

Graphs and charts

Sales results of Sony



Matching graphs

Read the reports on the sales results of different divisions of Sony and match each one to the correct graph.

- Music group sales went up slightly in 1991, then fell slightly in 1992 and 1993. But best-selling record releases by Michael Jackson, Billy Joel, Mariah Carey, Pearl Jam and many other artists led to recovery in 1994.
- There was a sharp increase in Audio Equipment sales in 1991 and another increase in 1992. But European market conditions were difficult in 1993 and 1994 and as a result, sales fell.
- Other sales increased steadily between 1990 and 1994 as a result of the strong performance of semiconductors, telephones and CD-Rom drivers.
- There was a dramatic rise in Pictures Group sales in 1991 and sales continued to increase in 1992 and 1993. But the strong yen resulted in a fall in 1994. In fact, hit films such as Sleepless in Seattle and Philadelphia resulted in a rise in sales on a local currency basis in the US where we achieved a 19% market share.
- Video Equipment sales rose up sharply in 1991 but then fell in 1992 and 1993. The decline in the camcorder market led to a further sharp drop in 1994.
- Television sales went up in 1991 and continued to rise steadily until 1994 when they dropped slightly. This was in spite of the fact that sales of computer displays and widescreen TVs were strong.

The graphs











