

Sony Computer Entertainment Europe Ltd in Toys and Games (United Kingdom)

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Abstracts

As Sony Computer Entertainment Europe Ltd's PlayStation 4 has proven very successful in the UK, with a strong lead in both value and volume terms within static consoles, the company's main focus is likely to remain on this part of its business. To attract further UK consumers and to increase its leading position within static consoles, it can be expected to invest in offering exclusive video games content. Moreover, with VR/AR headsets expected to show strong growth over the course of the foreca...

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