SONY CORP Form 6-K January 30, 2007

Form 6-K

SECURITIES AND EXCHANGE COMMISSION WASHINGTON, D. C. 20549

FORM 6-K

REPORT OF FOREIGN PRIVATE ISSUER

Pursuant to Rule 13a-16 or 15d-16 of

the Securities Exchange Act of 1934

For the month of January 2007 Commission File Number: 001-06439

SONY CORPORATION (Translation of registrant's name into English)

7-35 KITASHINAGAWA 6-CHOME, SHINAGAWA-KU, TOKYO, JAPAN

(Address of principal executive offices)

The registrant files annual reports under cover of Form 20-F.

Indicate by check mark whether the registrant $\,$ files or will file annual reports under cover of Form 20-F or Form 40-F,

Form 20-F X

Form 40-F ___

Indicate by check mark whether the registrant by furnishing the information contained in this Form is also thereby furnishing the information to the Commission pursuant to Rule 12g3-2(b) under the Securities Exchange Act of 1934, Yes No X

If "Yes" is marked, indicate below the file number assigned to the registrant in connection with Rule 12q3-2(b):82-____

SIGNATURE

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned, thereunto duly authorized.

SONY CORPORATION (Registrant)

Date: January 30, 2007

List of materials

Documents attached hereto:

i) Press release announcing Consolidated Financial Results for the Third Quarter Ended December 31, 2006

Sony Corporation 6-7-35 Kitashinagawa Shinagawa-ku Tokyo 141-0001 Japan

No: 07-009E 3:00 P.M. JST, January 30, 2007

Consolidated Financial Results for the Third Quarter Ended December 31, 2006

Tokyo, January 30, 2007 -- Sony Corporation today announced its consolidated results for the third quarter of the fiscal year ending March 31, 2007 (October 1, 2006 to December 31, 2006).

(Billions of yen, millions of U.S. dollars, except per share amounts)

Third quarter ended December 31

	2005	2006	Change in Yen	2006*
Sales and operating revenue**	Y2,375.1	Y2,607.7	+9.8%	\$ 21,913
Operating income	210.3	178.9	-14.9	1,503
<pre>Income before income taxes</pre>	225.9	179.8	-20.4	1,511
Equity in net income of affiliated companies	19.5	43.0	+120.5	362
Net income	168.9	159.9	-5.3	1,344
Net income per share of common stock				
- Basic - Diluted	Y169.36 161.60	Y159.70 152.49		\$1.34 1.28

Unless otherwise specified, all amounts are on the basis of Generally Accepted Accounting Principles in the U.S. ("U.S. GAAP").

- * U.S. dollar amounts have been translated from yen, for convenience only, at the rate of Y119=U.S.\$1, the approximate Tokyo foreign exchange market rate as of December 29, 2006.
- ** Effective April 1, 2006, Sony reclassified royalty income as a component of sales and operating revenue, rather than as a component of other income as previously recorded. In connection with this reclassification, sales and operating revenue, operating income and other income for the third quarter of the fiscal year ended March 31, 2006 have been reclassified to conform with the presentation of these items for the third quarter of the fiscal year ending March 31, 2007. Royalty income for the third quarters ended December 31, 2005 and 2006 was Y7.5 billion and Y9.5 billion, respectively. These amounts were recorded primarily within the Electronics segment.

Consolidated Results for the Third Quarter Ended December 31, 2006

Sales and operating revenue ("sales") increased 9.8% compared with the same quarter of the previous fiscal year; on a local currency basis sales increased 7%. (For all references herein to results on a local currency basis, see Note I.)

Sales within the Electronics segment increased 16.9%. Products such as "BRAVIA(TM)" LCD televisions and "Cyber-shot(TM)" digital cameras contributed to the increase in sales to outside customers. This was partially offset by a decline in sales of such products as LCD rear-projection televisions, due to an increasingly competitive market environment, and CRT televisions, where the market continues to contract. In the Game segment, sales increased by 5.6% compared to the same quarter of the previous fiscal year due to the launch of PLAYSTATION(R)3 ("PS3") in both Japan and North America. In the Pictures segment, there was a 46.8% increase in revenue primarily due to significantly higher DVD revenues on films led by the releases of The Da Vinci Code and Talladega Nights: The Ballad of Ricky Bobby. In the Financial Services segment, revenue decreased by 9.2% mainly due to a decrease in valuation gains in the general account and the separate account at Sony Life Insurance Co., Ltd. ("Sony Life").

Operating income of Y178.9 billion (\$1,503 million) was recorded, a decrease of 14.9% compared to the same quarter of the previous fiscal year.

In the Electronics segment, operating income increased principally as a result of an increase in sales to outside customers and the positive impact from the depreciation of the yen. In particular, the favorable performance of products such as "BRAVIA" LCD televisions and "Cyber-shot" digital cameras during the year-end sales season resulted in new quarterly records for sales and operating income within the Electronics segment, and approximately twice the amount of operating income was recorded in this segment as in the same quarter of the previous fiscal year.

In the Game segment, an operating loss was recorded primarily as a result of the loss arising from the sale of PS3 at strategic price points. In the Pictures segment, operating income was recorded as a result of the strong performance of films during the quarter in both the home entertainment and theatrical markets as compared to an operating loss in the same quarter of the previous fiscal year in which losses were recorded on several films. In the Financial Services segment, operating income declined primarily as a result of decreased valuation gains from investments in the general account, including valuation gains from convertible bonds.

During the current quarter, a credit to restructuring charges of Y0.3 billion (\$3 million) was recorded due to a gain of Y3.6 billion (\$31 million) on sale of assets associated with restructuring activities, compared to Y14.7 billion of restructuring charges recorded in the same quarter of the previous fiscal year. Most of the above credit was recorded in the Electronics segment. In the same quarter of the previous fiscal year Y14.6 billion of restructuring charges were recorded within the Electronics segment.

In addition, resolutions of pending patent claims resulted in a gain of Y9.7 billion (\$82 million) in this quarter as a result of the reversal of a portion of provisions recorded in prior periods.

Income before income taxes of Y179.8 billion (\$1,511 million) was recorded, a decline of 20.4% compared to the same quarter of the previous fiscal year. This resulted because the net effect of other income and expenses was Y14.7 billion lower compared to the same quarter of the previous fiscal year, and because of a decline in operating income.

The lower net effect of other income and expenses was primarily a result of an increase in the amount of net foreign exchange loss and a decrease in the gain on change in interest in subsidiaries and investees resulting from lower year-on-year gains. During the current quarter, a Y9.4 billion (\$79 million) gain was recorded from the sale of a portion of stock in StylingLife Holdings Inc. ("StylingLife"). In the same quarter of the previous fiscal year, a gain of Y19.0 billion was recorded on the change in interest resulting from the initial public offering of So-net Entertainment Corporation ("So-net").

Income taxes: During the current quarter, Sony recorded Y61.5 billion (\$517 million) of income taxes at an effective tax rate of 34.2%. The effective tax rate was lower than the Japanese statutory tax rate due primarily to the reversal of valuation allowances against deferred tax assets previously recorded by Sony Corporation and certain Japanese subsidiaries resulting from the utilization of net operating loss carryforwards.

Equity in net income of affiliated companies of Y43.0 billion (\$362 million) was recorded, an increase of 120.5% compared to the same quarter of the previous fiscal year. Sony recorded equity in net income for Sony Ericsson Mobile Communications AB ("Sony Ericsson") of Y33.6 billion (\$282 million), an increase of Y23.8 billion compared to the same quarter of the previous fiscal year. Sony also recorded equity in net income of Y13.1 billion (\$110 million) for SONY BMG MUSIC ENTERTAINMENT ("SONY BMG"), an increase of Y2.8 billion compared to the same quarter

of the previous fiscal year. S-LCD Corporation ("S-LCD"), a joint-venture with Samsung Electronics Co., Ltd. for the manufacture of amorphous TFT LCD panels, recorded equity in net loss of Y0.7 billion (\$5 million) (before the elimination of unrealized intercompany profits), a decrease of Y1.6 billion compared to the same quarter of the previous fiscal year. Sony recorded equity in net loss of Y5.4 billion (\$45 million) for Metro-Goldwyn-Mayer Inc. ("MGM")*, an increase in the amount of equity loss of Y3.0 billion compared to the same quarter of the previous fiscal year. The equity in net loss for MGM includes non-cash interest of Y2.1 billion (\$18 million) on cumulative preferred stock compared to the Y1.5 billion of non-cash interest on cumulative preferred stock recorded in the same quarter of the previous fiscal year.

*On April 8, 2005, a consortium led by Sony Corporation of America and its equity partners completed the acquisition of MGM. As part of the acquisition, Sony invested \$257 million in exchange for 20% of the total equity. However, based on the percentage of common stock owned, Sony records 45% of MGM's net income (loss) as equity in net income (loss) of affiliated companies.

As a result, net income of Y159.9 billion (\$1,344 million) was recorded, a decrease of 5.3% compared to the same quarter of the previous fiscal year.

Operating Performance Highlights by Business Segment

Electronics

(Billions of yen, millions of U.S. dollars)
Third quarter ended December 31

	2005	2006	Change in Yen	2006
Sales and	Y1,601.5	Y1,872.7	+16.9%	\$15 , 737
operating revenue				
Operating income	87.5	177.4	+102.8	1,491

Unless otherwise specified, all amounts are on a U.S. GAAP basis.

Sales increased by 16.9% compared to the same quarter of the previous fiscal year (a 14% increase on a local currency basis). Sales to outside customers increased 10.4% compared to the same quarter of the previous fiscal year. There was an increase in sales of products including "BRAVIA" LCD televisions and "Cyber-shot" digital cameras, which both experienced favorable sales in all regions. This was partially offset by a decrease in sales of LCD rear-projection televisions, due to an increasingly competitive market environment, and CRT televisions, where the market continues to contract. There was a significant increase in intersegment sales mainly due to increased sales of

semiconductors to the Game segment.

Operating income increased by 102.8% compared with the same quarter of the previous fiscal year. Operating income increased significantly due to an increase in sales to outside customers and the positive impact from the depreciation of the yen. With regard to products within the Electronics segment, there was a positive contribution to operating income from strong sales of such products as "Cyber-shot" digital cameras and "BRAVIA" LCD televisions. However, products such as LCD rear-projection televisions, which were impacted by price deterioration and lower sales volume, contributed negatively compared to the same quarter of the previous fiscal year.

Inventory, as of December 31, 2006, was Y851.7 billion (\$7,157 million), a Y252.9 billion, or 42.2%, increase compared with the level as of December 31, 2005 and a Y120.0 billion, or 12.3%, decrease compared with the level as of September 30, 2006. The year-on-year increase was primarily due to an increase in LCD television inventory, as a result of increasing sales, as well as an increase in the inventory of semiconductors for PS3.

Operating Results for Sony Ericsson Mobile Communications ${\tt AB}$

The following operating results for Sony Ericsson, which is accounted for by the equity method, are not consolidated in Sony's consolidated financial statements. However, Sony believes that this disclosure provides additional useful analytical information to investors regarding operating performance. In addition, please note that the operating results of Sony Ericsson discussed below are reported on an International Financial Reporting Standards basis, and thereby differ from the operating results reported on a U.S. GAAP basis contained within Sony's equity in net income of affiliated companies.

(Millions of Euros)
Three months ended December 31

	2005	2006	Change in Euros
Sales and operating	EUR2,310	EUR3,782	+64%
revenue	206	502	+144
Income before income taxes	206	502	+144
Net income	144	447	+210

Sales for the quarter increased by 64% compared to the same quarter of the previous fiscal year. Sales of hit models such as "Cyber-shot" phones and "Walkman(R)" phones boosted results, helping Sony Ericsson achieve record quarterly sales, income before income taxes and net income. As a result, equity in net income of Y33.6 billion (\$282 million) was recorded by Sony.

Game

(Billions of yen, millions of U.S. dollars)
Third quarter ended December 31

	2005	2006	Change in Yen	2006
Sales and operating revenue	Y419.2	Y442.8	+5.6%	\$3,721
Operating income (loss)	67.8	(54.2)	_	(455)

Unless otherwise specified, all amounts are on a U.S. GAAP basis.

Sales increased 5.6% compared with the same quarter of the previous fiscal year (a 3% increase on a local currency basis).

Hardware: There was an increase in overall sales as a result of the launch of PS3 in Japan and North America. However, PlayStation(R)2 ("PS2") sales declined as a result of strategic price reductions despite the fact that unit sales were relatively unchanged compared to the same quarter of the previous fiscal year. PSP(R) (PlayStation(R)Portable) ("PSP") sales declined due to a decrease in unit sales compared with the same quarter of the previous fiscal year.

Software: Despite an increase in sales from PSP software compared to the same quarter of the previous fiscal year, as well as the contribution from PS3 software sales, overall software sales decreased as a result of lower PS2 software sales.

An operating loss of Y54.2 billion (\$455 million) was recorded compared to the Y67.8 billion of operating income recorded during the same quarter of the previous fiscal year. This deterioration was primarily the result of the loss arising from the sale of PS3 at strategic price points, as well as the recording of other charges in association with preparation for the launch of the PS3 platform. In addition, operating income from the PS2 business and PSP business declined due to sales declines.

Worldwide hardware production shipments (and decrease compared to the same quarter of the previous fiscal year):*

- -> PS2: 4.11 million units (a decrease of 1.25 million units)
- -> PSP: 1.76 million units (a decrease of 4.46 million units)
- -> PS3: 1.84 million units

Worldwide software production shipments (and increase/decrease compared to the same quarter of the previous fiscal year):*

- -> PS2: 78 million units (a decrease of 15 million units)
- -> PSP: 21.2 million units (an increase of 4.1 million units)
- -> PS3: 5.2 million units

^{*}Production shipment units of hardware and software are counted upon shipment of the products from manufacturing bases. Sales of such products are recognized when the products are delivered to customers.

Inventory, as of December 31, 2006, was Y103.2 billion (\$868 million), which represents a Y0.7 billion, or 0.7%, decrease compared with the level as of December 31, 2005. Inventory, as of December 31, 2006, decreased by Y84.9 billion, or 45.1%, compared with the level as of September 30, 2006.

Pictures

(Billions of yen, millions of U.S. dollars)
Third quarter ended December 31

	2005	2006	Change in Yen	2006
Sales and operating revenue	Y202.2	Y297.0	+46.8%	\$2 , 495
Operating income (loss)	(0.4)	26.2	_	220

Unless otherwise specified, all amounts are on a U.S. GAAP basis. The results presented above are a yen-translation of the results of Sony Pictures Entertainment ("SPE"), a U.S. based operation which aggregates the results of its worldwide subsidiaries on a U.S. dollar basis. Management analyzes the results of SPE in U.S. dollars, so discussion of certain portions of its results are specified as being on "a U.S. dollar basis."

Sales increased 46.8% compared to the same quarter of the previous fiscal year (a 46% increase on a U.S. dollar basis). Sales increased primarily due to significantly higher DVD revenues on films led by the releases of The Da Vinci Code, Talladega Nights: The Ballad of Ricky Bobby and Click. Theatrical revenues were also higher in the current fiscal year's third quarter due to the box office performance of Casino Royale and The Pursuit of Happyness, while television revenues increased primarily from additional syndication sales of The King of Queens.

Operating income of Y26.2 billion (\$220 million) was recorded as compared to an operating loss of Y0.4 billion in the same quarter of the previous fiscal year. These results were achieved through the strong performance during the quarter of the films noted above in both the home entertainment and theatrical markets as compared to the film results from the same quarter of the previous fiscal year in which losses were recorded on several films. In the television business, operating income remained relatively unchanged compared with the same quarter of the previous fiscal year, as the benefit from The King of Queens syndication sales was largely offset by production and marketing expenses associated with several new network and made-for-syndication television shows.

Financial Services

(Billions of yen, millions of U.S. dollars)
Third quarter ended December 31

	2005	2006	Change in Yen	2006
Financial service	Y190.4	Y172.9	-9.2%	\$1,453
revenue				
Operating income	47.0	25.5	-45.9	214

Unless otherwise specified, all amounts are on a U.S. GAAP basis. Therefore, they differ from the results that Sony Life discloses on a Japanese statutory basis.

Financial service revenue decreased 9.2% compared with the same quarter of the previous fiscal year due to a decrease in revenue at Sony Life. Although revenue from insurance premiums increased at Sony Life reflecting an increase in insurance-in-force, revenue at Sony Life decreased by Y19.7 billion or 11.8% to Y147.5 billion (\$1,239 million). This was primarily a result of lower valuation gains in the general account and the separate account reflecting the fact that there was only a modest increase in Japanese stock market prices during the quarter as opposed to the significant increase experienced in the same quarter of the previous fiscal year.

Operating income decreased by 45.9% compared with the same quarter of the previous fiscal year due to a decrease in operating income at Sony Life. Despite an increase in insurance premium revenue, operating income at Sony Life declined by Y22.1 billion or 46.1%, compared to the same quarter of the previous fiscal year, to Y25.9 billion (\$218 million). This decline was principally due to a decrease in valuation gains from investments in the general account, including valuation gains from convertible bonds, reflecting the abovementioned modest increase in Japanese stock market prices during the quarter compared to the same quarter of the previous fiscal year.

All Other

(Billions of yen, millions of U.S. dollars)
Third quarter ended December 31

	2005	2006	Change in Yen	2006
Sales and	Y122.7	Y99.3	-19.1%	\$834
operating revenue				
Operating income	16.3	13.9	-14.9	117

Unless otherwise specified, all amounts are on a U.S. ${\tt GAAP}$ basis.

Sales decreased 19.1% compared with the same quarter of the previous fiscal year. This sales decrease mainly reflects the deconsolidation of StylingLife, a holding company that comprised six of Sony's retail businesses, following the sale of 51% of the stock in the company during the first quarter of the current fiscal year, and a decline in sales at Sony Music Entertainment (Japan) Inc. ("SMEJ").

Best-selling albums and singles at SMEJ during the current quarter included CHEMISTRY's ALL THE BEST, ORANGE RANGE's ORANGE RANGE and PORNO GRAFFITTI's m-CABI. Despite these successes, album and singles sales declined compared to sales in the same quarter of the previous fiscal year, which included the strong performance of Ken Hirai's Ken Hirai 10th Anniversary Complete Single Collection '95-'05 "Uta Baka." Sales at SMEJ also declined as a result of lower intersegment sales in association with the transfer of business activity relating to Sony's disc custom press business, carried out at SMEJ during the same quarter of the previous fiscal year, from SMEJ to other segments within the Sony Group.

Operating income decreased by 14.9% compared to the same quarter of the previous fiscal year. Although operating income at So-net increased in association with greater revenue relating to an increase in fiber optic service subscribers, operating income within All Other declined as a result of the sales decrease at SMEJ and the sale of stock in StylingLife as noted above.

Operating Results for SONY BMG MUSIC ENTERTAINMENT

The following operating results for SONY BMG, which is accounted for by the equity method, are not consolidated in Sony's consolidated financial statements. However, Sony believes that this disclosure provides additional useful analytical information to investors regarding operating performance. Please note that the operating results of Sony BMG discussed below are reported on a U.S. GAAP basis.

(Millions of U.S. dollars) Three months ended December 31

	2005	2006	Change in Dollars
Sales and operating	\$1,464	\$1,441	-1.6%
revenue			
Income before income	252	278	+10.3
taxes			
Net income	178	225	+26.4

During the three months ended December 31, 2006, sales revenue at SONY BMG decreased by 1.6% compared to the same period of the previous fiscal year primarily due to greater contraction in physical compact disc sales than growth in digital download sales in many markets. Despite the decrease in sales, income before income taxes improved by 10.3% compared to the same period of the previous fiscal year primarily due to lower overhead and restructuring costs. The company also benefited from an

industry-related legal settlement affecting the major record companies. Income before income taxes includes \$41 million of restructuring charges, a year-on-year reduction of \$7 million. As a result, equity in net income of Y13.1 billion (\$110 million) was recorded by Sony. Best selling albums during the quarter included Il Divo's Siempre, the compilation release NOW That's What I Call Music Vol. 23 and Oasis' Stop The Clocks.

Cash Flow

The following charts show Sony's unaudited condensed statements of cash flow for all segments excluding the Financial Services segment and for the Financial Services segment alone. These separate condensed presentations are not required under U.S. GAAP, which is used in Sony's consolidated financial statements. However, because the Financial Services segment is different in nature from Sony's other segments, Sony believes that these presentations may be useful in understanding and analyzing Sony's consolidated financial statements.

Cash Flow - Excluding Financial Services segment

(Billions	of	yen,	millior	ns	of	U.S.	dolla	ars)
		Nine	months	er	ided	Dec	ember	31

Cash flow	2005	2006	Change in Yen	2006
From operating activities	Y43.7	(Y11.6)	Y-55.3	(\$97)
 From investing activities 	(203.9)	(374.7)	-170.7	(3,149)
 From financing activities 	50.9	305.6	+254.7	2,568
Cash and cash equivalents at beginning of the fiscal year	519.7	585.5	+65.7	4,920
Cash and cash equivalents as of December 31	438.7	510.9	+72.2	4,293

Operating Activities: During the nine months ended December 31, 2006, although net income was recorded, cash flow from operating activities resulted in a net use of cash primarily due to an increase in notes and accounts receivable, trade, principally within the Electronics and Game segments.

Investing Activities: During the nine months ended December 31, 2006, although cash was generated primarily from the sale of a majority of Sony's holding in StylingLife, pursuant to Sony's planned gradual reduction in its stake in the company, cash was used by Sony within the Electronics segment primarily for the purchase of fixed assets, principally semiconductor manufacturing facilities, and part of the investment towards the manufacturing facilities for 8th generation TFT LCD panels at

S-LCD.

As a result, the total amount of cash flow from operating activities and from investing activities during the nine months ended December 31, 2006 was a use of cash of Y386.3 billion (\$3,246 million).

Financing Activities: During the nine months ended December 31, 2006, although Sony redeemed a portion of its long-term debt including bonds and used cash to make dividend payments, financing was carried out through the issuance of commercial paper and syndicated bank loans.

Cash and Cash Equivalents: As a result of the above factors, the total balance of cash and cash equivalents, accounting for the effect of foreign currency exchange rate fluctuations, decreased Y74.6 billion compared to March 31, 2006, and increased by Y72.2 billion compared to December 31, 2005, to Y510.9 billion (\$4,293 million) as of December 31, 2006.

Cash Flow - Financial Services segment

(Billions of yen, millions of U.S. dollars)
Nine months ended December 31

Cash flow	2005	2006	Change in Yen	2006
 From operating activities 	Y79.8	Y170.3	Y+90.5	\$1,431
From investing activities	(371.4)	(199.0)	+172.4	(1,673)
- From financing activities	208.7	133.6	-75.1	1,123
Cash and cash equivalents at beginning of the fiscal year	259.4	117.6	-141.7	988
Cash and cash equivalents as of December 31	176.4	222.4	+46.0	1,869

Operating Activities: Net cash from operating activities was generated mainly due to an increase in revenue from insurance premiums, reflecting primarily an increase in insurance-in-force at Sony Life.

Investing Activities: Sony Life carried out investments primarily in Japanese fixed income securities.

Financing Activities: Despite a decrease in the balance of call money within the banking business, net cash from financing activities was generated as a result of an increase in policyholders' accounts at Sony Life and an increase in deposits from customers in the banking business.

Cash and Cash Equivalents: As a result of the above, cash and cash equivalents increased Y104.8 billion compared to March 31, 2006, and increased Y46.0 billion compared to December 31, 2005, to Y222.4 billion (\$1,869 million) as of December 31, 2006.

Notes

Note I: During the guarter ended December 31, 2006, the average value of the yen was Y116.8 against the U.S. dollar and Y150.4 against the Euro, which was 0.4% lower against the U.S. dollar and 8.3% lower against the Euro, compared with the average rates for the same quarter of the previous fiscal year. Operating results on a local currency basis described herein reflect sales and operating income obtained by applying the yen's monthly average exchange rate in the same quarter of the previous fiscal year to local currency-denominated monthly sales, cost of sales, and selling, general and administrative expenses in the current quarter. Local currency basis results are not reflected in Sony's financial statements and are not measures conforming with U.S. GAAP. In addition, Sony does not believe that these measures are a substitute for U.S. GAAP measures. However, Sony believes that local currency basis results provide additional useful analytical information to investors regarding operating performance.

Note II: "Sales and operating revenue" in each business segment represents sales and operating revenue recorded before intersegment transactions are eliminated. "Operating income (loss)" in each business segment represents operating income (loss) recorded before intersegment transactions and unallocated corporate expenses are eliminated.

Outlook for the Fiscal Year ending March 31, 2007

Sony's consolidated results forecast for the fiscal year ending March 31, 2007, as announced on October 19, 2006, has been revised as per the table below:

		Current	Change from		October
	H	Forecast	October]	Forecast
			Forecast		
	-				
Sales and operating		Y8,230	No Change		Y8,230
revenue		billion			billion
Operating income	60	billion	+20%	50	billion
(Restructuring charges					
recorded as					
operating expenses	30	billion	-25%	40	billion)
Income before income	80	billion	+14%	70	billion
taxes					
Equity in net income of					
affiliated companies	60	billion	+50%	40	billion
Net income	110	billion	+38%	80	billion

^{*}Assumed foreign currency exchange rates for the fourth quarter: approximately Y117 to the U.S. dollar and approximately Y153 to

the Euro.

The principal reasons for the revision are as follows:

- 1. As a result of the strong performance of the Electronics segment during the third quarter, operating results for the segment are trending higher than anticipated at the time of our previous forecast in October 2006.
- 2. Despite the continued favorable performance of the PS2 business, the overall performance of the Game segment is trending below that anticipated at the time of our previous forecast in October 2006 due to lower than expected sales from the PSP business and higher than anticipated charges associated with the launch of the PS3 platform.
- 3. Restructuring charges, recorded as operating expenses, are now forecast to be Y30 billion, compared to an anticipated Y40 billion of restructuring charges included in the October forecast. This reduction was a result of a revision to the timing of business rationalization scheduled to be carried out in several business areas.
- 4. Equity in net income of affiliated companies is now forecast to be Y60 billion, compared to the October forecast of Y40 billion. This revision is the result of the favorable performance of Sony Ericsson.

Our forecast for capital expenditures, depreciation and amortization or research and development expenses, as per the table below, is unchanged from the forecast of July 27, 2006.

		Change from previous
	Forecast	fiscal year
Capital expenditures (additions to fixed assets)	Y460 billion	+20%
Depreciation and amortization*	410 billion	+7
(Depreciation expenses for tangible assets	340 billion	+9)

^{*}Including amortization of intangible assets and amortization of deferred insurance acquisition costs.

Research and development expenses 550 billion +3

Cautionary Statement

Statements made in this release with respect to Sony's current plans, estimates, strategies and beliefs and other statements that are not historical facts are forward-looking statements about the future performance of Sony. Forward-looking statements include, but are not limited to, those statements using words such as "believe," "expect," "plans," "strategy," "prospects," "forecast," "estimate," "project," "anticipate," "aim," "may" or "might" and words of similar meaning in connection with a

discussion of future operations, financial performance, events or conditions. From time to time, oral or written forward-looking statements may also be included in other materials released to the public. These statements are based on management's assumptions and beliefs in light of the information currently available to it. Sony cautions you 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 you should not place undue reliance on them. You 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. Risks and uncertainties that might affect Sony include, but are not limited to (i) the global economic environment in which Sony operates, as well as the economic conditions in Sony's markets, particularly levels of consumer spending; (ii) exchange rates, particularly between the yen and the U.S. dollar, the Euro and other currencies in which Sony makes significant sales or in which Sony's assets and liabilities are denominated; (iii) Sony's ability to continue to design and develop and win acceptance of, as well as achieve sufficient cost reductions for, its products and services including newly introduced platforms within the Game segment, which are offered in highly competitive markets characterized by continual new product introductions, rapid development in technology and subjective and changing consumer preferences (particularly in the Electronics, Game and Pictures segments, and music business); (iv) Sony's ability to recoup large-scale investment required for technology development and increasing production capacity; (v) Sony's ability to implement successfully personnel reduction and other business reorganization activities in its Electronics segment; (vi) Sony's ability to implement successfully its network strategy for its Electronics, Game and Pictures segments and All Other, including the music business, and to develop and implement successful sales and distribution strategies in its Pictures segment and music business in light of the Internet and other technological developments; (vii) Sony's continued ability to devote sufficient resources to research and development and, with respect to capital expenditures, to correctly prioritize investments (particularly in the Electronics segment); (viii) shifts in customer demand for financial services such as life insurance and Sony's ability to conduct successful Asset Liability Management in the Financial Services segment; and (ix) the success of Sony's joint ventures and alliances. Risks and uncertainties also include the impact of any future events with material unforeseen impacts.

Business Segment Information (Unaudited)

(Millions of yen, millions of U.S. dollars)
Third quarter ended December 31

Sales and operating revenue

2005 2006 Change

2006

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Electronics				
Customers	Y 1,483,592	Y 1,638,560	+10.4 %	\$ 13,769
Intersegment	117,921	234,098		1,968
Total	1,601,513	1,872,658	+16.9	15 , 737
Game				
Customers	402,925	424,331	+5.3	3,566
Intersegment	16,321	18,468		155
Total	419,246	442 , 799	+5.6	3 , 721
Pictures				
Customers	202,241	296,955	+46.8	2,495
Intersegment	-	-		-
Total	202,241	296 , 955	+46.8	2,495
Financial Services				
Customers	184,586	167,060	-9.5	1,404
Intersegment	5,805	5,850		49
Total	190,391	172 , 910	-9.2	1,453
All Other				
Customers	101,742	80,769	-20.6	679
Intersegment	20,934	18,491		155
Total	122 , 676	99,260	-19.1	834
Elimination	(160,981)	(276,907)	-	(2,327)
Consolidated total	Y 2,375,086	Y 2,607,675	+9.8 %	\$ 21,913

Electronics intersegment amounts primarily consist of transactions with the Game segment, Pictures segment and All Other.

Operating income (loss	s)	2005		2006	Change	2006
Electronics Game Pictures Financial Services All Other	Y	87,487 67,819 (378) 47,048 16,343	Y	177,394 (54,168) 26,238 25,470 13,908	+102.8 %45.9 -14.9	\$ 1,491 (455) 220 214 117
Total		218,319		188,842	-13.5	1 , 587
Corporate and elimination		(7,974)		(9,935)	-	(84)
Consolidated total	Y	210,345	Y	 178,907	-14.9 %	\$ 1,503

All Other intersegment amounts primarily consist of transactions with the Electronics and Game segments.

Commencing with the third quarter ended December 31, 2006, Sony has partly realigned its business segment configuration.

In accordance with this change, results of the previous fiscal year have been reclassified to conform to the presentation for the quarter ended December 31, 2006.

(Millions of yen, millions of U.S. dollars) Nine months ended December 31

Sales and operating revenue		2005		2006	Change	2006
Electronics						
Customers	Y	3,614,003	Y	4,147,247	+14.8 %	\$ 34,851
Intersegment		339,193		375 , 738		3 , 157
Total				4,522,985	+14.4	38,008
Game						
Customers		772,396		703 , 928	-8.9	5,915
Intersegment		33 , 874		31 , 680		266
Total		806 , 270		735,608	-8.8	6,181
Pictures						
Customers		505,477		679 , 859	+34.5	5,713
Intersegment		-		_		_
Total		505,477		679 , 859	+34.5	5,713
Financial Services						
Customers		503 , 277		447,798	-11.0	3,763
Intersegment		16,810		17 , 314		146
Total		520 , 087		465,112	-10.6	3 , 909
All Other						
Customers		259 , 700		227,258	-12.5	1,910
Intersegment		59 , 729		50 , 894		428
Total		319,429		278 , 152	-12.9	2,338
Elimination		(449,606)		(475,626)	-	(3,997)
Consolidated total	Y	5,654,853	Y	6,206,090	+9.7 %	\$ 52 , 152

Electronics intersegment amounts primarily consist of transactions with the Game segment, Pictures segment and All Other.

All Other intersegment amounts primarily consist of transactions with the Electronics and $\mbox{\it Game}$ segments.

Operating income	(loss)	2005		2006	Change	2006
Electronics	Y	88,475	Y	230,880	+161.0 %	\$ 1,940

Game		70,144		(124,498)	_	(1,046)
Pictures		(2,765)		9,796	_	82
Financial Services		109,017		54,616	-49.9	459
All Other		29,473		26,971	-8.5	227
Total		294,344		197,765	-32.8	1,662
Corporate and elimination		(16,026)		(12,643)	_	(106)
Consolidated total	Y	278,318	Y	185,122	-33.5 %	\$ 1,556

Commencing with the third quarter ended December 31, 2006, Sony has partly realigned its business segment configuration. In accordance with this change, results of the first half of the current fiscal year and the previous fiscal year have been reclassified to conform to the presentation for the quarter ended December 31, 2006.

Electronics Sales and Operating Revenue to Customers by Product Category _____

> (Millions of yen, millions of U.S. dollars) Third quarter ended December 31

Sales and operating							
revenue		2005		2006	Change		2006
Audio	Y	184,559	Y	174,689	-5.3 %	\$	1,468
Video		313,082		355,433	+13.5		2,987
Televisions		359,248		420,817	+17.1		3,536
Information and		220,157		256,724	+16.6		2,157
Communications							
Semiconductors		44,695		52 , 199	+16.8		439
Components		226,580		227,588	+0.4		1,912
Other		135,271		151,110	+11.7		1,270
Total	Y	1,483,592	Y	1,638,560	+10.4 %	\$	13,769
				Nine mon	ths ended D	ecer	mber 31

ne months ended December 3:

Sales and operating						
revenue		2005		2006	Change	2006
Audio	Y	431,503	Y	412,636	-4.4 %	\$ 3,467
Video		812,041		908,534	+11.9	7,635
Televisions		680 , 725		934,357	+37.3	7,852
Information and		589 , 317		690 , 215	+17.1	5,800
Communications						
Semiconductors		127,602		152,672	+19.6	1,283
Components		602,513		653 , 659	+8.5	5,493
Other		370,302		395 , 174	+6.7	3,321
Total	Y	3,614,003	Y 4	4,147,247	+14.8 %	\$ 34,851

The above table is a breakdown of Electronics sales and operating revenue to customers in the Business Segment Information. The Electronics segment is managed as a single operating segment by Sony's management.

However, Sony believes that the information in this table is useful to investors in understanding the product categories in this business segment. Commencing April 1, 2006, Sony has partly realigned its product category configuration in the Electronics segment. Accordingly, results for the same period of the previous fiscal year have been reclassified. The primary change is as shown below;

Main Product	Previous Product Category		New Product Category
Low-temperature	"Semiconductors"	->	"Components"
polysilicon thin film	33		componence
transistor LCD			
Chemical component	"Other"	->	"Components"

Geographic Segment Information (Unaudited)

(Millions of yen, millions of U.S. dollars)
Third quarter ended December 31

Sales and operating						
revenue		2005		2006	Change	2006
Japan	Y	618,438	Y	609,734	-1.4 %	\$ 5,124
United States		659 , 222		763,651	+15.8	6,417
Europe		619,481		682 , 402	+10.2	5 , 734
Other Areas		477 , 945		551 , 888	+15.5	4,638
Total	Y	2,375,086	Υ 2	2,607,675	+9.8 %	\$ 21,913

Nine	months	ended	December	31

Sales and operating					
revenue		2005	2006	Change	2006
Japan	Y	1,607,434	Y 1,583,365	-1.5 %	\$ 13,306
United States		1,514,000	1,691,037	+11.7	14,210
Europe		1,319,516	1,498,273	+13.5	12,591
Other Areas		1,213,903	1,433,415	+18.1	12,045
Total	Y	5,654,853	Y 6,206,090	+9.7 %	\$ 52,152

Classification of Geographic Segment Information shows sales and operating revenue recognized by location of customers.

Consolidated Statements of Income (Unaudited)

(Millions of yen,	millions of U.S	. dollars, except per	share amounts)
		Third quarter en	ded December 31
Sales and operating		%	
revenue	2005	2006 Chang	e 2006

Net sales	Y 2,165,618	 Y 2,413,485		\$ 20,281
Financial service revenue	184,586	167,060		1,404
Other operating revenue	24,882	27,130		228
	2,375,086	2,607,675	+9.8	21,913
Costs and expenses:	2,373,000	2,007,070	. 5 . 0	21,313
Cost of sales		1,820,172		15,296
Selling, general and administrative	447,277	470,346		3 , 952
Financial service expenses	137,337	141,621		1,190
(Gain) loss on sale, disposal or impairme of assets, net		(3,371)		(28)
	2 164 741	2 429 769		20 410
	2,164,741	2,428,768		20,410
Operating income	210,345	178,907	-14.9	1,503
Other income:				
Interest and dividends	6,633	5,914		50
Gain on sale of securities	2,447	4,867		41
investments, net				
Gain on change in inte		11,377		96
investees Other	5,254	2,533		21
Other				
	33,280	24,691		208
Other expenses:				
Interest	7,983	9,064		76
Loss on devaluation of securities	171	294		2
investments Foreign exchange	2,223	10,309		87
loss, net	2,220	10,000		0.
Other	7,342 	4,116 		35
	17,719	23,783		200
Income before income taxes	225,906	179,815	-20.4	1,511
Income taxes	75 , 749	61,530		517
Income before minority	 150,157	118,285	-21 2	994
interest and equity in net income of affiliated companies	100,107	110,200	21.2	331
Minority interest in income of consolidate subsidiaries	715 ed	1,369		12
Equity in net income	19,502	43,001		362

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of affiliated companies				
Net income		Y 159,917	-5.3	\$ 1,344
Per share data: Common stock Net income - Basic - Diluted	Y 169.36	Y 159.70 152.49		\$ 1.34 1.28
(Millions of yen, mi	llions of U.S	. dollars, exc	ept per sha:	re amounts)
	2005		_	December 31 2006
Sales and operating revenue:			%	
Net sales Financial service revenue		Y 5,680,568 447,798		\$ 47,736 3,763
Other operating revenue	70,812	77,724		653
	5,654,853	6,206,090	+9.7	52,152
Costs and expenses: Cost of sales	3,850,900	4,318,663		36,291
Selling, general and administrative		1,303,483		10,954
Financial service expenses	394,202	393,195		3,304
Loss on sale, disposal or impairment of assets, net	34,401	5,627		47
	5,376,535	6,020,968		50,596
Operating income	278,318	185 , 122	-33.5	1,556
Other income:				
Interest and dividends	17,476	17,856		150
Gain on sale of securities investments, net	8,847	9,319		79
Gain on change in interest in subsidiar: and equity investees	57,477 ies	31,452		264
Other	16,080 	12 , 964		109
	99 , 880	71,591		602
Other expenses:				
Interest	19,964	20,449		172
Loss on devaluation	3 , 115	1,044		9

3,289

17,638

44,006

13,803

13,696

48,992

of securities investments Foreign exchange

loss, net Other

116

115

412

Income before income taxes		334,192		207 , 721	-37.8	1,746
Income taxes		152,943		78 , 746		662
Income before minority interest and equity in net income of affiliated companies		181,249		128,975	-28.8	1,084
Minority interest in income (loss) of consolidated subsidiaries		(1,093)		1,431		12
Equity in net income of affiliated companies		7 , 807		66,344		557
Net income	Y	190,149	Y	193,888	+2.0	\$ 1,629
Per share data: Common stock Net income						
- Basic - Diluted	Y	189.45 180.76		193.64 184.81		\$ 1.63 1.55

Consolidated Balance Sheets (Unaudited)

ASSETS	(Mill December 31 2005	ions of yen, March 31 2006	millions of U.S. December 31 2006	
Current assets:				
Cash and cash equivalents	Y 615,072	Y 703,098	Y 733,323	\$ 6,162
Marketable securities	527 , 689	536 , 968	488,585	4,106
Notes and accounts receivable,	1,448,520	1,075,071	1,811,216	15,220
trade Allowance for doubtful accounts and sales returns	(100,516)	(89,563)	(112,641)	(947)
Inventories	751,545	804,724	966,205	8,119
Deferred income taxes	177,123	221,311	247,536	2,080
Prepaid expenses and other current assets	570,661	517,915	705,928	5,934
	3,990,094	3,769,524	4,840,152	40,674
Film costs	371,895	360,372	337,616	2,837

Investments and				
advances: Affiliated companies	299 , 996	285 , 870	445,544	3,744
Securities investments and other	3,083,230	3,234,037	3,382,862	28,427
	3,383,226	3,519,907	3,828,406	32,171
Property, plant				
and equipment: Land	182,297	178,844	173,262	1,456
Buildings	954,464	926,783	1,002,042	8,421
Machinery and equipment	2,370,265	2,327,676	2,477,664	20,821
Construction in progress	76,774	116,149	61 , 754	519
Less-Accumulated depreciation	(2,202,122)	(2,160,905)	(2,262,609)	(19,014)
	1 201 670	1,388,547	1 450 110	12 202
Other assets:	1,381,678	1,300,347	1,452,113	12,203
Intangibles, net	194,959	207,034	215,145	1,808
Goodwill	296 , 601	299,024	301,643	2,535
Deferred	389,933	383,156	394,527	3,315
insurance				
acquisition costs		170 751	156 020	1 011
Deferred income	183,349	178 , 751	156 , 032	1,311
taxes Other	474,700	501,438	415,227	3,489
	1,539,542	1,569,403	1,482,574	12,458
Y	10,666,435	Y10,607,753		\$ 100,343
ITADIITETEC AND CTOC	MINI DEDCI ENT	ITTV		
LIABILITIES AND STOC	KHOLDEKS EQU	7111		
Current liabilities:				
Short-term Y	198,969	Y 142,766	Y 316,203	\$ 2,657
borrowings Current portion	200,763	193,555	45,304	381
of long-term debt	025 007	012 222	1 174 004	0.066
Notes and accounts	925 , 997	813 , 332	1,174,004	9,866
payable, trade Accounts	828,850	854,886	971 , 932	8,167
payable, other and accrued				
expenses Accrued income	93,721	87,295	54,484	458
and other taxes Deposits from	601,446	599 , 952	717,528	6,030
customers in the	,	,	, ==0	-,
banking business				
Other	487,502	508,442	480,118	4,034
	3,337,248	3,200,228	3,759,573	31,593
Long-term liabilitie		764 , 898	1 002 150	0 120
Tour cerm dept	650,514	104,030	1,003,159	8,430

Accrued pension and severance costs	222,834	182,247	170,501	1,433
Deferred income	193 , 193	216,497	254,331	2,137
Future insurance policy benefits and other	2,680,265	2,744,321	2,960,559	24 , 879
Other	248,953	258 , 609	290 , 970	2,444
		4,166,572		39,323
Minority interest in consolidated subsidiaries	37,014	37,101	41,967	353
Stockholders' equity	:			
Capital stock	621 , 775	624,124	625,305	5,255
Additional paid-in capital	1,134,289	1,136,638	1,140,639	9,585
Retained earnings	1,681,691	1,602,654	1,780,228	14,960
Accumulated other comprehensive income	(138,330)	(156, 437)	(82,928)	(697)
Treasury stock, at cost	(3,011)	(3,127)	(3,443)	(29)
	3,296,414	3,203,852		29,074
Y	10,666,435 Y		Y 11,940,861	\$ 100,343

Consolidated Statements of Cash Flows (Unaudited)

	(Mi	llions of 2005		millions of U months ended 2006	
<pre>Cash flows from operating activities:</pre>					
Net income Adjustments to reconcile net income to net cash provided by operating activities:		,	Y	193,888	\$ 1,629
Depreciation and amortizati including amortization of deferred insurance acquisition costs		278,259		284,854	2,394
Amortization of film costs Accrual for pension and severance costs, less payments		190,603 (4,146)		261,327 (8,109)	2,196 (68)
Gain on the transfer to the Japanese Government of the substitutional portion employee pension fund, net	of	(73, 472)		-	-
Loss on sale, disposal or impairment of assets, net		34,401		5,627	47
Gain on sale or loss on devaluation of securities investments, net		(5,732)		(8,275)	(70)

Gain on evaluation of marketable securities held in the financial service business for trading	(42,919)	(10,756)	(89)
<pre>purpose, net Gain on change in interest in subsidiaries and equity investees</pre>	(57,477)	(31,452)	(264)
Deferred income taxes	80,709	26,418	222
Equity in net income of	(4,160)		(540)
affiliated companies, net of dividends	(1,100)	(01,220)	(010)
Changes in assets and liabilities:			
<pre>Increase in notes and accounts receivable, trade</pre>	(325,032)	(664,338)	(5 , 583)
Increase in inventories	(90,694)	(139,796)	(1,175)
Increase in film costs	(251,836)		(1,990)
Increase in notes and	104,058	351,645	2,955
accounts payable, trade Increase (Decrease) in			
accrued income and other taxes	27,061	(20,579)	(173)
Increase in future insurance policy benefits and other	110,014	127,210	1,069
Increase in deferred			
insurance acquisition costs	(47 , 667)	(46,133)	(388)
(Increase) Decrease in marketable securities	(29,896)	16,969	143
held in the financial servi			
business for trading purpos			
Increase in other current assets	(66,110)	(82,246)	(691)
Increase in other current liabilities	101,471	120,176	1,010
Other	6 , 678	81,396	684
Net cash provided by operating activities	124,262	156,825	1,318
or comments accommend			
Cash flows from investing activities:			
Payments for purchases of fixed assets	(326,200)	(410,217)	(3,447)
Proceeds from sales of fixed assets	11,632	41,580	349
Payments for investments and advances by financial service business	(1,061,286)	(651,961)	(5,479)
Payments for investments and advances (other than	(20,944)	(92,163)	(774)
financial service business) Proceeds from maturities of marketable securities, sales of securities investments and collections of advances by financial service business	722,132	488,153	4,102
Proceeds from maturities of marketable securities,	22,202	15,415	130

sales of securities investments and collections of advances (other than financial service business) Proceeds from sales of	72,045	43,157	362
subsidiaries' and			
equity investees' stocks Other	(198)	(1,349)	(11)
Net cash used in investing activities	(580,617)	(567 , 385)	(4,768)
Cash flows from financing activities:			
Proceeds from issuance of long-term debt	127,653	267,085	2,244
	(132,776)	(179,492)	(1,508)
Increase in short-term borrowings	73,731	256,577	2,156
Increase in deposits from customers in the financial service business	160,348	206,420	1 , 735
<pre>Increase (Decrease) in call money and bills sold in the banking business</pre>	52,800	(92,700)	(779)
Dividends paid	(24,853)	(25,085)	(211)
Other	7 , 182	1,916	16
Net cash provided by financing activities	264,085	434,721	3,653
,			
Effect of exchange rate changes on cash and cash equivalents	28,239	6,064	51
Net increase (decrease) in cash and cash equivalents	(164,031)	30,225	254
Cash and cash equivalents at beginning of the fiscal year	779,103	703,098	5 , 908
Cash and cash equivalents at December 31	Y615,072	Y733,323	\$6,162

(Notes)

- U.S. dollar amounts have been translated from yen, for convenience only, at the rate of Y119 = U.S. \$1, the approximate Tokyo foreign exchange market rate as of December 29, 2006.
- 2. As of December 31, 2006, Sony had 949 consolidated subsidiaries (including variable interest entities). It has applied the equity accounting method in respect to 61 affiliated companies.
- 3. Prior to December 1, 2005, Sony calculated and presented per share data separately for Sony's common stock and for the subsidiary tracking stock applying "two-class" method based on Statement of Financial Accounting Standards ("FAS") No.128, "Earnings per Share". On October 26, 2005, the Board of Directors of Sony

Corporation decided to terminate all shares of subsidiary tracking stock with the method of compulsory conversion to shares of Sony's common stock. All shares of subsidiary tracking stock were converted to shares of Sony's common stock on December 1, 2005. As a result of the conversion, earnings per share of the subsidiary tracking stock has not been presented since the third quarter of the fiscal year ended March 31, 2006.

Weighted-average number of outstanding shares used for computation of earnings per share of common stock are as follows. The dilutive effect in the weighted-average number of outstanding shares mainly resulted from convertible bonds.

Weighted-average number		
of outstanding shares	(Thou	sands of shares)
	Third quarter en	ded December 31
	2005	2006
Net income		
- Basic	997 , 683	1,001,333
- Diluted	1,045,558	1,048,692
Weighted-average number		
of outstanding shares	(Thou	sands of shares)
	Nine months en	ded December 31
	2005	2006
Net income		
- Basic	996,764	1,001,276
- Diluted	1,044,546	1,049,130

4. Sony's comprehensive income is comprised of net income and other comprehensive income. Other comprehensive income includes changes in unrealized gains or losses on securities, unrealized gains or losses on derivative instruments, minimum pension liabilities adjustments and foreign currency translation adjustments. Net income, other comprehensive income and comprehensive income for the third quarter and the nine months of the fiscal year ended March 31, 2006 and for the third quarter and the nine months of the fiscal year ending March 31, 2007 were as follows:

(Millions of yen, millions of U.S. dollars)

	Т	Third quarter ended December 31			Nine mont	ns ended ember 31
	2005	2006	2006	2005	2006	2006
Net income	Y168,944	Y159,917	\$1,344	Y190,149	Y193,888	\$1 , 629

Other comprehensive

<pre>income : Unrealized gains (losses) on</pre>	49,614	3 , 515	29	82 , 588	(18,174)	(153)
securities Unrealized gains (losses) on derivative	272	947	8	1,004	(79)	(0)
instruments Minimum pension	(3)	(1,906)	(16)	31,429	(4,553)	(38)
liabilities adjustments Foreign currency translation	78,443	59,138	497	132,324	96,315	809
adjustments	 128 , 326	 61 , 694	 518	 247 , 345	 73 , 509	618
Comprehensive income	Y297,270	Y221,611	\$1,862	Y437,494	Y267,397	\$2 , 247

- 5. Effective April 1, 2006, Sony reclassified royalty income as a component of sales and operating revenue, rather than as a component of other income as previously recorded. In connection with this reclassification, sales and operating revenue, operating income and other income for the third quarter and the nine months of the fiscal year ended March 31, 2006 have been reclassified to conform with the presentation of these items for the third quarter and the nine months of the fiscal year ending March 31, 2007. Royalty income for the third quarter and the nine months of the fiscal year ended March 31, 2006 was Y7,529 million and Y24,878 million, respectively. Royalty income for the third quarter and the nine months of the fiscal year ending March 31, 2007 was Y9,548 million and Y25,492 million, respectively. These amounts were recorded primarily within the Electronics segment.
- In December 2004, the Financial Accounting Standards Board ("FASB") issued FAS No. 123 (revised 2004), "Share-Based Payment" ("FAS No. 123(R)"). This statement requires the use of the fair value based method of accounting for employee stock-based compensation and eliminates the alternative to use of the intrinsic value method prescribed by APB No. 25. With limited exceptions, FAS No. 123(R) requires that the grant-date fair value of share-based payments to employees be expensed over the period the service is received. Sony had accounted for its employee stock-based compensation in accordance with the intrinsic value method prescribed by APB No. 25 and its related interpretations and had disclosed the net effect on net income and net income per share allocated to the common stock if Sony had applied the fair value recognition provisions of FAS No. 123 to stock-based compensation. Sony adopted FAS No. 123(R) on April 1, 2006. Sony elected the modified prospective method of transition prescribed in FAS No. 123(R), which requires that compensation expense be recorded for all unvested stock acquisition rights as the requisite service is rendered beginning with the first period of adoption. As a result of

adoption of FAS No. 123(R), Sony's operating income decreased Y693 million and Y2,090 million for the third quarter and the nine months of the fiscal year ending March 31, 2007, respectively.

In February 2006, the FASB issued FAS No. 155, "Accounting for Certain Hybrid Financial Instruments", an amendment of FAS No. 133 and FAS No. 140. This statement permits an entity to elect fair value remeasurement for any hybrid financial instrument if the hybrid instrument contains an embedded derivative that would otherwise be required to be bifurcated and accounted for separately under FAS No. 133. The election to measure the hybrid instrument at fair value is made on an instrument-by-instrument basis and is irreversible. The statement is effective for all financial instruments acquired, issued, or subject to a remeasurement event occurring after the beginning of an entity's fiscal years beginning after September 15, 2006, with earlier adoption permitted as of the beginning of fiscal year, provided that financial statements for any interim period of that fiscal year have not been issued. Sony early adopted FAS No. 155 on April 1, 2006. As a result of adoption of FAS No. 155, Sony's operating income increased approximately Y0.4 billion and Y0.5 billion for the third quarter and the nine months of the fiscal year ending March 31, 2007, respectively. Additionally, on April 1, 2006, Sony recognized Y3,785 million of loss (net of income taxes of Y2,148 million) as a cumulative-effect adjustment to beginning retained earnings.

Other Consolidated Financial Data (Millions of yen, millions of U.S. dollars)

	Third	l quarter	ended Dec	ember 31
	2005	2006	Change	2006
Capital expenditures	Y76 , 139	Y87,965	+15.5%	\$739
(additions to property,				
plant and equipment)				
Depreciation and	96,843	99,935	+ 3.2	840
amortization expenses*				
(Depreciation expenses for	(79,780)	(80,477)	+0.9	(676)
tangible assets)				
R&D expenses	121,668	133,522	+ 9.7	1,122

(Millions of yen, millions of U.S. dollars) Nine months ended December 31 2005 2006 Change 2006 ----Capital expenditures Y261,920 Y312,045 +19.1% \$2,622 (additions to property, plant and equipment) Depreciation and 278,259 284,854 + 2.4 2,394 amortization expenses* (Depreciation expenses for (226,506) (225,969) -0.2 (1,899)tangible assets) 371,425 396,377 + 6.7 3,331 R&D expenses

 * Including amortization expenses for intangible assets and for deferred insurance acquisition costs

(Condensed Financial Services Financial Statements)

The results of the Financial Services segment are included in Sony's consolidated financial statements. The following schedules show unaudited condensed financial statements for the Financial Services segment and all other segments excluding Financial Services.

These presentations are not required under U.S. GAAP, which is used in Sony's consolidated financial statements. However, because the Financial Services segment is different in nature from Sony's other segments, Sony believes that a comparative presentation may be useful in understanding and analyzing Sony's consolidated financial statements.

Transactions between the Financial Services segment and Sony without Financial Services are eliminated in the consolidated figures shown below.

Condensed Statements of Income (Unaudited)

(Millions of yen, millions of U.S. dollars) Financial Services Third quarter ended December 31

Tindhelai Bervices	111-	chaca bec	a becember or		
	2005	2006	Change	2006	
			%		
Financial service revenue	Y190,391	Y172,910	-9.2	\$1 , 453	
Financial service expenses	143,343	147,440		1,239	
Operating income	47,048	25,470		214	
Other income (expenses), net		5,893			
Income before income taxes		31,363	-35.3	264	
Income taxes and other		11,868	-30.5	100	
Net income		Y19,495	-37.9	\$164 	
(Mi Sony without Financial Services		en, millions ird quarter 2006	ended Dec	ember 31	
Net sales and operating revenue	Y2,192,428	Y2,442,878	% +11.4		
	2,029,276	2,289,791	+12.8	19 , 242	
Operating income	163,152	153,087	-6.2	1,286	

Other income (expenses), net	14,294	(4,634)	-	(38)
Income before income taxes		148,453	-16.3	1,248
Income taxes and other	39 , 875	8,031	-79.9	68
Net income		Y140,422	+2.1	
Consolidated	2005	en, millions rd quarter 2006	ended Dec Change	cember 31 2006
			%	
Financial service revenue	Y184,586	Y167,060	-9.5	\$1,404
Net sales and operating revenue	2,190,500	2,440,615	+11.4	20,509
		2,607,675	+9.8	
Costs and expenses	2,164,741	2,428,768		
Operating income Other income (expenses), net	210,345	178,907 908		1,503
Income before income taxes	225,906	179 , 815	-20.4	1,511
Income taxes and other	56 , 962	19,898	-65.1	167
Net income		Y159,917	-5.3	\$1,344

Condensed Statements of Income (Unaudited)

Financial Services		n, millions ine months a	ended Dec	ember 31
Financial service revenue	Y520,087	Y465,112	-10.6	\$3 , 909
Financial service expenses	411,070	410,496	-0.1	3,450
Operating income Other income (expenses), net	· ·	54,616 5,698		
Income before income taxes	133,663	60,314	-54.9	507
Income taxes and other	49,325	21,794	-55.8	183
Net income	Y84,338	Y38,520	-54.3	\$324

(Millions of yen, millions of U.S. dollars)

Sony without Financial Services	2005 		ended Dec Change	
Net sales and operating revenue		Y5,765,255	+11.8	\$48,448
Costs and expenses	4,989,392		+13.0	•
Operating income Other income (expenses), net	32,107	129,493 24,025		202
Income before	200,399	153,518	-23.4	1,290
<pre>income taxes Income taxes and other</pre>	94,718		-	(68)
Net income	Y105,681	Y161,643	+53.0	\$1,358
Consolidated	Millions of year	Nine months	ended Dec Change	ember 31 2006
Financial service revenue	Y503,277	Y447,798	ଚ	
Net sales and operating revenue	5,151,576	5,758,292	+11.8	
Costs and expenses		6,206,090 6,020,968	+9.7 +12.0	•
Operating income Other income (expenses), net	278,318 55,874	185,122 22,599		1,556
Income before	334,192	207,721	-37.8	1,746
income taxes Income taxes and other	144,043	13,833	-90.4	117
Net income	Y190,149	Y193,888	+2.0	\$1,629

Condensed Balance Sheet (Unaudited)

(Millions of yen, millions of U.S. dollars)

Financial Services	December	March	December	December
	31	31	31	31
ASSETS	2005	2006	2006	2006

Current assets:

_aga	g. 55.11. 55		
Y176,411	Y117,630	Y222,442	\$1,869
523,612	532,895	485,502	4,080
206,092	200,929	303,162	2,548
906,115	851 , 454	1,011,106	8,497
2,964,784	3,131,269	3,298,833	27,721
36,339	37,422	39,214	330
389,933	383 , 156	394,527	3,315
141,837	164,827	107,280	901
531 , 770	547,983	501,807	4,216
		Y4,850,960	\$40,764
HOLDERS' EQU	ITY		
Y94,848	Y136,723	Y69,563	\$585
12,142	11,707	14,935	126
601,446	599 , 952	717,528	6,030
128,119	169,956	134,785	1,131
836,555	918,338	936,811	7 , 872
		131,671 13,038	1,106 110
2,680,265	2,744,321	2,960,559	24 , 879
			1,671
4,054	4,089	4,587	39
			5,087
	Y4,568,128	Y4,850,960	\$40,764
	lions of yen,	millions of U.S.	dollars)
			December 31
2005	2006	2006	2006
			\$4 , 293
	Y176,411 523,612 206,092 906,115 2,964,784 36,339 389,933 141,837 531,770 Y4,439,008 HOLDERS' EQU Y94,848 12,142 601,446 128,119 836,555 : 134,785 13,614 2,680,265 189,180 3,017,844 4,054 580,555 Y4,439,008 Y4,439,008 (Mill December 31 2005 Y4,439,008	Y176,411 Y117,630 523,612 532,895 206,092 200,929	523,612 532,895 485,502 206,092 200,929 303,162 906,115 851,454 1,011,106 2,964,784 3,131,269 3,298,833 36,339 37,422 39,214 389,933 383,156 394,527 141,837 164,827 107,280 531,770 547,983 501,807 74,439,008 Y4,568,128 Y4,850,960 HOLDERS' EQUITY Y94,848 Y136,723 Y69,563 12,142 11,707 14,935 601,446 599,952 717,528 128,119 169,956 134,785

Marketable securities	4,077	4,073	3,083	26
Notes and accounts receivable, trade	1,337,504	973 , 675	1,676,464	14,088
Other	1,334,372	1,393,306	1,692,507	14,223
	3,114,614	2,956,522	3,882,935	32,630
P.13	271 005	260 270	227 616	0 007
Film costs	371 , 895	360 , 372	337 , 616	2,837
Investments and	500 , 288	474 , 568	614 , 597	5,165
advances				
Investments in Financial Services, cost	187,400 at	187,400	187,400	1,575
Property, plant and equipment	1,345,339	1,351,125	1,412,900	11,873
Other assets	1,079,943	1,056,726	1,029,913	8,654
	Y6,599,479 	Y6,386,713	Y7,465,361	\$62 , 734
LIABILITIES AND STOCK Current liabilities:	HOLDERS' EQU	JITY		
Short-term borrowings	Y321,783	Y225,082	Y338,052	\$2,841
-	916,700	804,394	1,160,617	9,753
Other	1,296,755	1,299,809	1,387,184	11,657
	2,535,238		2,885,853	24,251
T + 1:-1:1:+:	_			
Long-term liabilities				
Long-term debt	•			7,796
Accrued pension and	209,220	168,768	157,463	1,323
severance costs	000 000	050 455	44.5 0.40	0 405
Other	323,070	352 , 457	415,043	3,487
	1,128,074	1,222,597	1,500,217	12,606
Minority interest in consolidated	32,571	32,623	36,363	306
subsidiaries Stockholders' equity	2,903,596	2,802,208	3,042,928	25 , 571
			Y7,465,361	
	(24: 3	1.		1-11
		_	millions of U.S.	
Consolidated	December	March	December	December
	31	31	31	31
ASSETS	2005		2006	2006
Current assets:				
Cash and cash	Y615,072	Y703,098	Y733,323	\$6 , 162
equivalents Marketable	527,689	536,968	488,585	4,106
securities Notes and accounts	1,348,004	985,508	1,698,575	14,273
receivable, trade Other	1,499,329	1,543,950	1,919,669	16,133
	3,990,094	 3,769,524	4,840,152	40,674

Film costs	371,895	360,372	337,616	2,837
Investments and advances	3,383,226	3,519,907	3,828,406	32,171
Property, plant and equipment Other assets:	1,381,678	1,388,547	1,452,113	12,203
Deferred insurance acquisition costs	389,933	383,156	394,527	3,315
Other	1,149,609	1,186,247	1,088,047	9,143
	1,539,542	1,569,403	1,482,574	12,458
	Y10,666,435		Y11,940,861	\$100,343
LIABILITIES AND STOC	KHOLDERS' EQU	JITY		
Current liabilities:				
Short-term borrowings	Y399,732	Y336,321	Y361,507	\$3,038
Notes and accounts payable, trade	925 , 997	813,332	1,174,004	9,866
Deposits from customers in the banking business	601,446	599 , 952	717,528	6,030
Other	1,410,073	1,450,623	1,506,534	12,659
	3,337,248	3,200,228	3,759,573	31,593
Long-term liabilitie	s:			
Long-term debt	650,514	764,898	1,003,159	8,430
Accrued pension and severance costs	222,834	182,247	170,501	1,433
Future insurance policy benefits and other	2,680,265	2,744,321	2,960,559	24 , 879
Other	442,146	475 , 106	545 , 301	4,581
	3,995,759	4,166,572	4,679,520	39,323
Minority interest in consolidated subsidiaries	37,014	37,101	41,967	353
Stockholders' equity	3,296,414	3,203,852	3,459,801	29,074
	Y10,666,435		Y11,940,861	\$100,343

Condensed Statements of Cash Flows (Unaudited)

(Millions of yen, millions of U.S. dollars)
Financial Services Nine months ended December 31

Net cash provided by	Y79,798	Y170,258	\$1,431
operating activities Net cash used in investing	(371,441)	(199,042)	(1,673)
activities Net cash provided by financing activities	208,683	133,596	1,123
Net increase (decrease) in cash and cash equivalents	(82,960)		881
Cash and cash equivalents at beginning of the fiscal year	259,371	117,630	988
Cash and cash equivalents at December 31	Y176,411	Y222,442	\$1,869
Sony without Financial Services	(Millions of	yen, millions of Nine months ender	d December 31 2006
Net cash provided by (used in) operating activities	Y43,704		 \$(97)
Net cash used in investing activities	(203,931)	(374,679)	(3,149)
Net cash provided by financing activities	50,917	305,602	2,568
Effect of exchange rate changes on cash and cash equivalents	28,239	6,064	51
Net decrease in cash	(81,071)		(627)
and cash equivalents Cash and cash equivalents at beginning of the fiscal year	519,732		4,920
Cash and cash equivalents at December 31	Y438,661	Y510,881	\$4 , 293
Consolidated	2005	yen, millions of Nine months ende	
Net cash provided by	Y124,262	Y156,825	
operating activities Net cash used in investing activities	(580,617)	(567,385)	(4,768)
Net cash provided by financing activities	264,085	434,721	3,653
Effect of exchange rate changes on cash and cash equivalents	28,239		51
Net increase (decrease) in cash and cash	(164,031)	30,225	254
equivalents Cash and cash equivalents at beginning of the	779,103	703,098	5,908

fiscal year

Cash and cash equivalents Y615,072 Y733,323 \$6,162

at December 31 ____ -----_____

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