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## SONY BETS BIG TIME ON PRIME TIME

# SONY

Sony's television business is now driving profitability at the broader studio. Part of the reason is weakness on the movie side of Sony Pictures Entertainment; high marketing costs and a shortage of franchise films but the small-screen side is also surging because of an improved hit-to-miss ratio, a leaner structure and overseas channel growth. Sony's revival comes as entertainment companies lean more heavily on television to cope with an atrophying film business. Read the original article here:  
[Prime Time Ambitions](#)

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