

# Sony Computer Entertainment Inc in Toys and Games (Japan)

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## Abstracts

Sony Computer Entertainment aims to continue its competitive position in video games hardware over the forecast period. The company's primary goal is to protect its leading position in static video game consoles with its brand PlayStation from Nintendo Co's Wii and Microsoft Corp's Xbox, as well as to take over the leading position in hand-held video game consoles from Nintendo Co's Nintendo 3DS with its PlayStation Portable. The company faces a challenge with both consumers and software...

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