Conducted by	Midea; Music Business Worldwide
Survey period	2015 and 2016
Region(s)	Worldwide
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Music Industry Blog
Publication date	February 2017
Original source	musicindustryblog.wordpress.com
Website URL	<a href="#">visit the website</a>

## Notes:

n.a.

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# Annual sales and operating revenue of Sony Corporation's music segment in the fiscal years 2008 to 2017 (in billion U.S. dollars)

Annual revenue of Sony Corporation's music segment 2008-2017

## Source and methodology information

Source(s)	Sony
Conducted by	Sony
Survey period	FY 2008 to FY 2017
Region(s)	Worldwide
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Sony
Publication date	April 2018
Original source	sony.net
Website URL	<a href="#">visit the website</a>

## Notes:

Figures other than for FY 2017 come from previous Sony publications. Sony Corporation's fiscal year starts on April 1 and ends on March 31 of the following year, thus fiscal year 2012 started on April 1, 2012 and ended on March 31, 2013. The 2017 figure was converted at the exchange rate of one yen = 0.009409 U.S. dollars as of March 31, 2018.

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# North American box office revenue of Sony / Columbia from 2000 to 2017 (in million U.S. dollars)

Box office revenue of Sony / Columbia in North America 2000-2017

## Source and methodology information

Source(s)	Box Office Mojo
Conducted by	Box Office Mojo
Survey period	2000 to 2017
Region(s)	Canada, United States
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Box Office Mojo
Publication date	January 2018
Original source	boxofficemojo.com
Website URL	<a href="#">visit the website</a>

## Notes:

n.a.

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# North American box office market share of Sony / Columbia from 2000 to 2017

Box office market share of Sony Columbia in North America in 2017

## Source and methodology information

Source(s)	Box Office Mojo
Conducted by	Box Office Mojo
Survey period	2000 to 2017
Region(s)	Canada, United States
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Box Office Mojo
Publication date	January 2018
Original source	boxofficemojo.com
Website URL	<a href="#">visit the website</a>

## Notes:

Market share is the share of total box office revenue in North America in the respective year.

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