

Sony Remains in the Red

Written by Marco Attard
07. 08. 2012

Restructuring efforts fail to bring results to a still-ailing Sony as yet-- not with net losses for Q1 2012 reaching \$312 million as operating profits decline by -77% Y-o-Y.



Total sales for the period reach \$19.2 billion, a total one can at least partly credit to the folding of Sony Mobile (formerly Sony Ericsson) into the main Sony family.

Perhaps unsurprisingly, the Home Entertainment and Sound division sees losses reaching \$126m due to (what else?) falling TV sales. Overall Sony TV sales are down by -35% Y-o-Y with losses reaching \$84m, as the quarter also records low capacity utilisation of S-LCD panels.

The Playstation division also suffers from losses-- \$45m, with sales falling by -14.5% Yo-Y due to the handheld PS Vita failing to offset falling PSP and PS3 sales. The imaging division fares better, with growing DSLR and high-end product sales bringing profits worth \$160m.

The company claims it is "proceeding steadily with efforts to transform our business structure" as it continues to execute Kaz Hirai's "One Sony" strategy. Will it manage to reach profitability by 2013?

Go [Sony Q1 2012 Results](#)