



Press Release

J.D. Power Asia Pacific Reports:

Sony Ranks Highest in Customer Satisfaction among Digital Camcorder Brands in Japan

Although Camcorder Owners Typically Prefer Compact Models, the Smallest Models Tend To be the Least Satisfying

TOKYO: 3 December 2009 — Sony ranks highest in customer satisfaction among digital camcorder manufacturers, according to the J.D. Power 2009 Japan Digital Camcorder Customer Satisfaction Study.SM

The study, now in its second year, measures customer satisfaction with digital camcorders by examining four factors (listed in order of importance): function and performance (32%); design (28%); image and sound quality (23%); and usability (17%).

Sony ranks highest among the six manufacturers included in the study with a score of 665 on a 1,000-point scale. Sony performs particularly well in the function and performance; usability; and image and sound quality factors. Following Sony in the rankings are Canon and Panasonic, in a tie, each with a score of 650.

The study finds that camcorder owners are purchasing smaller camcorder models in 2009, compared with 2008. In 2009, the largest proportion of camcorder owners (35%) indicate their device weighs “more than 300 grams but less than 400 grams,” while in 2008, most owners purchased a camcorder weighing “500 grams or more. In addition, the percentage of owners who purchased a model weighing “more than 200 grams but less than 300 grams” increased in 2009, compared with 2008.

Camcorder models weighing between 300 grams and 400 grams tend to be the most satisfying, compared with models in other weight classes. However, lighter models—namely, those weighing between 200 grams and 300 grams—are the least satisfying, on average. In particular, customers report that the lightest camcorder models are problematic in various aspects of usability, including the battery charging method, ease of zoom operation and layout of buttons/dials for various functions. Customers who purchase the lightest models as a second or third camcorder are particularly dissatisfied, on average.

“The reports of dissatisfaction with these very small camcorder models may indicate that greatly diminished size has an adverse impact on usability,” said Hiroyasu Hirashima, manager at J.D. Power and Associates, Tokyo. “As manufacturers continue to develop camcorder technology, it will be critical for them to balance compactness with usability.”

The 2009 Japan Digital Camcorder Customer Satisfaction Study includes responses from 6,000 high-definition digital video camera owners in Japan who purchased their camcorder between August 2008 and August 2009. The study was fielded in August 2009.

About J.D. Power Asia Pacific

J.D. Power Asia Pacific has offices in Tokyo, Singapore, Beijing, Shanghai and Bangkok that conduct customer satisfaction research and provide consulting services in the automotive, information technology and finance industries. Together, the five offices bring the language of customer satisfaction to consumers and businesses in China, India, Indonesia, Japan, Malaysia, Philippines, Taiwan, Thailand and Vietnam. Information regarding J.D. Power Asia Pacific and its products can be accessed through the Internet at www.jdpower.com. Media e-mail contact: shizue_hidaka@jdpower.co.jp

About J.D. Power and Associates

Headquartered in Westlake Village, Calif., J.D. Power and Associates is a global marketing information services company operating in key business sectors including market research, forecasting, performance improvement, Web intelligence and customer satisfaction. The company's quality and satisfaction measurements are based on responses from millions of consumers annually. J.D. Power and Associates is a business unit of The McGraw-Hill Companies.

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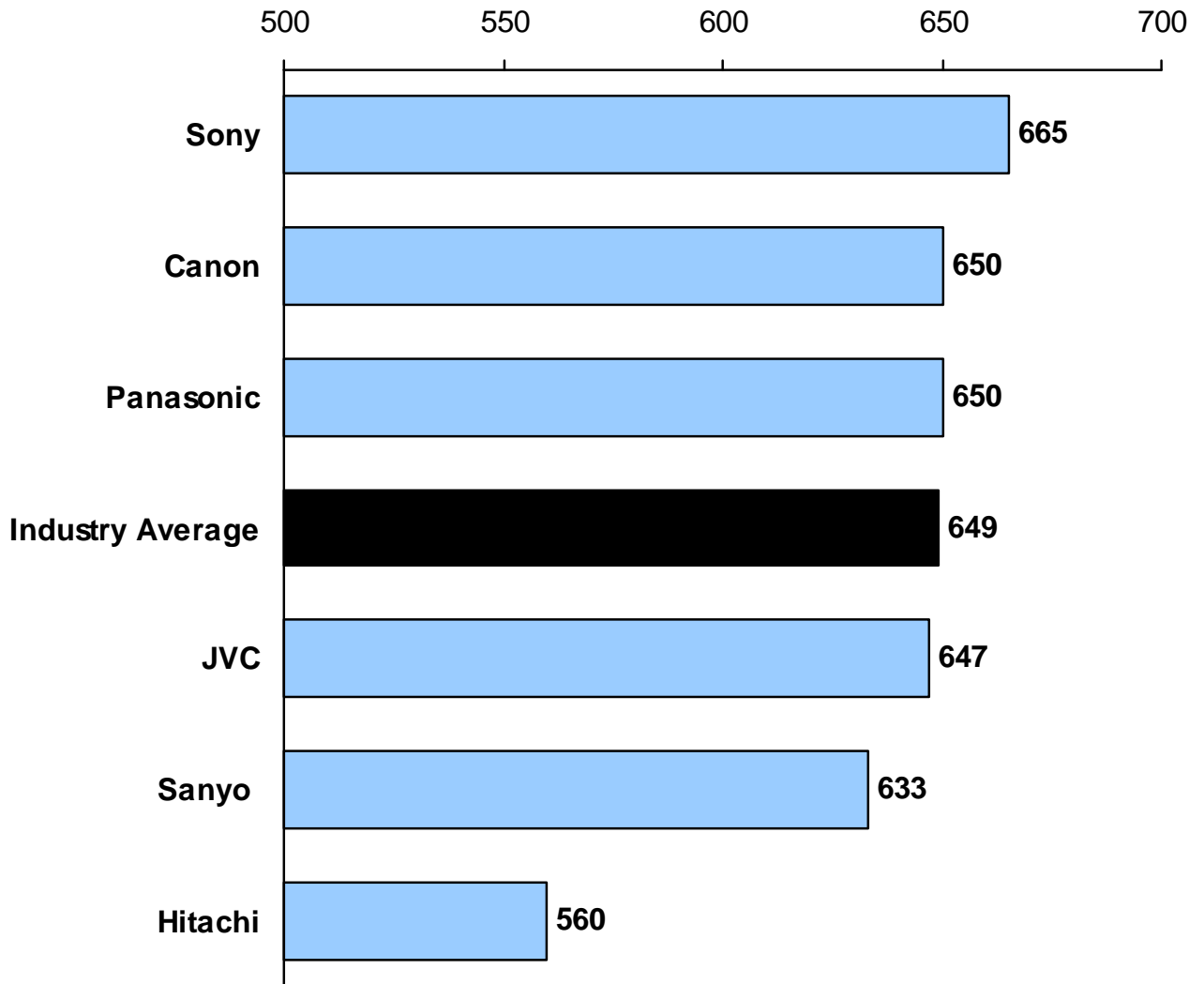
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NOTE: Two charts follow.

J.D. Power Asia Pacific 2009 Japan Digital Camcorder Customer Satisfaction StudySM

Overall Customer Satisfaction Index Ranking *(Based on a 1,000-point scale)*

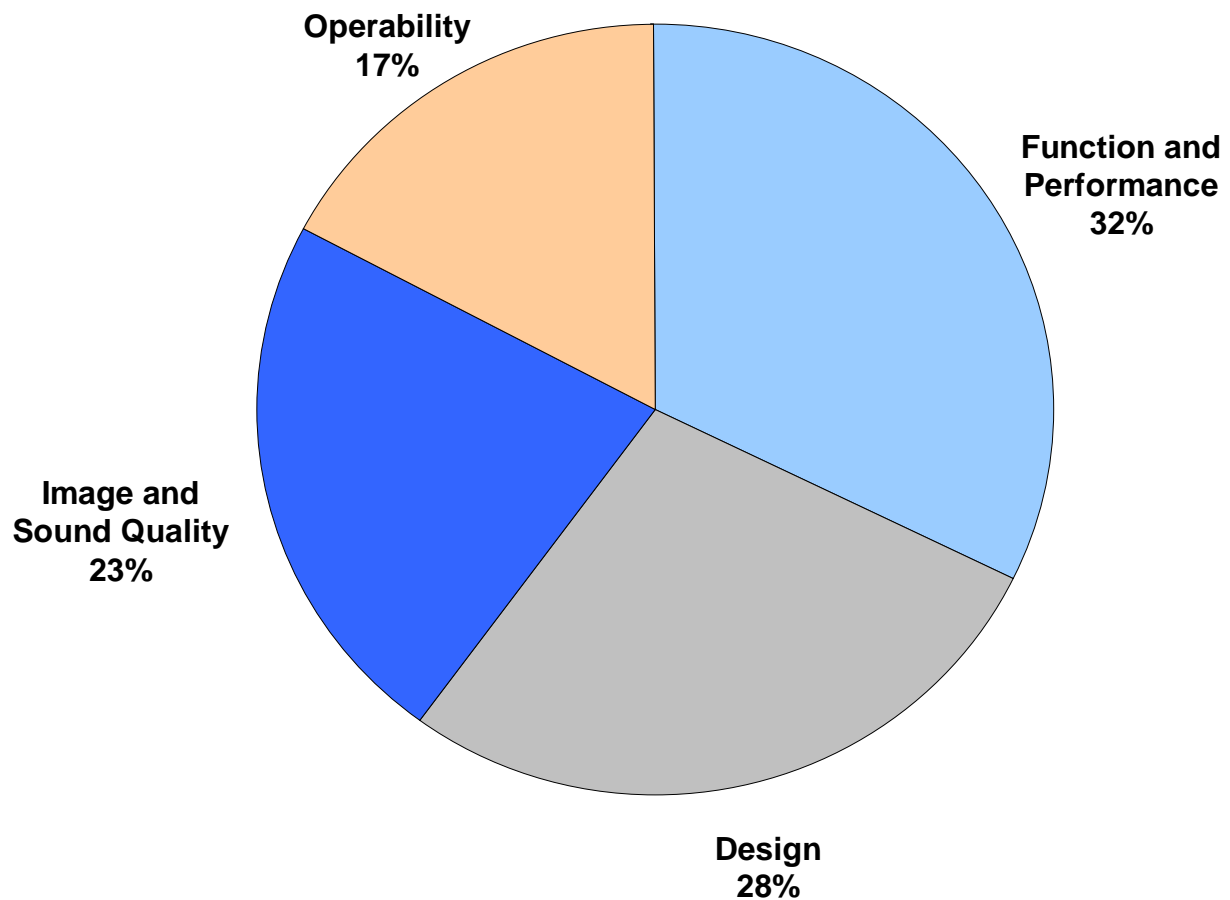


Source: J.D. Power Asia Pacific 2009 Japan Digital Camcorder Customer Satisfaction StudySM

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Factors Contributing to Overall Satisfaction



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