

PlayStation 3

SONY

Hybrid Offering	
Brief description	The PlayStation Network is integrated into the PlayStation 3 and enables the customer to use additional functionalities. PlayStation Network offers the user entertainment, the download of games, free-of-charge network gaming and chats
Hybrid offering's industry	Entertainment
Company details	
Sony Corporation www.sony.com	Sony was founded in the year 1946 and has its headquarter in Tokyo, Japan. It is a multinational conglomerate and operates in various industries such as entertainment, audio, video, telecommunication, electronic components and music.
Company's industry	Entertainment, audio, video, telecommunication, electronic components, semiconductors, etc.
Country of origin	Japan
Dimensions	
Product dimension	The product consists of a PlayStation 3 video gaming console which can be connected to TVs. On this
Service dimension	
Other links	de.playstation.com/games-media/playstation-network/
Other Crucial Dimensions	
Hybrid orientation	Product Orientation
Community as service	No
Target market	B2C
Revenue model	Free of charge, Pay as you consume

Images

Product dimension



Service Dimension

