# Sony Shifts Focus from Gadgets to Creativity in Entertainment



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Japanese electronics and entertainment giant Sony has announced a strategic shift towards enhancing creativity in movies, animation, and video games, moving away from traditional gadgetry. The statement was made by CEO Kenichiro Yoshida during an online briefing on Thursday.

Yoshida emphasized that the company's current focus is on delivering "kando," a Japanese term meaning a moving experience, through various forms of entertainment. The company will leverage intellectual property across animation, music, games, and films instead of relying on iconic products like the Walkman and Trinitron TVs.

This shift in strategy comes as Sony faces increased competition from companies producing more affordable electronics. To strengthen its content creation capabilities, Sony has invested approximately 1.5 trillion yen ($10 billion) over the past six years. Notable acquisitions include EMI Music Publishing in 2018 and Crunchyroll in 2021.

Sony's technological advancements are also being utilized in real-time computing for sports event cameras, news coverage, 3D video, and computer graphics, contributing to productions like "Godzilla Minus One."

Financially, Sony reported a quarterly profit of 189 billion yen ($1.2 billion), marking a rise from 141 billion yen the previous year, with quarterly sales increasing by 14% to 3.48 trillion yen ($22 billion). However, the company saw a 3% decline in profit to 970 billion yen ($6.2 billion) for the fiscal year ending in March, attributed to challenges in its financial services segment, which will be partially spun off next year.