

Nordisk Film AB in Toys and Games (Sweden)

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Abstracts

Nordisk is set to continue its successful partnership with Sony. The long relationship has strengthened trust in and knowledge of the Nordic markets. Sony's products have a strong position on the Swedish market and continual marketing is expected in order to ensure continued success. No major changes are expected in terms of strategic direction. Given the current competitive situation, Nordisk is projected to maintain its leading position in video games over the forecast period.

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