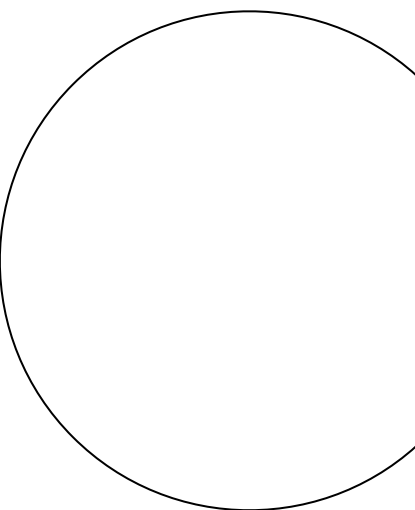
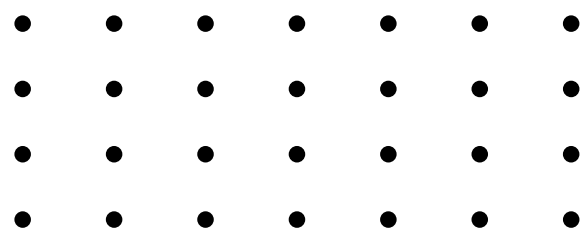


# Sony Pictures & Sony Music



Digital Media & Communication Final Project



# Our Team

- Alexandr Cvevychalov (58738696)
- Gamid Mustafaev (82847533)
- Murad Gurbanli (34919073)
- Mehlika Rana Akbay (51259883)
- Roudi Al Asmar (55316049)
- Harkaran Singh (86523505)



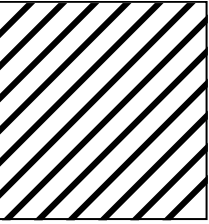
# Internal Environment

Sony Pictures and Sony Music together form one of the most diversified and globally recognized entertainment ecosystems. The company operates across:

- music publishing
- artist management
- film production
- animation
- content streaming



# Internal Environment



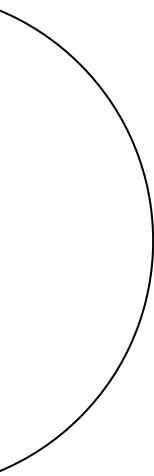
## BCG Matrix:

- Stars: Spider-Man franchise, Anime (e.g. Demon Slayer via Aniplex/Crunchyroll)
- Cash Cows: Classic music catalogues (Michael Jackson, AC/DC, etc.)
- Question Marks: Niche music labels and new artist discovery programs
- Dogs: Declining physical media distribution



## Product Life Cycle (PLC):

- Growth: Anime content (especially among Gen Z)
- Maturity: Mainstream film releases
- Decline: DVDs/Blu-ray distribution



# External Environment



**01**

**PESTEL Analysis**

**02**

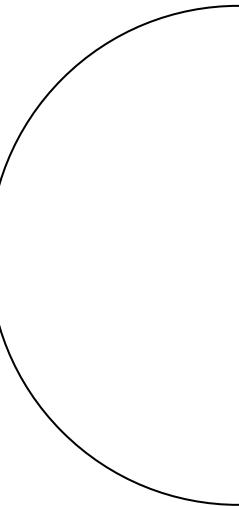
**Porter's Five Forces**

**03**

**Competitor  
Analysis**

**04**

**Customer  
Analysis**



# PESTEL Analysis

## Political

Censorship in China,  
regulatory scrutiny in EU on  
digital media

## Economic

Streaming subscriptions  
facing churn in inflationary  
environments

## Social

Demand for diverse,  
inclusive, culturally relevant  
content

## Technological

AI music creation, virtual  
concerts, metaverse  
integration

## Environmental

Push for carbon-neutral film  
production

## Legal

Copyright challenges in user-  
generated platforms



# Porter's Five Forces

## 1. Threat of New Entrants

Moderate (barriers high, but platforms like TikTok change dynamics)

## 2. Bargaining Power of Suppliers

High for talent and IP holders

## 3. Bargaining Power of Buyers

High (many choices for content consumption)

## 4. Threat of Substitutes

High (YouTube, Twitch, Netflix Originals)

## 5. Industry Rivalry

Very high (Disney, Netflix, Universal, Apple)



# What sets us apart?



## Disney

Strong brand and content synergy



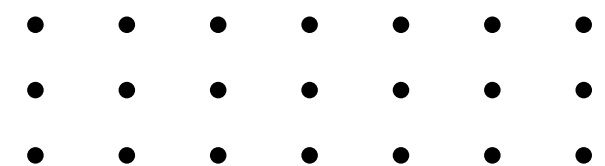
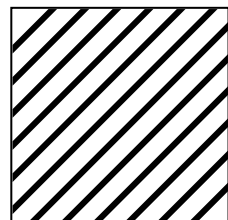
## Netflix

Digital-native, aggressive global expansion



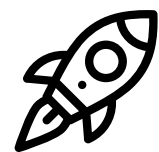
## Apple Music/TV+

Deep ecosystem integration



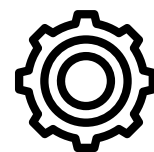


# Customer Analysis



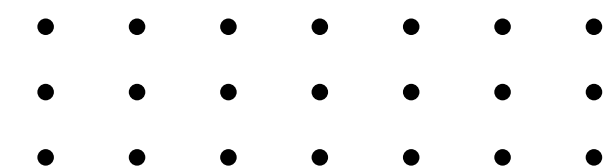
## Segment

- Gen Z
- 15-45 y.o.
- Digital natives

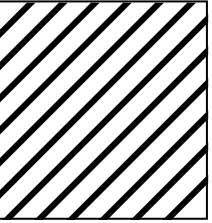


## Behavior

- Prefers mobile consumption
- Short-form video
- Social engagement
- Global music trends



# SWOT Analysis



## Strengths

- Established franchises
- Global recognition
- Creative talent
- Anime leadership

## Opportunities

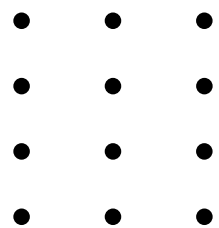
- Expand anime/music synergy
- Creator economy
- Fan-token experiences

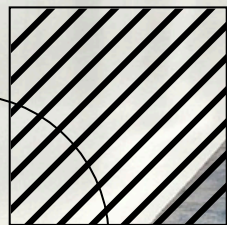
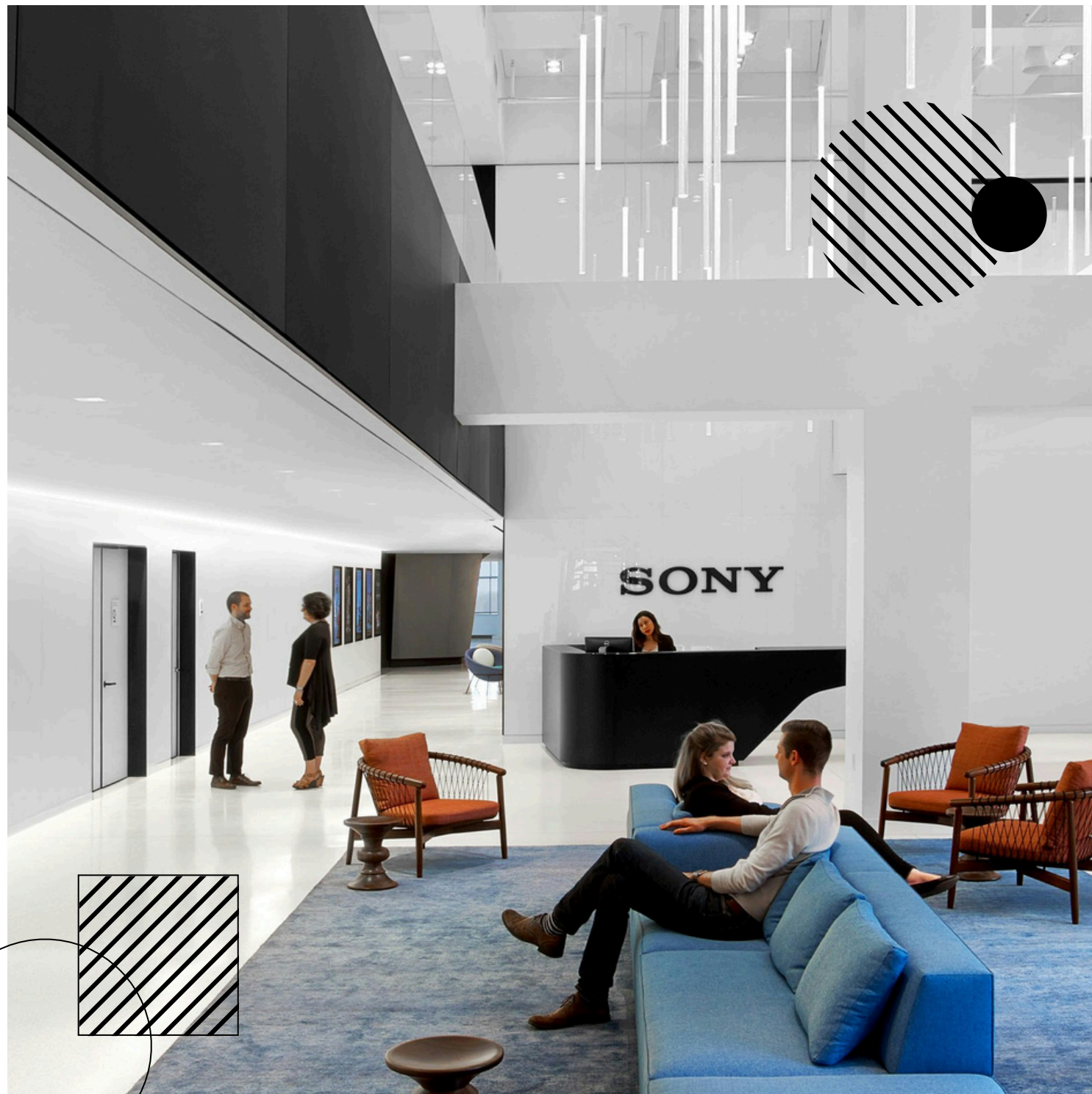
## Weaknesses

- Slower adoption of digital-native strategies
- High dependency on theatrical revenue

## Threats

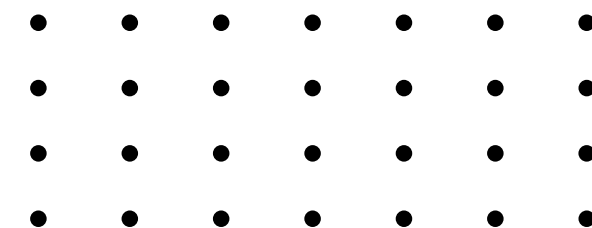
- Disruption by digital-first platforms
- Streaming fatigue
- IP piracy





# Strategic Focus

Sony must digitally re-engage Gen Z audiences by delivering immersive, short-form, and community-driven content while leveraging its IP dominance in music and anime.

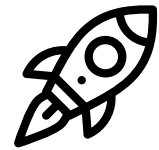






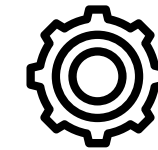
## Vision

To fill the world with emotion through the power of creativity and technology, while becoming a global leader in immersive, connected, and forward-looking digital entertainment experiences.



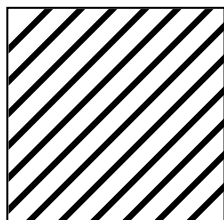
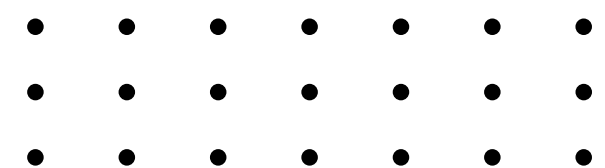
## Business Challenge

Sony must reposition itself to compete in the digital-first media landscape, where younger audiences favor digital-native brands. To close this perception gap, it needs to leverage its legacy in music and film while delivering culturally relevant, tech-driven content.

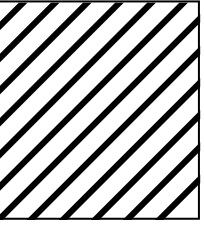


## SMART Objectives

1. Increase TikTok engagement for Sony Music artists under 25 by 20% in 6 months.
2. Achieve 1 million views for an anime-inspired music video released exclusively on YouTube within 30 days.
3. Grow Discord fan community for Sony Music to 50,000 members by year-end.



# Target Segment



## Demographic

15–45 years

## Psychographic

Pop-culture enthusiasts, anime lovers, trend followers, digital explorers, and early adopters of virtual/interactive experiences

## Behavioral

Engaged in streaming, online fandoms, short-form content creation, and creator economy

## Technographic

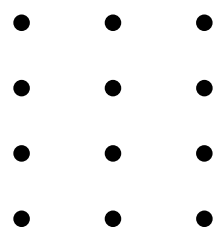
High usage of mobile devices, social platforms and streaming services

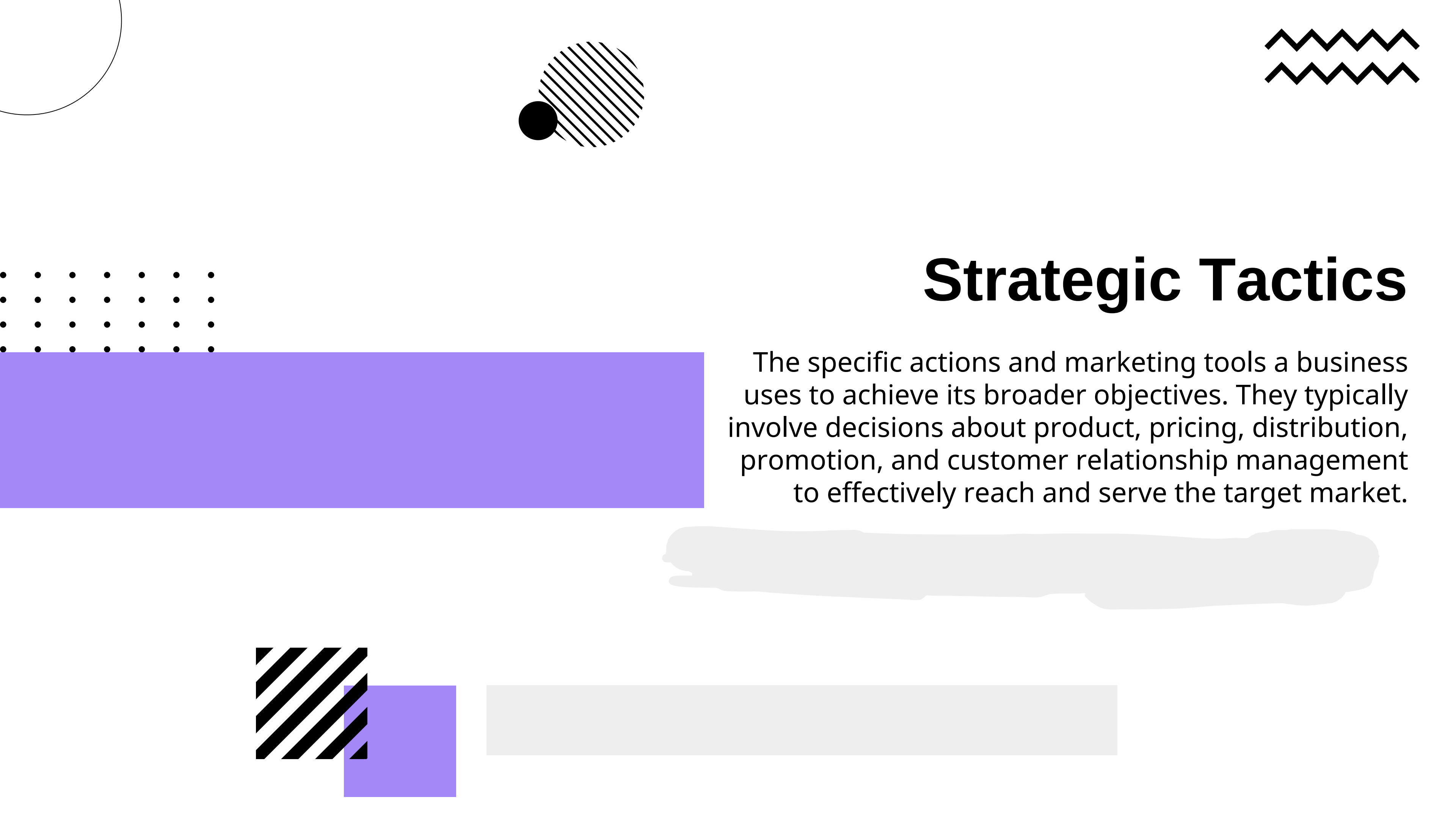
## Geographic

USA, Europe, Japan, India, Brazil, South Korea

## Expanded Positioning

Sony — the creative powerhouse that unites cinematic storytelling, global sound, and interactive fan culture. Where iconic IP meets next-gen experience.





# Strategic Tactics

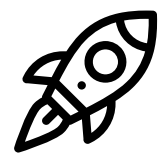
The specific actions and marketing tools a business uses to achieve its broader objectives. They typically involve decisions about product, pricing, distribution, promotion, and customer relationship management to effectively reach and serve the target market.

# Product



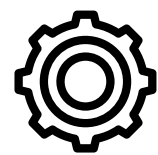
## Sony Pictures Entertainment

Movies, TV shows and series, Television Networks, Crackle, Film production and licensing



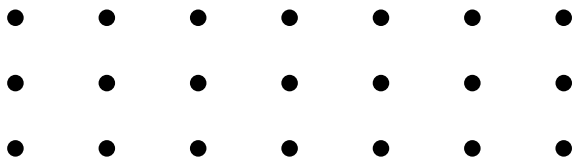
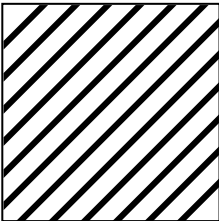
## Sony Music Entertainment

Global artist catalog, Music publishing rights, Live concerts, Music videos, Digital albums, Podcasts & music documentaries

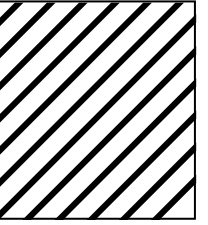


## Sony Interactive Entertainment

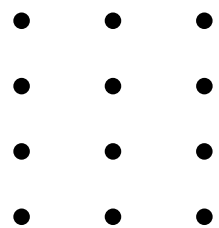
Game soundtracks, Gaming media tie-ins, In-game streaming of music and videos



# Pricing



- Sony content is distributed through various partners.
- Crackle operates as an ad-supported free streaming service.
- Music is monetized via subscriptions and licensing.







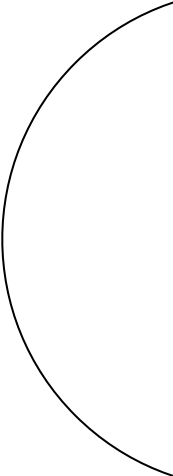
## Distribution

- Partner platforms (Netflix, Apple TV, Hulu, Spotify, etc.)
- Crackle (AVOD).
- Physical media (DVDs, Blu-ray – declining).
- TV channels in India, UK, Middle East, Latin America.

## IMC Mix

- Digital campaigns on YouTube, social media
- Cross-promotion via Sony artists and channels
- Traditional media PR during major film/music launches

## CRM Initiatives

- Sony has limited CRM for direct customers in the media segment due to heavy reliance on distributors (Spotify, Netflix).
  - Some engagement via loyalty programs (PlayStation Plus) and newsletters.
- 



# Team recommendations

## 1. Launch a Unified D2C Platform (Sony Stream)

Combine content from Sony Pictures, Music, and Gaming into one streaming app to gain full control over user data, distribution, and revenue.

## 2. Strengthen Brand with Exclusive & Cross-Media Content

Use Sony's IP to create exclusive shows, music content, and transmedia projects (e.g., games-to-series, VR concerts) to boost engagement.

## 3. Adopt Tiered Pricing for Global Reach

Offer freemium and premium plans, with regional pricing and bundles (e.g., with PlayStation or Bravia TVs) to attract diverse markets.

## 4. Invest in Digital Marketing & Influencers

Drive awareness through integrated campaigns using influencers, social media, and artist partnerships—focusing on Gen Z platforms.

## 5. Build an AI-Driven CRM Ecosystem

Develop a unified user system for personalized content, loyalty rewards, and real-time engagement through AI-based analytics.



# Implementation. Activities.



**01**

**Platform  
development.**

**02**

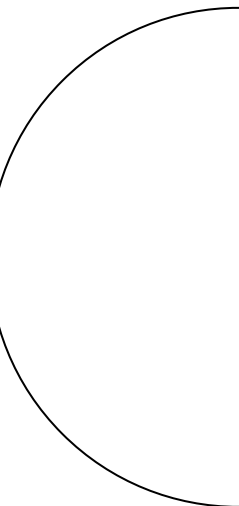
**Content licensing  
and curation.**

**03**

**Marketing campaign  
rollout.**

**04**

**Influencer partnership  
activation.**



# Performance

- **Agile product development.**

Use **Agile methodology** for iterative feature delivery and bug fixing.

- **Influencer/agency management.**

Assign internal teams for tech, content, and marketing sprints.

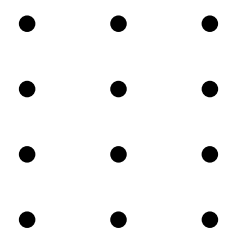
- **Weekly sprints and KPIs.**

Track **KPIs weekly**: user engagement, sign-ups, app stability, and campaign performance.

- **Cross-functional task.**

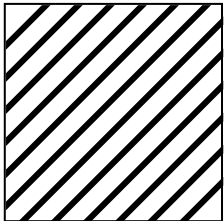
Implement a cross-functional **task board** for transparency.

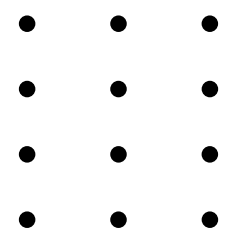




# Timeline

<u>Month 1-3</u>	Research, UX/UI Design, Tech Stack Finalization
<u>Month 4-6</u>	Platform Development, Licensing, Content Prep
<u>Month 7-9</u>	Beta Testing (USA, India, UK), Bug Fixing
<u>Month 10-12</u>	Full Global Launch, Marketing Ramp-Up

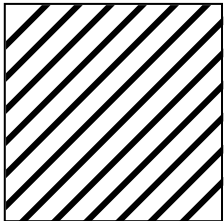




# Responsibility

The timeline outlines the scheduled sequence of key project activities, showing when each task will begin and end to ensure effective planning and execution.

<u>Digital Strategy Lead</u>	Overall coordination, platform vision
<u>Product Manager</u>	Feature delivery, testing, performance tracking
<u>Marketing Director</u>	Campaign strategy and execution
<u>CRM Manager</u>	User journey, segmentation, retention efforts
<u>Legal &amp; Licensing Lead</u>	Content rights and agreements
<u>Analytics Lead</u>	KPI tracking and optimization



# Monitoring

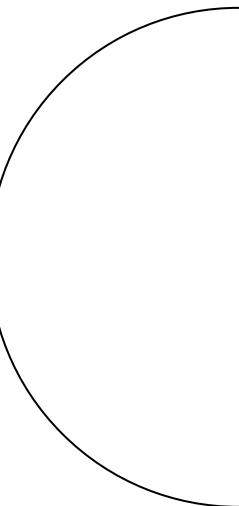


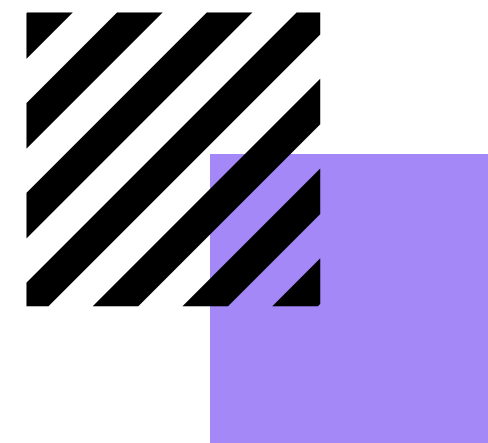
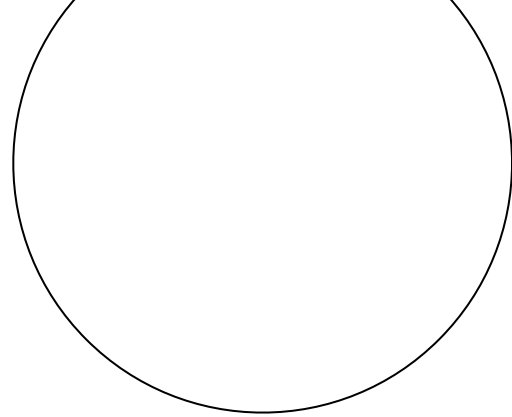
**01**

**Weekly performance dashboards**

**02**

**Monthly executive reviews**

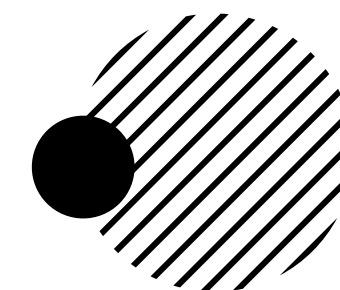
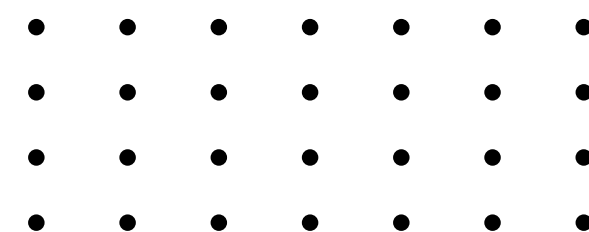




# Costing (estimates)

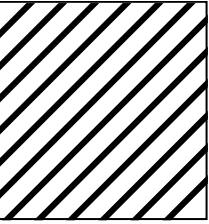
<u>Platform development</u>	\$4 Million
<u>Marketing</u>	\$2 Million
<u>Licensing</u>	\$3 Million

\$9,000,000



Total Expenses





# Evaluation and Control



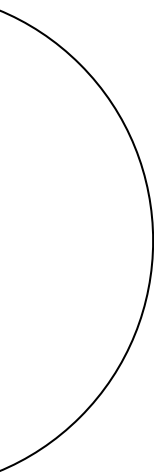
## Formal Controls

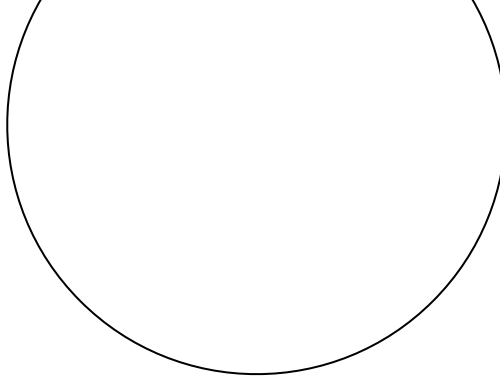
- KPIs: MAUs, engagement time, churn rate.
- Financial audits.



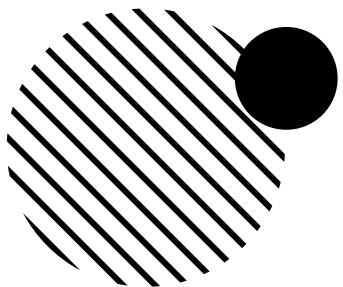
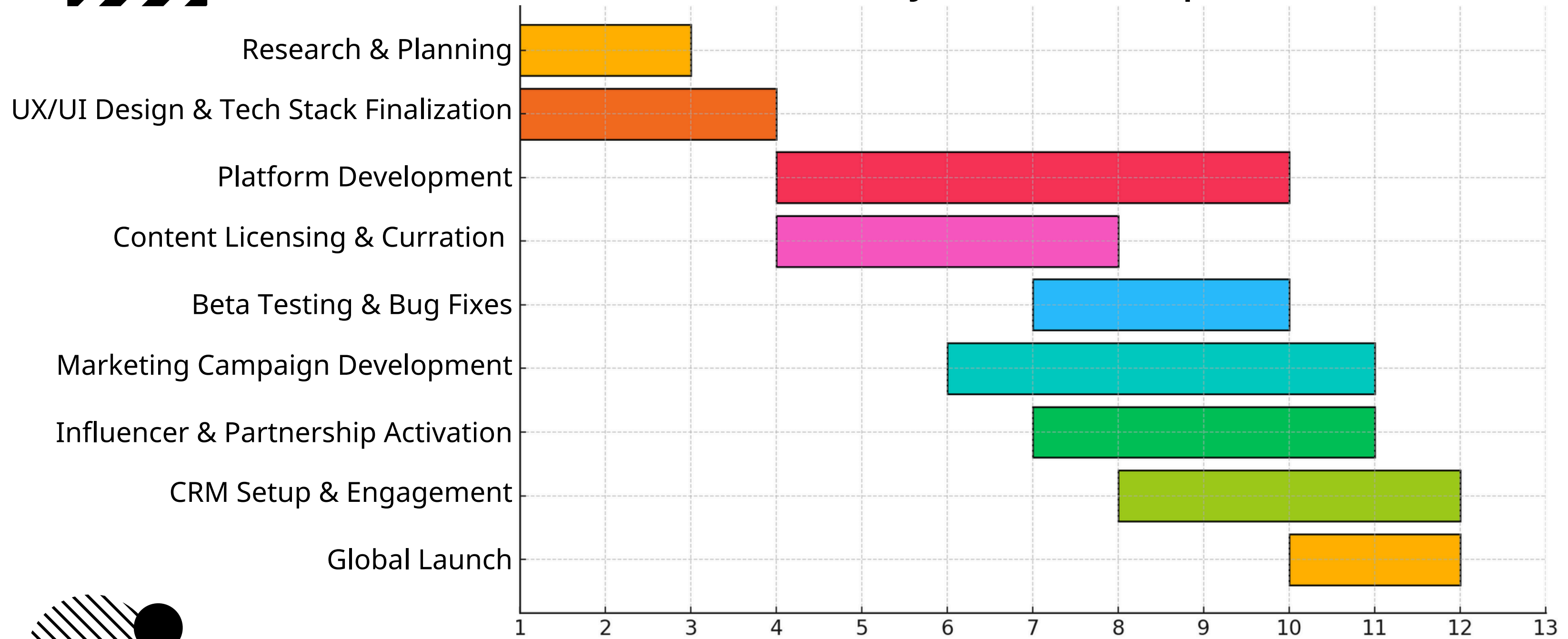
## Informal Controls

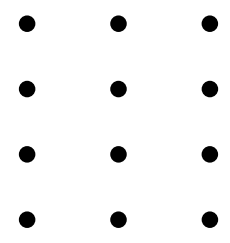
- Team Slack channels, regular stand-ups.





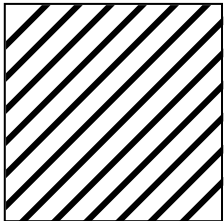
## Gantt Chart: Sony Stream Implementation Part





# Scorecard Metrics

Metric	Target
<u>Monthly Active Users</u>	10 million
<u>Average Watching Time</u>	45 minutes per day
<u>Churn Rate</u>	<5% monthly
<u>Social Media Research</u>	+25% increase



# Sources & References

1. Sony Group Corporation Official Website
2. Sony Music Entertainment Official Website
3. Sony Pictures Entertainment Official Website
4. Sony Interactive Entertainment (PlayStation)
5. IBISWorld & Market Research Reports
6. McKinsey & Company – The Future of Media & Entertainment
7. PwC Global Entertainment & Media Outlook
8. PESTEL Framework – Oxford Reference / Business Source Complete
9. Crunchyroll and Funimation Acquisition by Sony (News Source)

# Conclusion

This project highlights the strategic need for Sony to unify its media assets and adapt to a rapidly evolving digital landscape. By leveraging its rich content portfolio and embracing direct-to-consumer, data-driven strategies, Sony can reestablish itself as a leader in global entertainment.

These recommendations aim to drive deeper audience engagement, brand relevance, and sustainable growth.

