

# Sony Eurasia Pazarlama AS in Toys and Games (Turkey)

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## Abstracts

Sony Eurasia plans to maintain its lead in video games hardware while gaining share in video games software by introducing local language-supported games to attract Turkish gamers. The successful launch of PlayStation 4 and the withdrawal of Nintendo from the market are expected to help Sony Eurasia to realize its targets, especially in the early years of the forecast period.

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