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**SONY COMPUTER ENTERTAINMENT AMERICA  
 METRICS  
 AS OF APRIL 12, 2004**

METRIC	LATEST INFORMATION	SOURCE
Videogame Industry 2003	<ul style="list-style-type: none"> <li>\$10 Billion – total industry dollars</li> <li>PlayStation platforms comprised 60% of total industry dollars, generating nearly \$5 billion in revenue</li> </ul>	The NPD Group
2003 Consumer Entertainment Expenditures	Box office: \$9.3 billion Music industry: \$11.9 billion DVD rentals: \$4.3 billion DVD sales: \$12 billion	Exhibitor Relations RIAA Home Video Essentials
U.S. Household Penetration Rates (2003)	TV: 98% VCR: 91% Cable TV: 68% PCs: 61% Videogame consoles: 46% DVD: 43%	U.S. Entertainment Industry: 2003 MPA Market Statistics, Jupiter Research
The U.S. Gaming Industry	In 2003, over 239 million computer and videogames were sold, or almost two games for every household	ESA (Entertainment Software Association, formerly IDSA)
Console Hardware Market Share Per Platform  <i>(Life-to-date as of 2/04)</i>	PlayStation®2 60% Xbox 21% GameCube 19%	The NPD Group

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<b>PlayStation 2</b>																										
Hardware Unit Sales N. America  <i>(Life-to-date as of 4/04)</i>	More than 25 million units	Sony Computer Entertainment America																								
Software Unit Sales N. America  <i>(Life-to-date as of 2/04)</i>	186.1 million units	The NPD Group																								
Software to Hardware Tie Ratio  <i>(as of 2/04)</i>	<ul style="list-style-type: none"> <li>• 13.7 to one (CYTD)</li> <li>• 8.1 to one (LTD)</li> <li>• 12.43 (2003)</li> </ul>	The NPD Group																								
Worldwide PlayStation 2 Hardware Shipments  <i>(Life-to-date as of 1/13/04)</i>	70 million units  Breakdown: <ul style="list-style-type: none"> <li>• N. America: 29.26 million</li> <li>• Japan: 16.18 million</li> <li>• Europe: 24.56 million</li> </ul>	Sony Computer Entertainment																								
Worldwide PlayStation 2 Software Shipments  <i>(Life-to-date 12/31/03)</i>	529 million units  Breakdown: <ul style="list-style-type: none"> <li>• N. America 248 million</li> <li>• Japan: 114 million</li> <li>• Europe: 167 million</li> </ul>	Sony Computer Entertainment																								
Demographics: The Current PlayStation 2 User  <i>(Current age 1/04)</i>	<table style="border: none;"> <thead> <tr> <th style="text-align: left;">AGE</th> <th style="text-align: center;">=</th> <th style="text-align: left;">PERCENTAGE</th> </tr> </thead> <tbody> <tr> <td>&lt;7</td> <td>=</td> <td>1%</td> </tr> <tr> <td>8-12</td> <td>=</td> <td>9%</td> </tr> <tr> <td>13-17</td> <td>=</td> <td>26%</td> </tr> <tr> <td>18-25</td> <td>=</td> <td>28%</td> </tr> <tr> <td>26-35</td> <td>=</td> <td>22%</td> </tr> <tr> <td>36-55</td> <td>=</td> <td>12%</td> </tr> <tr> <td>56+</td> <td>=</td> <td>1%</td> </tr> </tbody> </table>	AGE	=	PERCENTAGE	<7	=	1%	8-12	=	9%	13-17	=	26%	18-25	=	28%	26-35	=	22%	36-55	=	12%	56+	=	1%	Sony Computer Entertainment America Registration Cards
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SCEA – Metrics  
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<b>PlayStation</b>																										
Hardware Unit Sales N. America  <i>(Life-to-date as of 3/04)</i>	More than 37 million units	Sony Computer Entertainment America																								
Software Unit Sales N. America  <i>(Life-to-date as of 2/04)</i>	312.9 million units	The NPD Group																								
Software to Hardware Tie Ratio  <i>(Life-to-date of 2/04)</i>	10.5 to one	The NPD Group																								
Worldwide PlayStation Hardware Shipments  <i>(Life-to-date as of 12/31/03)</i>	99.22 million units  Breakdown: <ul style="list-style-type: none"> <li>• N. America: 39.18 million</li> <li>• Japan: 20.51 million</li> <li>• Europe: 39.53 million</li> </ul>	Sony Computer Entertainment Inc.																								
Worldwide PlayStation Software Shipments  <i>(Life-to-date as of 12/31/03)</i>	945 million units  Breakdown: <ul style="list-style-type: none"> <li>• N. America: 366 million</li> <li>• Japan: 285 million</li> <li>• Europe: 294 million</li> </ul>	Sony Computer Entertainment																								
Demographics: The Current PlayStation User  <i>(Current age, 1/04)</i>	<table style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="text-align: left;">AGE</th> <th style="text-align: center;">=</th> <th style="text-align: left;">PERCENTAGE</th> </tr> </thead> <tbody> <tr> <td>&lt;7</td> <td>=</td> <td>1%</td> </tr> <tr> <td>8-12</td> <td>=</td> <td>7%</td> </tr> <tr> <td>13-17</td> <td>=</td> <td>22%</td> </tr> <tr> <td>18-25</td> <td>=</td> <td>29%</td> </tr> <tr> <td>26-35</td> <td>=</td> <td>24%</td> </tr> <tr> <td>36-55</td> <td>=</td> <td>15%</td> </tr> <tr> <td>56+</td> <td>=</td> <td>1%</td> </tr> </tbody> </table>	AGE	=	PERCENTAGE	<7	=	1%	8-12	=	7%	13-17	=	22%	18-25	=	29%	26-35	=	24%	36-55	=	15%	56+	=	1%	Sony Computer Entertainment America Registration Cards
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SCEA – Metrics  
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Demographics: The Current PS one™ User  <i>(Current age, 1/04)</i>	AGE	PERCENTAGE	Sony Computer Entertainment America Registration Cards
	<7	= 3%	
	8-12	= 19%	
	13-17	= 30%	
	18-25	= 18%	
	26-35	= 16%	
	36-55	= 13%	
	56+	= 1%	

Online Gaming		
PlayStation 2 Online Community <i>(As of 3/04)</i>	<ul style="list-style-type: none"> <li>• 2.6 million = PlayStation gamers with online connectivity, the largest online console community in North America</li> <li>• 10% = percent of total PlayStation 2 installed base now online</li> <li>• PlayStation 2 boasts more than 60 online titles spanning genres including sports, racing, shooter, role-playing, with 50 more online-enabled titles available by year-end</li> <li>• 922,700 = total number of active <i>SOCOM II: U.S. Navy SEALs</i> accounts, more than <i>total</i> worldwide Xbox Live subscribers</li> <li>• 3-4 hours = average number of hours gamers spend playing online per day (first party titles alone)</li> <li>• In February, a sweeps rating period, 18-34 year old males made up about 65 percent of the online audience during prime time hours</li> </ul>	Sony Computer Entertainment America
Approximate cumulative breakdown of Network Adaptor users <i>(As of 3/04)</i>	Analog: 39% Broadband: 61%	Sony Computer Entertainment America, Network Adaptor Registration Cards

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<b>Online Gaming Forecasts</b>		
<p>Online gaming revenue forecast</p>	<ul style="list-style-type: none"> <li>• By 2006 annual revenues for online gaming will be \$488.1 million</li> <li>• By 2009, connected console revenues will outpace PC revenue by more than \$100 million</li> </ul>	<p>GartnerG2, January 2004                      “Online Console Gaming Poised for Strong Growth,” by Van Baker with Michael Cruz</p> <p>Jupiter Research, March 2004, “U.S. Videogame Forecast 2004,” by Michael Gartenberg</p>
<p>Online gaming consumer purchase decisions</p>	<ul style="list-style-type: none"> <li>• 53% of PlayStation 2 online gamers said online capability was a very important factor in purchasing decisions</li> </ul>	<p>IDC/GameSpy Study, March 2004                      “4Q03 Gamer Survey: Online Console Gaming,” by Schelley Olhava</p>