### SONY

## **Entertainment Business Supplemental Information**

Q3 FY2013 Consolidated Financial Results (Three months ended December 31, 2013)

February 6, 2014 Sony Corporation

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### Cautionary Statement

Statements made in this supplemental information with respect to Sony's current plans, estimates, strategies and beliefs and other statements that are not historical facts are forward-looking statements. Forward-looking statements include, but are not limited to, those statements using such words as "may," "will," "should," "plan," "expect," "anticipate," "estimate" and similar words, although some forward-looking statements are expressed differently. Sony cautions investors 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 investors should not place undue reliance on them. Investors 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.

## **Pictures Segment**

#### ■ Pictures Segment Aggregated U.S. Dollar Information

Management analyzes the results of Sony Pictures Entertainment ("SPE") in U.S. dollars, so discussion of certain portions of its results is specified as being on "a U.S. dollar basis." The underlying U.S. dollar aggregated results, which differ from the U.S. dollar convenience translation information presented in the earnings release, and the change in U.S. dollars, are described below. The underlying U.S. dollar aggregated results for Pictures are not reflected in Sony's consolidated financial statements and are not measured in accordance with Generally Accepted Accounting Policies in the U.S. ("U.S. GAAP"). Sony does not believe that these measures are a substitute for the U.S. GAAP measures. However, Sony believes that disclosing the underlying U.S. dollar aggregated results provides additional useful analytical information to investors regarding the operating performance of Sony and the Pictures segment.

(Million USD)

Third quarter ended December 31			
	2012	2013	Change
Sales and operating revenue	\$2,572	\$2,225	-13.5%
Operating income	311	239	-23.2%

#### ■ Motion Pictures

### - Motion Pictures Box Office for films released in North America within the quarter ended December 31, 2013<sup>(1)</sup> (Million USD)

Title	Label	Release Date (Days in Release)	North America Box Office	International Box Office	Total
Captain Phillips	Columbia	10/11/2013 (82	2) \$105	\$104	\$209
Carrie	Screen Gems	10/18/2013 (75	5) \$35	\$39 <sup>(2)</sup>	\$74
American Hustle	Columbia	12/13/2013 (19	9) \$68 <sup>(3)</sup>	\$0 <sup>(4)</sup>	\$68

- (1) Data as of December 31, 2013; Source (unless otherwise noted): Box Office Mojo for North America and International Box Office; International Box Office results will vary in any given quarter depending on the timing of release in each territory in which rights are owned; table includes Sony Pictures Classics' films with U.S. Box Office greater than \$10 million, if any.
- (2) Source: Sony Pictures Releasing International ("SPRI"); SPE has limited territory rights.
- (3) Source: Sony Pictures Releasing; SPE has U.S. rights only (i.e. excludes Canada); in limited release, expanded to wide release on December 20, 2013.
- (4) Source: SPRI; SPE has limited territory rights; not in release as of December 31, 2013.

### - Motion Pictures Box Office for films released in North America within the quarter ended December 31, 2012<sup>(5)</sup> (Million USD)

Title	Label	Release Da (Days in Relea		North America Box Office	International Box Office	Total
Here Comes the Boom	Columbia	10/12/2012	(81)	\$44	\$20	\$64
Skyfall	Columbia	11/9/2012	(53)	\$291	\$637 <sup>(6)</sup>	\$928
Zero Dark Thirty	Columbia	12/19/2012	(13)	\$1 <sup>(7)</sup>	No Rights	\$1
Django Unchained	Columbia	12/25/2012	(7)	No Rights	\$0 <sup>(8)</sup>	\$0

<sup>(5)</sup> Data as of December 31, 2012; Source (unless otherwise noted): Box Office Mojo for North America and International Box office; International Box Office results will vary in any given quarter depending on the timing of release in each territory in which rights are owned; table includes Sony Pictures Classics' films with U.S. Box Office greater than \$10 million, if any.

- (6) Source: SPRI; SPE has limited territory rights.
- (7) In limited release as of December 31, 2012.
- (8) Source: SPRI; SPE has limited territory rights; in limited release as of December 31, 2012.

## - Select films to be released in the U.S. during the twelve months ending December 31, 2014 (Release dates subject to change)

Title	Talent	Expected Release Date	Label
The Monuments Men	Matt Damon, George Clooney	2/7/2014	Columbia
RoboCop	Joel Kinnaman, Gary Oldman, Samuel Jackson	2/12/2014	Columbia
About Last Night	Kevin Hart, Michael Ealy	2/14/2014	Screen Gems
Pompeii	Kit Harington, Keifer Sutherland	2/21/2014	TriStar
Heaven is for Real	Greg Kinnear, Kelly Reilly	4/16/2014	TriStar
The Amazing Spider-Man 2	Andrew Garfield, Emma Stone, Jamie Foxx	5/2/2014	Columbia
22 Jump Street	Channing Tatum, Jonah Hill	6/13/2014	Columbia
Think Like A Man Too	Kevin Hart, Gabrielle Union, Michael Ealy	6/20/2014 Screen	
Deliver Us From Evil	Eric Bana, Édgar Ramírez, Olivia Munn	7/2/2014 Screen 0	
Sex Tape	Jason Segel, Cameron Diaz	7/25/2014 Colum	
When the Game Stands Tall	Jim Caviezel, Laura Dern, Michael Chiklis	8/22/2014 Tri	
No Good Deed	Idris Elba, Taraji P. Henson	9/12/2014	Screen Gems
The Equalizer	Denzel Washington, Chloe Moretz	9/26/2014	Columbia
The Interview	James Franco, Seth Rogen, Lizzy Caplan	10/10/2014 Columb	
T.B.D.	Brad Pitt, Shia LaBeouf, Logan Lerman	11/14/2014 Columb	
Annie	Quvenzhané Wallis, Jamie Foxx, Cameron Diaz	12/19/2014 Colum	
T.B.D.	Emma Stone, Bradley Cooper, Rachel McAdams	December 2014 Colur	

Note: T.B.D. means its title is to be decided.

# - Top DVD and Blu-ray<sup>™</sup> titles released during the quarters ended December 31, 2013 and 2012 (Film, Television and Direct-to-Video releases, in decending order of units shipped in the U.S. during the quarter)

For the quarter ended December 31, 2013				
Title Release D				
Grown Ups 2	11/5/2013			
Elysium	12/17/2013			
White House Down	11/5/2013			
This Is The End	10/1/2013			
The Smurfs 2	12/3/2013			
After Earth	10/8/2013			
The Mortal Instruments: City of Bones	12/3/2013			
One Direction: This Is Us	12/17/2013			
Insidious: Chapter 2	12/24/2013			
Breaking Bad: Final Season	11/26/2013			

For the quarter ended December 31, 2012			
Title	Release Date		
The Amazing Spider-Man	11/9/2012		
Men In Black III	11/30/2012		
Total Recall	12/18/2012		
Arthur Christmas	11/6/2012		
Looper	12/31/2012		
Resident Evil: Retribution	12/21/2012		
Hope Springs	12/4/2012		
That's My Boy	10/6/2012		

# - DVD and Blu-ray<sup>™</sup> titles to be released during the quarter ending March 31, 2014 (in order of scheduled U.S. release date) (Release dates subject to change)

For the quarter ending March 31, 2014				
Title	Expected Release Date	Title	Expected Release Date	
Blue Jasmine	1/21/2014	Last Vegas <sup>(9)</sup>	1/28/2014	
Captain Phillips	1/21/2014	American Hustle	3/18/2014	
Cloudy With A Chance of Meatballs 2	1/28/2014	Inside Llewyn Davis <sup>(9)</sup>	3/18/2014	

<sup>(9)</sup> Third-party title to be distributed by SPE for a fee in the U.S. video market.

#### **■** Television Productions

- Television Series with an original broadcast on a U.S. network during the quarters ended December 31, 2013 and 2012<sup>(10)</sup>

For the quarter ended December 31, 2013			
Series	Season	Network	
Drop Dead Diva	5	Lifetime	
Masters of Sex	1	Showtime	
Shark Tank	5	ABC	
Strike Back	4	Cinemax	
The Blacklist	1	NBC	
The Goldbergs	1	ABC	
The Michael J. Fox Show	1	NBC	
The Sing-Off	4	NBC	
Welcome to the Family	1	NBC	
Days of Our Lives	49	NBC	
Young and the Restless	41	CBS	
Wheel of Fortune	31	First Run Syndication (11)	
Jeopardy!	30	First Run Syndication (11)	
The Dr. Oz Show	5	First Run Syndication <sup>(11)</sup>	
The Queen Latifah Show	1	First Run Syndication (11)	

For the quarter ended December 31, 2012				
Series	Season	Network		
American Bible Challenge	1	GSN		
Happy Endings	3	ABC		
Last Resort	1	ABC		
Made in Jersey	1	CBS		
Newlywed Game	6	GSN		
Pyramid	1	GSN		
Shark Tank	4	ABC		
Strike Back	3	Cinemax		
The Mob Doctor	1	FOX		
Days of Our Lives	48	NBC		
Young and the Restless	40	CBS		
Wheel of Fortune	30	First Run Syndication (11)		
Jeopardy!	29	First Run Syndication(11)		
The Dr. Oz Show	4	First Run Syndication(11)		

<sup>(10)</sup> Series produced or co-produced by SPE's television production operations.

# - Television Series with a new season to premiere on a U.S. network from January 1, 2014 onward (Releases subject to change)

		Airing at	fter January 1, 2014		
Series	Season <sup>(13)</sup>	Network	Series	Season <sup>(13)</sup>	Network
Bad Teacher	1	CBS	Outlander	1	Starz
Battle Creek	1	CBS	Rake	1	FOX
Better Call Saul	1	AMC	The Blacklist	2	NBC
Community	5	NBC	The Boondocks	4	Adult Swim
Drop Dead Diva	6	Lifetime	Unforgettable	3	CBS
Franklin and Bash	4	TNT	Us and Them	1	FOX
Helix	1	Syfy	Days of Our Lives	50	NBC
Justified	5	FX	Young and the Restless	42	CBS
KZK Project	1	Netflix	Wheel of Fortune	32	First Run Syndication
Masters of Sex	2	Showtime	Jeopardy!	31	First Run Syndication
Men at Work	3	TBS	The Dr. Oz Show	6	First Run Syndication
Mom's Got Game	1	OWN	The Queen Latifah Show	2	First Run Syndication
Night Shift	1	NBC			-

<sup>(12)</sup> Series produced or co-produced by SPE's television production operations.

### - Select Television Series in U.S. off-network syndication<sup>(14)</sup>

As of December 31, 2013
Breaking Bad
Community
Damages
Justified
The King of Queens
RULES OF ENGAGEMENT
Seinfeld
Til' Death

<sup>(14)</sup> Off-network syndication series have previously aired on U.S. networks and are re-airing on other platforms.

<sup>(11)</sup> First Run Syndication series are originally produced for and aired on local television stations throughout the U.S.

<sup>(13)</sup> Only reflects the next Season that has been committed to by the Network.

# - Television Series with an original broadcast on a non-U.S. network during the third quarters ended December 31, 2013 and $2012^{(15)}$

For the quarter e	ended Dec	ember 31, 20°	13	For the quarter e	ended Dece	ember 31, 2012	2
Series	Season	Network	Territory	Series	Season	Network	Territory
Europe, Middle East and	Africa:			Europe, Middle East and A	frica:		
Newlywed Game	19	France 2	France	Newlywed Game	18	France 2	France
Who Wants To Be A	14	TF1	France	Who Wants To Marry My Son	2	TF1	France
Millionaire				Vorzocker	1	Animax	Germany
Kawaii	1	Animax	Germany	Bangers and Cash	2	VOX	Germany
Der Lehrer	2	RTL	Germany	Das NRW DUELL	7	WDR	Germany
Vorzocker	1	Animax	Germany	The Voice	1	MBC	Middle Eas
NRW-Duell	8	WDR	Germany	Who Wants To Be A	1	Al Hayat	Middle Eas
Germany's Worst Driver	1	VOX	Germany	Millionaire	'		
The Voice	2	MBC	Middle East	Wheel of Fortune	1	Al Hayat	Middle Eas
Winner Is	1	Dubai TV	Middle East	Everybody Loves Raymond	4	CTC	Russia
Everybody Loves Raymond	5	CTC	Russia	The 80's	1	CTC	Russia
The 80's	3	CTC	Russia	Strong Medicine	1	REN-TV	Russia
Strong Medicine	3	REN-TV	Russia	Marriedwith Children	6	TNT	Russia
Drop Dead Diva	1	NOVY TV	Ukraine	Ideas Exchange	1	BBC	United
Strike Back 4 Sky	4	Sky	United		'	250	Kingdom
	Kingdom	ingdom Plain Jane	2	MTV UK	United		
				rialli Jane		WITV OIL	Kingdom
			DCI Banks	2	ITV	United	
				DCI Baliks	2	11 V	Kingdom
				Strike Back	3	Sky	United
				Strike Back	J	Зку	Kingdom
Latin America:				Latin America:			
La Pregago	1	RCN	Colombia	Turn Back Your Body Clock	1	GNT	Brazil
Mama Tambien	1	RCN	Colombia	Corazones Blindados	1	RCN	Colombia
			00.0	Le Prepago	1	TVN	Panama
Asia:				Asia:			
Raid the Cage	1	Jiangsu TV	China	Dreams of A New Life	3	Zhejiang TV	China
Breakaway	1	Zhejiang TV	China				JIG

<sup>(15)</sup> Series produced or co-produced by SPE's television production operations.

### ■ Media Networks

### - Television and Digital Channels as of December 31, 2013

As of December 31, 2013					
Television and Digital Channels <sup>(16)</sup>	Country / Region	Launch Year <sup>(17)</sup>	Sony's Owner- ship	No. of Subscribers <sup>(18)</sup> (mil.)	No. of Subscribers <sup>(18)</sup> (mil.)
Europe, Middle East and A	Africa:				
AXN Iberia	Spain, Portugal, Angola, Mozambique, Cape Verde	1998	100%	6.0	5.9
AXN White Iberia	Spain, Portugal, Angola, Mozambique, Cape Verde	2006	100%	5.1	4.9
AXN Black	Portugal, Angola, Mozambique, Cape Verde	2011	100%	2.1	1.7
ANIMAX Spain	Spain	2008	100%	0.9	1.7
AXN Central Europe <sup>(19)</sup>	Bulgaria, Czech Republic, Slovakia, Poland, Romania, Hungary, Adria	2003	100%	19.7	18.3
AXN SPIN Central Europe	Poland, Romania	2012	100%	2.9	1.9
AXN Italy	Italy	2005	100%	4.4	4.3
AXN Sci-Fi Italy	Italy	2010	100%	4.4	4.3
AXN Germany	Austria, Germany, Switzerland	2004	100%	5.1	4.6
Animax Germany	Austria, Germany, Switzerland	2007	100%	3.9	3.7
SET Germany	Austria, Germany, Switzerland	2013	100%	0.1	N/A
Sony MAX Africa	South Africa	2007	100%	5.3	4.3
SET Africa	South Africa	2007	100%	5.6	4.3
Sony Sci Fi Russia	Russia, CIS Georgia, Ukraine	2007	88%	10.6	8.9
SET Russia	Russia, CIS Georgia, Ukraine	2009	88%	14.0	11.6
SET Baltics	Estonia, Latvia, Lithuania	2010	88%	1.0	0.9
Sony Turbo Russia	Russia, CIS, Georgia, Ukraine	2012	88%	2.5	0.9
Sony Turbo Baltics	Estonia, Latvia, Lithuania	2012	88%	0.3	0.0
SET UK	United Kingdom, Malta	2011	100%	14.0	13.6
Movies4Men UK	United Kingdom, Malta	2012	100%	9.8	9.8
Sony Movie Channel UK	United Kingdom, Malta	2012	100%	9.8	9.8
More>Movies	United Kingdom, Malta	2012	100%	9.7	9.7
Crackle UK	United Kingdom	2011	100%	N/A	N/A
Latin America:					
SET Latin America	Mexico, Central America, South America (excluding Brazil), the Caribbean Basin islands	1995	100%	38.2	35.7
AXN Latin America	Mexico, Central America, South America (excluding Brazil), the Caribbean Basin islands	1999	100%	31.4	29.6
SPIN Latin America	Mexico, Central America, South America (excluding Brazil), the Caribbean Basin islands	2005	100%	17.3	16.6
Crackle Latin America	Pan-Regional Latin America	2012	100%	N/A	N/A
Kalixta Latin America	Pan-Regional Latin America	2013	100%	N/A	N/A
SET Brazil	Brazil	1996	100%	14.3	13.1
AXN Brazil	Brazil	1999	100%	10.8	9.9
SPIN Brazil	Brazil	2005	100%	5.4	6.3
Crackle Brazil	Brazil	2012	100%	N/A	N/A
Kalixta Brazil	Brazil	2013	100%	N/A	N/A

As of December 31, 2013					As of December 31, 2012	
Television and Digital Channels <sup>(16)</sup>	Country / Region	Launch Year <sup>(17)</sup>	Sony's Owner- ship	No. of Subscribers <sup>(18)</sup> (mil.)	No. of Subscribers <sup>(18)</sup> (mil.)	
Asia and Australia:						
India Channels (20)	India, North America, Europe, the Pacific, SE Asia, Australia, Middle East and Africa	1995	94%	491.4	417.5	
AXN Asia	Taiwan, Pakistan, Vietnam, Malaysia, Indonesia, Hong Kong, Singapore, and other parts of East and SE Asia	1997	100%	22.9	20.0	
Animax Asia	SE Asia, Taiwan, Hong Kong, S. Asia, Philippines, Pakistan, Thailand	2004	100%	13.6	13.0	
SET South East Asia	Thailand, Singapore, other parts of East Asia	2007	100%	2.9	2.4	
beTV Asia	Malaysia, Indonesia, Philippines, East Asia, other parts of Pan-Asia	2008	100%	1.4	2.3	
SET One Asia	Malaysia, Indonesia, Singapore, Brunei	2010	100%	2.4	2.4	
AXN Japan	Japan	1998	65%	7.5	7.6	
Animax Japan	Japan	1998	66%	8.9	9.1	
AXN Mystery Japan	Japan	2008	100%	6.2	6.3	
AXN Korea	South Korea	2011	49%	14.3	13.2	
Animax Korea	South Korea	2006	49%	15.3	13.9	
Televiva Indonesia	Indonesia	2006	50%	0.4	0.4	
TV1	Australia	1996	33%	1.8	2.3	
SciFi	Australia	2006	33%	1.2	1.5	
Crackle Australia	Australia	2010	100%	N/A	N/A	
North America:						
GSN	U.S.	1994	58%	79.4	75.5	
Crackle US	U.S.	2009	100%	N/A	N/A	
Crackle Canada	Canada	2010	100%	N/A	N/A	
Sony Movie Channel US	U.S.	2010	100%	5.4	4.1	
CineSony	U.S.	2012	100%	1.0	0.2	
AXN Movies Canada	Canada	2012	47%	0.1	0.1	
Sony Movie Channel Canada	Canada	2012	47%	0.1	0.1	
FEARnet	U.S.	2006	35%	33.2	33.3	
3Net	U.S.	2011	45%	N/A	N/A	

### Number of Channels (Total)

As of December 31, 2013	As of December 31, 2012
65	62

Note: N/A means there are or were no subscribers.

<sup>(16)</sup> Individual channels may have more than one feed; total channel feeds were 130 as of December 31, 2013.

<sup>(17)</sup> Launch year represents the year the first iteration of the channel was launched in its first territory.

<sup>(18)</sup> Subscriber numbers are SPE estimates.

<sup>(19)</sup> Includes AXN Black and AXN White.

<sup>(20)</sup> India Channels comprise the following: SET, MAX, SAB, PIX, ATHH, MIX, SIX, AXN, and ANIMAX India the first of which was launched in 1995 with the others launched at various times thereafter. International subscribers (subscribers from outside of India) account for 1.5 million and 1.3 million of the totals noted for December 31, 2013 and December 31, 2012, respectively.

## **Music Segment**

#### ■ Recorded Music

- Top 10 best-selling recorded music releases<sup>(21)</sup> for the quarters ended December 31, 2013 and 2012 (in order of revenue contribution)

For the quarter ended December 31, 2013			For the quarter ended December 31, 2012			
Artist	Title	Album Release Date	Artist	Title	Album Release Date	
One Direction	Midnight Memories	11/25/2013	One Direction	Take Me Home	11/12/2012	
Beyoncé	BEYONCÉ	12/13/2013	P!nk	The Truth About Love	9/18/2012	
Miley Cyrus	Bangerz	10/8/2013	Celine Dion	Sans Attendre	11/5/2012	
Celine Dion	Loved Me Back To Life	11/5/2013	Alicia Keys	Girl On Fire	11/27/2012	
Kelly Clarkson	Wrapped In Red	10/29/2013	JUJU	BEST STORY $\sim$ Life Stories $\sim$	11/7/2012	
Britney Spears	Britney Jean	12/3/2013	JUJU	BEST STORY $\sim$ Love Stories $\sim$	11/7/2012	
Avril Lavigne	Avril Lavigne	11/1/2013	AC/DC	Live At River Plate	11/19/2012	
PornoGraffitti	PORNOGRAFFITTI 15th Anniversary "ALL TIME SINGLES"	11/20/2013	Aerosmith	Music From Another Dimension!	11/6/2012	
Justin Timberlake	The 20/20 Experience 2 of 2	9/30/2013	Ke\$ha	Warrior	12/4/2012	
Susan Boyle	Home For Christmas	11/25/2013	Ikimono-gakari	Barādon	12/19/2012	

<sup>(21)</sup> Releases include albums, digital tracks included in albums, and singles. Sales within the quarter may include digital track/single sales prior to album release

### - Upcoming releases for the quarter ending March 31, 2014 (in order of date to be released) (Release dates subject to change)

Artist	Title	Expected Album Release Date <sup>(22)</sup>
Bruce Springsteen	High Hopes	1/14/2014
2PM	GENESIS OF 2PM	1/29/2014
The Fray	Helios	2/25/2014
Foster The People	T.B.D.	3/1/2014
Santana	Corazon	3/4/2014
JUJU	DOOR	3/5/2014
Jennifer Hudson	T.B.D.	3/11/2014
Future	T.B.D.	3/18/2014
Shakira	T.B.D.	3/25/2014
MAN WITH A MISSION	Tales of Purefly	3/26/2014

Note: T.B.D. means its title is to be decided.

(22) Release dates in the U.S. (Release dates for artists signed in Japan are Japanese release dates.)

### ■ Music Publishing

- Number of songs in the music publishing catalog owned and administered as of March 31, 2013 (Million songs)

As of	Sony	EMI Music Publishing	Total
3/31/2013	1.40	1.93	3.33
3/31/2012	1.21	1.87	3.08