

Insurance Co., Ltd. (Sony Life), a Japanese life insurance subsidiary.

Other

Other business includes trading of raw materials and other products mainly through Sony Trading International Corporation, customer credit and leasing business through Sony Finance International, and businesses relating to digital broadcasting and communication in Japan mainly through Sony Broadcast Media Co., Ltd.

Sales and Distribution

The following table shows Sony's sales in each of its major markets for the periods indicated.

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Year ended March 31				
		1996	1997	1998
	
		(Millions of yen)		
<S>	<C>		<C>	<C>
Japan		1,379,804	1,590,820	1,843,149
		(30.0)	(28.1)	(27.3)
United States		1,259,926	1,639,334	2,101,907
		(27.4)	(29.0)	(31.1)
Europe		1,054,010	1,304,491	1,567,121
		(23.0)	(23.0)	(23.2)
Other Areas		898,825	1,128,489	1,243,313
		(19.6)	(19.9)	(18.4)
Sales and operating revenue		4,592,565	5,663,134	6,755,490
	
	
	

Figures in parentheses indicate percentage of sales and operating revenue.

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Electronics

Sony's electronic products are sold throughout the world under the trademark "Sony", which has been registered in 210 countries and territories.

In most cases, sales of Sony's electronic products are made to subsidiaries of the Company located in the countries and territories where Sony's products are sold, and these subsidiaries sell to local distributors and