

# SONY CORPORATION

## SONY ENTERTAINMENT TELEVISION



### Company Background

Sony Corporation was founded in 1946, and since then, it has grown to become one of the most reputed brands in the world. Today, Sony Corporation's business spans a range of industries such as audio-visual electronics, information technology, broadcast, telecommunications, entertainment, satellite broadcasting, and even insurance and finance.

Sony Picture Entertainment (SPE), a subsidiary of Sony Corporation of America (Subsidiary of Sony Corporation), provides home entertainment services. Its global operations encompass motion picture production and distribution; television production and distribution; digital content creation and distribution; worldwide channel investments; home entertainment acquisition and distribution;

operation of studio facilities; development of new entertainment products, services and technologies; and distribution of filmed entertainment in 67 countries.

Sony Pictures Television International (SPTI) is a subsidiary of SPE.

### Sony Entertainment Television (SET) in India

Backed by SPTI, SET Satellite (Singapore) Pte Ltd and SET India Private Limited (collectively, the SET Company) are involved in the operation and distribution of television channels and advertising sales in India and abroad. Comprised of four channels, Sony Entertainment Television (SET), SET MAX, SAB and SET PIX, the SET Company is among the region's leading television channel

A promotional banner for the Indian Idol television show. The banner features two male contestants in white shirts, one on the left and one on the right, both with their arms outstretched towards a central vintage-style microphone. The text "Karunya ya Sandeep Agla Kaun?" is prominently displayed in the center. The "Indian Idol" logo is in a blue oval at the bottom center. The Sony Entertainment Television logo is in the bottom left corner. The broadcast schedule "Mon-Tues 9pm" and "Finals 22nd April 8pm" is in the bottom right corner. At the bottom, there is a line of text: "To vote sms IDOL to 2525 or call 190 4424 2525 01-02. Voting lines open till 22nd April." The background is a vibrant blue with light effects.

www.indianidol.sify.com

Karunya ya Sandeep  
Agla Kaun?

Indian Idol

Mon-Tues 9pm  
Finals 22nd April 8pm

To vote sms IDOL to 2525 or call 190 4424 2525 01-02. Voting lines open till 22nd April.

operators. SET, the first channel, was launched in 1995. The SET Company's Indian operations are based in Mumbai, with additional offices in Delhi, Ahmedabad, Bangalore, Kolkata and Chennai.

While the SET Company owns a bouquet of channels including SET, SET MAX, SAB and SET PIX, it also distributes other channels in India through TheOneAlliance, a joint venture with Discovery Communications India. Channels in TheOneAlliance network include SET, SET MAX, SAB, SET PIX, Discovery, Discovery Travel & Living, Animal Planet, ANIMAX, AXN, MTV, NDTV 24x7, NDTV India, NDTV Profit, Nickelodeon and Ten Sports.

Sony Entertainment Television is seen in over 40 million households throughout India, Pakistan, Sri Lanka, Maldives, Bangladesh and Nepal. In addition, SET is available in the United States, Canada, the United Kingdom, Australia, New Zealand and parts of Europe, Middle East and Africa.

## Factors for Success

### Strong brand

Sony is one of the most reputed brands in the

world. It covers a wide range of industries and is being represented globally. Sony's strong brand image has been one of the most influential instruments for entering the Indian market.

### Committed employees

Employees are a big part of the SET India's success, especially in the entertainment business. SET was able to assemble a strong team of talented production executives who were able not only to adapt formats, but also to relate them to the Indian market.

### Understanding customer

Sony Entertainment Television analysed the market and used the entering strategy adapted to the market and customers' requirements. The channel is Hindi-language based and focuses on a wide range of entertainment to the largest percentage of the Indian population – young adults.

### Large domestic market

India, with a population of over a billion people, of which the largest percentage is below 25 years of age, is an attractive market for any entertainment channel. Increasing disposable income levels and growing percentages of households with TV sets

**Kaisa hoga Jassi ka naya roop?**

**SONY**  
Entertainment  
Television

Mon-Thurs 9.30pm

**Jassi**  
Jaissi Koi Nahin

(by the end of 2005, only 47 per cent of households had TV sets), provide strategic leverage.

### **Innovative content and young positioning**

SET has always launched innovative, contemporary and ground-breaking shows in India. Through fiction shows such as *Ek Mahal Ho Sapno Ka*, *Kkusum* and *Jassi Jaisi Koi Nahin* and non-fiction shows such as *Indian Idol* and *Fame Gurukul*, it has achieved loyal viewership and great success.

### **Future Plans**

India's media industry is expected to grow from US\$ 6 billion in 2004 to US\$ 12 billion by 2008. Strong growth is predicted, especially in the TV sector because currently 47 per cent of Indian households own TV sets. This perspective challenges SET for creating new strategies for achieving a higher market share.

Sony Entertainment Television is targeting to become the biggest channel for overseas Indians. It has already started a move to expand its distribution in Europe in its search for South Asian viewers.