

Sony TV Business to Become 3-Headed Beast

Written by Marco Attard
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According to Greek and Roman mythology, the 3-headed dog Cerberus guards the Underworld. Sony wants a similar beast to guard business interests, announcing it will split its ailing TV business into 3 parts.



Reuters says the 3 divisions cover LCD TVs, outsourcing and next-generation TVs. The company puts it as "by dividing into three divisions, we will make clearer the mission and responsibilities of these."

The company might also sell off a stake worth nearly 50% in LCD joint venture S-LCD to Samsung, sources say.

Analyst predict Sony will report even more losses for Q3 2011-- falling short of operating profit outlooks of \$2.63BN for the year to March 2012, as the company fails to beat chief competitors Vizio and Samsung.

Not to mention generally wobbly consumer confidence and reports of Bravia TV sets melting down...

Go [Sony Starts Moves to Overhaul TV Biz \(Reuters\)](#)

Go [Sony Recalls 1.6M Bravia LCDs](#)

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