

Project:

New Market
Opportunity/Market
Sizing & Trends

Research Type:

Quantitative

Sector:

IT
Digital Broadcasting

Region:

EMEA

Client:

Jon Hilton
General Manager,
Sony Europe

**For further information on
this case study please
contact:**

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Business Challenge

The Sony Corporation is a leading manufacturer of audio, video, communications and information technology products for the consumer and professional markets. Sony BPE (Broadcast And Professional Europe) wanted to assess the new market opportunities for producing equipment to run digital moving pictures and new media content, with a view to developing their marketing strategy. Sony BPE commissioned Business Advantage to find out which European dealers/resellers were selling what, and which markets were being penetrated. Sony provided a list of their own resellers, and Business Advantage identified additional ones from a range of European countries. Business Advantage then conducted in-depth interviews by telephone with these resellers from several European countries.

Jon Hilton, General Manager, Channel, Sony Broadcast said:

"There are very few statistics available on such a new market, and we had put together a marketing strategy based on assumptions. Business Advantage's work enabled us to confirm these assumptions and gave us a much clearer and broader view of where the digital content creation market is heading. The information supplied by Business Advantage was of extremely good quality, and has played a vital role in the shaping of our marketing strategy."



SONY

Sony is a global manufacturer of audio, video, communications and information technology products for consumer and professional markets.