

PLAYSTATION™NETWORK TO ENCOMPASS GAMES, TV, VIDEO AND MUSIC AS A PREMIUM ENTERTAINMENT SERVICE BRAND

Sony Computer Entertainment and Sony Network Entertainment International Tie Together Premium Network Services to Deliver the Ultimate Entertainment Experience

San Mateo, Calif., and Tokyo, Japan, January 29, 2015 – Sony Computer Entertainment Inc. (SCE) and Sony Network Entertainment International LLC. (SNEI) announced that PlayStation™Network (PSNSM) will be the premium entertainment service brand which encompasses games, TV, video and music services. “Video Unlimited” and “Music Unlimited,” Sony’s digital video and music services currently offered on Sony Entertainment Network (SEN™), will become part of PlayStation Network, and rebranded as PlayStation™Video (PS Video) and PlayStation™Music (PS Music) respectively.

The companies’ network service offerings have been steadily expanding over the years, and monthly active users of PlayStation Network and SEN have exceeded 64.0 million as of December, 2014. While PlayStation Network has been synonymous with the best in gaming, it has also evolved to become a premier, comprehensive digital entertainment brand. By tying the network services under a single brand, SCE and SNEI will aim to further expand the network business by building upon the success of delivering the best all-round digital entertainment, and also extending the ultimate gaming and network entertainment experiences to an arena including movies, TV, and music.

“We are very excited to offer our wide array of network services including games, TV, videos and music, under the PlayStation brand,” said Andrew House, President and Group CEO of Sony Computer Entertainment Inc. and Group Executive in charge of the Network Entertainment Business. “We look forward to bringing even more compelling experiences, and an unparalleled breadth and quality of digital entertainment services and content to our customers.”

As a unified service platform, PlayStation Network will continue to deliver compelling entertainment experiences through PlayStation®Store (PS Store), gaming services such as PlayStation®Plus (PS Plus), PlayStation™Now (PS Now), and entertainment services including PlayStation™Vue (PS Vue), a service that reinvents the television experience, PS Video and PS Music.

Brief overview of individual services on PlayStation Network as follows:

- **PlayStation®Store (PS Store)**



Since its launch in November, 2006, PS Store has allowed users to discover and download digital game and video content anytime, anywhere from various devices including PlayStation platforms such as PlayStation®4 (PS4™), PlayStation®3 (PS3™) and PlayStation®Vita (PS Vita). SCE and SNEI will continue to offer PS Store as a premier destination for users to purchase exciting content that can be instantly enjoyed on their PlayStation consoles.

- **PlayStation®Plus (PS Plus)**



PS Plus offers members exclusive features and content, such as “Instant Game Collection,” which give users access to full versions of popular titles with no time limits or extra costs, and “Online Multiplayer,” which allows PS4 owners to play with and challenge other gamers over the network. As of January 2, 2015, over 10.9 million users have been taking advantage of the features and benefits of the membership service. PS Plus has been greatly enhanced since the launch of PS4, and will continue to provide a wide array of exciting content and services to PlayStation users.

- **PlayStation™Video (PS Video)**



The video on demand and transactional service, “Video Unlimited,” will be rebranded as PS Video and will continue to offer over 200,000 movies and TV shows across PlayStation platforms, Sony devices and PCs, in 11 countries and regions. With PS Video, users will have immediate access to

buy or rent, not only a deep catalog of content, but the latest releases across movies and TV shows, including exclusive content only available on PlayStation, anytime and anywhere on various compatible devices.

- **PlayStation™Music (PS Music) *1**



PS Music will represent the music listening destination. SCE and SNEI have entered into a global strategic partnership with Spotify, in order to continuously deliver a best-in-class digital music experience with PlayStation Network. Spotify on PS Music will become newly available in 41 countries and regions this spring*2. The music streaming service “Music Unlimited” will close in all 19 countries on March 29, 2015.

- **PlayStation™Now (PS Now)**



The streaming game service PS Now, allows users in the US and Canada to instantly enjoy a wide range of PS3 games on various network-enabled devices, by leveraging cloud-based technology. Currently, the service is available on PlayStation platforms including PS4, PS3, PS Vita, and also Sony TVs and Blu-ray players, and select Samsung Smart TVs.

- **PlayStation™Vue (PS Vue)**



PS Vue, first announced in November 2014, is a pioneering new cloud-based TV service that reinvents the television experience. The beta preview has begun in New York, Chicago and

Philadelphia for select PS4 and PS3 owners, and will launch commercially during the first quarter of 2015. PS Vue leverages the power of the cloud to combine the live, on-demand, and catch-up TV content viewers love with a powerful user interface, that delivers unprecedented personalization and simplicity.

Services names and logos on PlayStation Network supported devices will be renewed through a phased transition starting this February.

Through innovative network services and business partnerships, SCE and SNEI will deliver compelling content and experiences to users, and strive to further expand the PlayStation platform.



PlayStation™ Network



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*1 The availability of the PS Music service in Japan is not yet determined. Further details will be announced when ready.

*2 Please refer to the SNEI and Spotify joint press release, distributed simultaneously with this announcement, for more details.

About Sony Network Entertainment International LLC:

Sony Network Entertainment International LLC (SNEI) founded in April 2010, drives the vision, strategy and execution for network services across Sony Group, to offer consumers compelling, connected entertainment experiences across a variety of network enabled devices. Headquartered out of San Mateo, California SNEI's operations span globally across San Francisco, Los Angeles, San Diego, London, Tokyo and more. Through PlayStation®Network and Sony Entertainment Network, SNEI offers a bevy of exciting services including PlayStation®Store, PlayStation®Plus, PlayStation™Vue, Music Unlimited, Video Unlimited and more. With over 64 million active viewers registered to our network and FY13 revenues exceeding 200 billion yen, SNEI is a core Sony business which continues to grow at breakneck speed as a leading provider of cutting edge digital entertainment experiences.

About Sony Computer Entertainment Inc.:

Recognized as a global leader and company responsible for the progression of consumer-based computer entertainment, Sony Computer Entertainment Inc. (SCEI) manufactures, distributes, develops and markets the PSP® (PlayStation®Portable) handheld entertainment system, the PlayStation®3 (PS3™) computer entertainment system, the PlayStation®Vita (PS Vita) portable entertainment system and the PlayStation®4 computer entertainment system. SCEI has revolutionized home entertainment since it launched PlayStation® in 1994. PlayStation®2 further enhanced the PlayStation® legacy as the core of home networked entertainment. PSP broadens the

entertainment experiences into the portable arena. PS3 is a computer entertainment system that incorporates the powerful Cell Broadband Engine and RSX processors. PS Vita is an ultimate portable entertainment system that offers a revolutionary combination of rich gaming and social connectivity. PlayStation®4 redefines rich and immersive gameplay with powerful graphics and speed, intelligent personalization and deeply integrated social capabilities. PSNSM, that includes PlayStation®Store, delivers unparalleled online gaming experience to PlayStation viewers. Headquartered in Tokyo, Japan, SCEI, along with its affiliated companies, Sony Computer Entertainment America LLC and Sony Computer Entertainment Europe Ltd., and its division company, Sony Computer Entertainment Japan Asia, develops, publishes markets and distributes hardware and software, and manages the third party licensing programs for these platforms in their respective markets worldwide.

“PlayStation” is a registered trademark or a trademark of Sony Computer Entertainment Inc.. “PS4” and “PS3” is a trademark of the same company. All other trademarks are property of their respective owners.

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