

SONY CORP
Form 6-K
August 02, 2012

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 August 2012
Commission File Number: 001-06439

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

1-7-1 KONAN, MINATO-KU, TOKYO, 108-0075, 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)

By: /s/ Masaru Kato
(Signature)
Masaru Kato
Executive Vice President and
Chief Financial Officer

Date: August 2, 2012

List of materials

Documents attached hereto:

- i) Press release announcing Consolidated Financial Results for the First Quarter Ended June 30, 2012
-

1-7-1 Konan, Minato-ku
Tokyo 108-0075 Japan

News & Information

No. 12-103E

3:00 P.M. JST, August 2, 2012

Consolidated Financial Results
for the First Quarter Ended June 30, 2012

Tokyo, August 2, 2012 -- Sony Corporation today announced its consolidated financial results for the first quarter ended June 30, 2012 (April 1, 2012 to June 30, 2012).

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

	2011	2012	First quarter ended June 30		2012*
			Change in yen	%	
Sales and operating revenue	¥ 1,494.9	¥ 1,515.2	+1.4	%	\$ 19,180
Operating income	27.5	6.3	-77.2		79
Income before income taxes	23.1	9.4	-59.3		119
Net loss attributable to Sony Corporation's stockholders	(15.5)	(24.6)	-		(312)
Net loss attributable to Sony Corporation's stockholders per share of common stock:					
- Basic	¥ (15.45)	¥ (24.55)	-		\$ (0.31)
- Diluted	(15.45)	(24.55)	-		(0.31)

*U.S. dollar amounts have been translated from yen, for convenience only, at the rate of 79 yen = 1 U.S. dollar, the approximate Tokyo foreign exchange market rate as of June 30, 2012.

All amounts are presented on the basis of Generally Accepted Accounting Principles in the U.S. ("U.S. GAAP").

Sony realigned its business segments from the first quarter of the fiscal year ending March 31, 2013 to reflect modifications to its organizational structure as of April 1, 2012, primarily repositioning the operations of the previously reported Consumer, Products & Services ("CPS"), Professional, Device & Solutions ("PDS") and Sony Mobile Communications ("Sony Mobile") segments. In connection with this realignment, the operations of the former CPS, PDS and Sony Mobile segments are reclassified in five newly established segments, namely the Imaging Products & Solutions ("IP&S"), Game, Mobile Products & Communications ("MP&C"), Home Entertainment & Sound ("HE&S") and Devices segments, as well as All Other. The previously reported Sony Mobile segment is now included in the MP&C segment as the Mobile Communications category. The network business previously included in the CPS segment and the medical business previously included in the PDS segment are now included in All Other. For further details regarding segment and category changes, see page 14.

In connection with this realignment, both sales and operating revenue ("sales") and operating income (loss) of each segment in the first quarter ended June 30, 2011 have been restated to conform to the current quarter's presentation.

The average foreign exchange rates during the quarters ended June 30, 2011 and 2012 are presented below.

First quarter ended June 30

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	2011	2012	Change	
The average rate of yen				
1 U.S. dollar	¥80.7	¥80.2	0.7	%(yen appreciation)
1 Euro	115.9	103.0	12.5	(yen appreciation)

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Consolidated Results for the First Quarter Ended June 30, 2012

Sales were 1,515.2 billion yen (19,180 million U.S. dollars), an increase of 1.4% compared to the same quarter of the previous fiscal year (“year-on-year”). This increase was primarily due to a significant increase in sales in the MP&C segment, while sales in the HE&S segment decreased significantly. On a constant currency basis, sales increased 5% year-on-year. For further details about sales on a constant currency basis, see Note on page 9.

The increase in sales in the MP&C segment was primarily due to the impact of the consolidation of Sony Mobile Communications AB (“Sony Mobile,” formerly known as Sony Ericsson Mobile Communications AB) as a wholly-owned subsidiary. During the same quarter of the previous fiscal year, Sony Mobile was an affiliated company accounted for under the equity method. On a pro forma basis, had Sony Mobile been fully consolidated in the same quarter of the previous fiscal year, consolidated sales would have decreased by approximately 7%. This decrease in pro forma consolidated sales was primarily due to significantly lower sales in the HE&S segment.

Operating income decreased 21.2 billion yen year-on-year to 6.3 billion yen (79 million U.S. dollars). This decrease was primarily due to deterioration in MP&C segment results and unfavorable foreign exchange rates. The current quarter was also unfavorably impacted by higher restructuring charges. Restructuring charges, net, increased 9.5 billion yen year-on-year to 11.3 billion yen (143 million U.S. dollars).

Operating results during the current quarter were also favorably impacted by a net benefit of 16.4 billion yen (208 million U.S. dollars) from insurance recoveries and current period charges relating to damages and losses incurred from the floods in Thailand which took place in the fiscal year ended March 31, 2012, and a benefit of 4.6 billion yen (58 million U.S. dollars) due to the reversal of a Blu-ray Disc™ patent royalty accrual, reflecting a retroactive change in the estimated royalty rate based on the latest license status.

Equity in net loss of affiliated companies, recorded within operating income, decreased 4.6 billion yen year-on-year to 0.3 billion yen (4 million U.S. dollars). This decrease was primarily due to the recording of equity in net losses for Sony Mobile and for S-LCD Corporation (“S-LCD”) in the same quarter of the previous fiscal year. The results of both companies were not included in the equity earnings of affiliated companies for the current quarter.

The net effect of other income and expenses was income of 3.1 billion yen (39 million U.S. dollars) in the current quarter, compared to an expense of 4.4 billion yen in the same quarter of the previous fiscal year. This improvement was primarily due to the recording of a net foreign exchange gain in the current quarter, compared to the recording of a net foreign exchange loss in the same quarter of the previous fiscal year.

Income before income taxes decreased 13.7 billion yen year-on-year to 9.4 billion yen (119 million U.S. dollars).

Income taxes: During the current quarter, Sony recorded 20.0 billion yen (253 million U.S. dollars) of income tax expense. As of March 31, 2012, Sony had established a valuation allowance against certain deferred tax assets for Sony Corporation and its national tax filing group in Japan, the consolidated tax filing group in the U.S., and certain other subsidiaries. During the current quarter, certain of these tax filing groups and subsidiaries incurred losses and as such Sony continued to not recognize the associated tax benefits. As a result, Sony’s effective tax rate for the current quarter exceeded the Japanese statutory tax rate.

Net loss attributable to Sony Corporation’s stockholders, which excludes net income attributable to noncontrolling interests, deteriorated 9.1 billion yen year-on-year to 24.6 billion yen (312 million U.S. dollars).

Operating Performance Highlights by Business Segment

“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) reported before intersegment transactions are eliminated and excludes unallocated corporate expenses.

Imaging Products & Solutions (IP&S)

	(Billions of yen, millions of U.S. dollars)			
	First quarter ended June 30			
	2011	2012	Change in yen	2012
Sales and operating revenue	¥180.1	¥193.8	+7.6	% \$2,453
Operating income	12.5	12.6	+1.0	160

The IP&S segment includes Digital Imaging Products and Professional Solutions categories. Digital Imaging Products includes compact digital cameras, video cameras and interchangeable single lens cameras; Professional Solutions includes broadcast- and professional-use products.

Sales increased 7.6% year-on-year (a 12% increase on a constant currency basis) to 193.8 billion yen (2,453 million U.S. dollars). This increase was primarily due to a significant increase in sales of interchangeable single lens cameras reflecting higher demand, and a significant increase in sales of broadcast- and professional-use products that had lower sales in the same quarter of the previous fiscal year due to supply issues arising from the Great East Japan Earthquake, partially offset by a significant decrease in sales of compact digital cameras due to market contraction.

Operating income of 12.6 billion yen (160 million U.S. dollars) was recorded, essentially flat year-on-year. This is mainly due to the favorable impact of the above-mentioned increase in sales, partially offset by unfavorable foreign exchange rates and an increase in selling, general and administrative expenses.

Game

	(Billions of yen, millions of U.S. dollars)			
	First quarter ended June 30			
	2011	2012	Change in yen	2012
Sales and operating revenue	¥137.9	¥118.0	-14.5	% \$1,493
Operating income (loss)	4.1	(3.5)	-	(45)

Sales decreased 14.5% year-on-year (a 10% decrease on a constant currency basis) to 118.0 billion yen (1,493 million U.S. dollars). This decrease was primarily due to lower sales of hardware and software of the PSP® (PlayStation Portable) and PlayStation®3, partially offset by the contribution of the PlayStation®Vita introduced from December 2011.

Operating loss of 3.5 billion yen (45 million U.S. dollars) was recorded, compared to operating income of 4.1 billion yen in the same quarter of the previous fiscal year, due to the impact of the above-mentioned decrease in sales and unfavorable foreign exchange rates. Operating results during the current quarter included a benefit due to the reversal of a Blu-ray Disc™ patent royalty accrual, reflecting a retroactive change in the estimated royalty rate based on the latest license status.

Mobile Products & Communications (MP&C)

	(Billions of yen, millions of U.S. dollars)				
	First quarter ended June 30				
	2011	2012	Change in yen		2012
Sales and operating revenue	¥ 122.6	¥ 285.6	+132.9	%	\$ 3,615
Operating income (loss)	1.6	(28.1)	-		(356)

The MP&C segment includes the Mobile Communications and Personal and Mobile Products categories. Mobile Communications includes mobile phones; Personal and Mobile Products includes personal computers. The supplemental pro forma financial information related to Sony Mobile is presented to enhance investors' understanding of Sony's operating results, is based on estimates and assumptions which Sony believes are reasonable, is not intended to represent or be indicative of what Sony's operating results would have been had Sony Mobile been a wholly-owned subsidiary for the fiscal year ended March 31, 2012, and should not be taken as indicative of Sony's future operating results.

Sales increased 132.9% year-on-year (a 151% increase on a constant currency basis) to 285.6 billion yen (3,615 million U.S. dollars). This increase was primarily due to the consolidation of Sony Mobile, partially offset by lower sales of PCs mainly resulting from price declines.

On a pro forma basis, had Sony Mobile been fully consolidated in the same quarter of the previous fiscal year, segment sales would have increased approximately 14%. This increase was primarily due to higher average selling prices of mobile phones resulting from a shift to smartphones from feature phones, and higher unit sales of smartphones driven mainly by the strong performance of Xperia™ S and Xperia™ acro HD.

Operating loss of 28.1 billion yen (356 million U.S. dollars) was recorded, compared to operating income of 1.6 billion yen in the same quarter of the previous fiscal year. This deterioration in segment results was due to the impact of the above-mentioned lower sales of PCs and the impact associated with the acquisition of Sony Mobile, which became a wholly-owned subsidiary, including incremental intangible asset amortization and certain royalty adjustments.

The pro forma segment operating loss after the above-mentioned adjustment in the same quarter of the previous fiscal year was approximately 7.2 billion yen. The deterioration in the operating results on a pro forma basis was primarily due to lower sales of PCs.

Home Entertainment & Sound (HE&S)

	(Billions of yen, millions of U.S. dollars)				
	First quarter ended June 30				
	2011	2012	Change in yen		2012
Sales and operating revenue	¥341.2	¥251.8	-26.2	%	\$3,187
Operating loss	(13.6)	(10.0)	-		(126)

The HE&S segment includes Televisions and Audio and Video categories. Televisions includes LCD televisions; Audio and Video includes home audio, Blu-ray Disc™ players and recorders, and memory-based portable audio devices.

Sales decreased 26.2% year-on-year (a 23% decrease on a constant currency basis) to 251.8 billion yen (3,187 million U.S. dollars). This was primarily due to a decrease in LCD television unit sales in Japan, North America and Europe.

Operating loss decreased 3.6 billion yen year-on-year to 10.0 billion yen (126 million U.S. dollars). This decrease is primarily due to a decrease in selling, general and administrative expenses, partially offset by the unfavorable impact of the above-mentioned lower sales of LCD televisions. LCD panel related expenses resulting from low capacity utilization of S-LCD were recorded in the same quarter of the previous fiscal year.

In Televisions, sales decreased 35.0% year-on-year to 157.0 billion yen (1,987 million U.S. dollars) and operating loss* decreased 8.1 billion yen year-on-year to 6.6 billion yen (84 million U.S. dollars).

*The operating loss in Televisions excludes restructuring charges, which are included in the overall segment results and are not allocated to product categories.

Devices

	(Billions of yen, millions of U.S. dollars)			
	First quarter ended June 30			
	2011	2012	Change in yen	2012
Sales and operating revenue	¥253.9	¥217.3	-14.4	% \$2,750
Operating income	5.3	15.9	+200.7	202

The Devices segment includes the Semiconductors and Components categories. Semiconductors includes image sensors; Components includes batteries, recording media and data recording systems.

Sales decreased 14.4% year-on-year (an 11% decrease on a constant currency basis) to 217.3 billion yen (2,750 million U.S. dollars). Sales to external customers decreased 18% year-on-year. This was primarily due to the sale of the small- and medium-sized display business in Semiconductors at the end of the fiscal year ended March 31, 2012 and a decrease in sales of battery-related products and optical devices reflecting a decrease in consumer electronics products demand, partially offset by a significant increase in sales of image sensors reflecting higher demand.

Operating income increased 10.6 billion yen year-on year to 15.9 billion yen (202 million U.S. dollars). This increase was primarily due to a net benefit from insurance recoveries and current period charges relating to damages and losses incurred from the floods in Thailand which took place in the fiscal year ended March 31, 2012, and the above-mentioned increase in sales of image sensors, partially offset by unfavorable foreign exchange rates. Restructuring charges in the Devices segment were 5.3 billion yen (67 million U.S. dollars) compared to 0.5 billion yen in the same quarter of the previous fiscal year. This was primarily due to restructuring initiatives within the Components category.

* * * * *

Total inventory of the five Electronics* segments above as of June 30, 2012 was 709.9 billion yen (8,986 million U.S. dollars), a decrease of 6.6 billion yen, or 0.9% year-on-year. Inventory increased by 82.7 billion yen, or 13.2% compared with the level as of March 31, 2012.

* The term "Electronics" refers to the sum of the IP&S, Game, MP&C, HE&S and Devices segments.

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Pictures

(Billions of yen, millions of U.S. dollars)
First quarter ended June 30