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SONY CORP
Form 6-K
September 09, 2004

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 September, 2004

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.

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/ Katsumi Ihara

(Signature)

Katsumi Ihara
Executive Deputy President,
Group Chief Strategy Officer &
Group Chief Financial Officer

Date: September 9, 2004

List of materials

Documents attached hereto:

i) A press release regarding Subsidiary forecast revision

September 8, 2004

Company name: Sony Corporation

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Representative's title and name: Chairman Nobuyuki Idei
(Stock code: 6758 Tokyo Stock Exchange First Section)
(Tracking stock subsidiary)

Company name: Sony Communication Network Corporation
Representative's title and name: Representative Director, President and CEO
Senji Yamamoto
(Stock code: 6758-5 Tokyo Stock Exchange First Section)
For inquiries: Director and CFO Sadao Takigawa

SONY COMMUNICATION NETWORK CORPORATION ANNOUNCES REVISION OF CONSOLIDATED FORECAST FOR THE CURRENT FISCAL YEAR

Sony Communication Network Corporation (hereinafter, the "SCN Group"), a subsidiary the performance of which is linked to a tracking stock issued by Sony Corporation, announced today the following revisions to the forecast for consolidated results for the fiscal year ending March 31, 2005. The previous forecast was announced on July 28, 2004 when consolidated results for the quarter ended June 30, 2004 were released.

1. The SCN Group announces the following revisions to the forecast for the year ending March 31, 2005 (the period from April 1, 2004 to March 31, 2005).

	Sales	Ordinary Income	Operating Income	Net Income
			(millions of yen)	
Prior forecast (A)	40,000	1,500	1,500	700
Revised forecast (B)	40,000	1,500	1,500	3,700
Difference (B-A)	0	0	0	+3,000
Difference (%)	0	0	0	+428.6
(For reference)				
Prior FY results	38,166	(870)	(911)	(412)

2. Reasons for the revised forecast:
The SCN Group's consolidated subsidiary So-net M3 Inc. (Shinagawa Ward, Tokyo; Representative Director and CEO Itaru Tanimura) plans to list on the Tokyo Stock Exchange Mothers Market on September 16, 2004. It has been decided to price the offering at 850,000 yen per share. In conjunction with the public offering, the SCN Group expects to sell 3,260 shares of So-net M3 Inc. which it holds. Based on the above offering price, the SCN Group has thus revised its forecast for consolidated results. However, the offering of any shares through an over allotment with securities companies is not reflected in this revised forecast.

For inquiries, please contact:
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END