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SONY CORP
Form 6-K
October 11, 2005

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 October 2005
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 12g3-2(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)

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By: /s/ Nobuyuki Oneda
(Signature)
Nobuyuki Oneda
Executive Vice President and
Chief Financial Officer

Date: October 11, 2005

List of materials

Documents attached hereto:

i) Press release announcing So-net M3 Subsidiary Forecast Revision

October 11, 2005

Company name: Sony Corporation
Representative's title and name: President and Electronics CEO Ryoji Chubachi
(stock code: 6758 Tokyo Stock Exchange First Section)
(tracking stock subsidiary)
Company name: Sony Communication Network Corporation
Representative's title and name: Representative Director,
Corporate Executive Officer, President Kenichiro Yoshida
(stock code: 6758-5 Tokyo Stock Exchange First Section)

So-net M3 Announces Revision of Forecast for the Current Fiscal Year

So-net M3 Inc. ("So-net M3") announces the following revisions to the forecast for the year ending March 31, 2006 (the period from April 1, 2005 to March 31, 2006) previously announced on April 21, 2005.

1. Consolidated Forecast Revision

(1) 1st Half (from April 1st 2005 to September 30th 2005)

	Sales	NIBT	(Mil. Yen) Net Income
Previous Forecast (A)	1,477	622	362
New Forecast (B)	1,680	760	440
Change (B-A)	+203	+138	+78
Change (%)	+13.7%	+22.2%	+21.5%

(2) Fiscal year (from April 1st 2005 to March 31st 2006)

	Sales	NIBT	(Mil. Yen) Net Income
Previous Forecast (A)	3,111	1,301	757
New Forecast (B)	3,320	1,440	840
Change (B-A)	+209	+139	+83
Change (%)	+6.7%	+10.7%	+11.0%

2. Non-consolidated

(1) 1st Half (from April 1st 2005 to September 30th 2005)

(Mil. Yen)

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	Sales	NIBT	Net Income
Previous Forecast (A)	1,477	634	374
New Forecast (B)	1,660	770	460
Change (B-A)	+183	+136	+86
Change (%)	+12.4%	+21.5%	+23.0%

(2) Fiscal year (from April 1st 2005 to March 31st 2006)

	Sales	NIBT	Net Income (Mil. Yen)
Previous Forecast (A)	3,111	1,325	781
New Forecast (B)	3,300	1,470	870
Change (B-A)	+189	+145	+89
Change (%)	+6.1%	+10.9%	+11.4%

3. Reason for the forecast revision

(1) 1st half of the fiscal year ending March 31, 2006

There was a more favorable than expected growth in demand for eDetails as a result of an increase in Medical Doctor ("MD") members in the first half of the current fiscal year by 16,000 to 113,000 MDs, coupled with an improvement in the frequency by which MDs are using the service, in addition to such factors as the increasingly active use of the "MR-Kun" service by client companies due to an increase in the number of products handled by the service. As a result, sales revenue and income particularly from the marketing support to healthcare companies business are expected to exceed the April 21, 2005 forecast.

(2) Fiscal year ending March 31, 2006

The revision to the forecast for the fiscal year ending March 31, 2006 is in response to the revision to the operating results forecast to the 1st half of the fiscal year ending March 31, 2006.

In addition, we also anticipate favorable growth in the second half of the fiscal year reflecting such factors as an anticipated increase in the number of new clients using the "MR-Kun" service coupled to increased use of the service. However, as a result of certain uncertain factors relating to the extent of this additional growth, the revision to the forecast to the full fiscal year only reflects the impact of the addition from the first half revision, in addition to the effect of adjusting the forecast numbers into 10 million yen units. Looking forward, we plan to carry out further revisions to our operating results forecast as necessary when the impact of these factors can be more precisely determined.

(For your reference): As of this forecast revision announcement, subsequent forecasts will be announced using the 10 million yen unit.