

Sony Computer Entertainment France SA in Toys and Games (France)

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Abstracts

Sony Computer Entertainment France is expected to reinforce its strong position in video games over the forecast period. Its PlayStation 4, launched at the end of 2013 in France, saw strong success, and according to trade sources sales are expected to increase by double-digits in 2014. Despite the launch of Xbox One by Microsoft France at almost the same time, PlayStation 4 managed to perform better, and should continue to be the main driver of growth in static video game consoles in the short...

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