

LOBBYING REPORT

Lobbying Disclosure Act of 1995 (Section 5) - **All Filers Are Required To Complete This Page**

1. Registrant Name:

SONY ELECTRONICS

2. Address:

1667 K STREET, NW, #200, WASHINGTON, DC 20006

3. Principal place of business (if different from line 2):

4. Contact Name: JOEL K. WIGINTON

Telephone: 2024293652

E-mail (optional): Joel.Wiginton@am.sony.com

Senate ID #: 36138-12

House ID #:

7. Client Name: ☒ Self

TYPE OF REPORT

8. Year 2007 Midyear (January 1 - June 30): ☒ **OR** Year End (July 1 - December 31): ☐

9. Check if this filing amends a previously filed version of this report: ☐

10. Check if this is a Termination Report: ☐ => Termination Date: 11. No Lobbying Activity: ☐

INCOME OR EXPENSES

Complete Either Line 12 **OR** Line 13

12. Lobbying Firms

INCOME relating to lobbying activities for this reporting period was:

Less than \$10,000: ☐

\$10,000 or more: ☐ => Income (nearest \$20,000): _____

Provide a good faith estimate, rounded to the nearest \$20,000, of all lobbying related income from the client (including all payments to the registrant by any other entity for lobbying activities on behalf of the client).

13. Organizations

EXPENSES relating to lobbying activities for this reporting period were:

Less than \$10,000: ☐

\$10,000 or more: ☒ => Expenses (nearest \$20,000): 305,000.00

14. Reporting Method.

Check box to indicate expense accounting method. See instructions for description of options.

☒ **Method A.** Reporting amounts using LDA definitions only

☐ **Method B.** Reporting amounts under section 6033(b)(8) of the Internal Revenue Code

☐ **Method C.** Reporting amounts under section 162(e) of the Internal Revenue Code

Registrant Name: SONY ELECTRONICS Client Name: Self

LOBBYING ACTIVITY.

Select as many codes as necessary to reflect the general issue areas in which the registrant engaged in lobbying on behalf of the client during the reporting period. Using a separate page for each code, provide information as requested. Attach additional page(s) as needed.

15. General issue area code: ART (one per page)

16. Specific lobbying issues:

Possible legislation involving media violence and children.

17. House(s) of Congress and Federal agencies contacted:

HOUSE OF REPRESENTATIVES

SENATE

18. Name of each individual who acted as a lobbyist in this issue area:

Name: MORGAN, JAMES

Covered Official Position (if applicable): N/A

Name: TELLALIAN, CHRISTINA

Covered Official Position (if applicable): N/A

Name: WIGINTON, JOEL

Covered Official Position (if applicable): N/A

19. Interest of each foreign entity in the specific issues listed on line 16 above.

Public policy affects the market conditions under which Sony Corporation (Japan) is able to design, manufacture, market and/or sell products in the United States through its subsidiary, Sony Electronics Inc., which affects the overall profitability of Sony Corporation (Japan).

Registrant Name: SONY ELECTRONICS Client Name: Self

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15. General issue area code: COM (one per page)

16. Specific lobbying issues:

Implementation of digital television rollout; implementation of satellite television broadcasts; FCC navigation devices proceeding; FCC cable-consumer electronics compatibility proceedings; broadband deployment - deregulation of advanced services; tax credits for broadband deployment.

17. House(s) of Congress and Federal agencies contacted:

Federal Communications Commission (FCC)

HOUSE OF REPRESENTATIVES

SENATE

18. Name of each individual who acted as a lobbyist in this issue area:

Name: MORGAN, JAMES

Covered Official Position (if applicable): N/A

Name: WIGINTON, JOEL

Covered Official Position (if applicable): N/A

19. Interest of each foreign entity in the specific issues listed on line 16 above.

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Registrant Name: SONY ELECTRONICS Client Name: Self

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15. General issue area code: CPI (one per page)

16. Specific lobbying issues:

Legislation and regulatory action affecting the universal design of computers and peripherals; legislation overseeing the exportation of computers and other technology products.

17. House(s) of Congress and Federal agencies contacted:

Federal Communications Commission (FCC)

Federal Trade Commission (FTC)

HOUSE OF REPRESENTATIVES

SENATE

18. Name of each individual who acted as a lobbyist in this issue area:

Name: MORGAN, JAMES

Covered Official Position (if applicable): N/A

Name: TELLALIAN, CHRISTINA

Covered Official Position (if applicable): N/A

Name: WIGINTON, JOEL

Covered Official Position (if applicable): N/A

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15. General issue area code: CPT (one per page)

16. Specific lobbying issues:

Possible legislation or regulatory action that could affect the sale of consumer electronics products, including digital video display, playback, and recording devices; legislation affecting the Patent and Trademark Office.

17. House(s) of Congress and Federal agencies contacted:

Commerce, Dept of (DOC)
Federal Communications Commission (FCC)
HOUSE OF REPRESENTATIVES
SENATE

18. Name of each individual who acted as a lobbyist in this issue area:

Name: MORGAN, JAMES

Covered Official Position (if applicable): N/A

Name: WIGINTON, JOEL

Covered Official Position (if applicable): N/A

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15. General issue area code: CSP (one per page)

16. Specific lobbying issues:

Consumer privacy issues.

17. House(s) of Congress and Federal agencies contacted:

Federal Trade Commission (FTC)
HOUSE OF REPRESENTATIVES
SENATE

18. Name of each individual who acted as a lobbyist in this issue area:

Name: MORGAN, JAMES

Covered Official Position (if applicable): N/A

Name: TELLALIAN, CHRISTINA

Covered Official Position (if applicable): N/A

Name: WIGINTON, JOEL

Covered Official Position (if applicable): N/A

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15. General issue area code: EDU (one per page)

16. Specific lobbying issues:

Expansion of math, science, and technology education; expansion of the e-rate program.

17. House(s) of Congress and Federal agencies contacted:

Federal Communications Commission (FCC)

HOUSE OF REPRESENTATIVES

SENATE

18. Name of each individual who acted as a lobbyist in this issue area:

Name: MORGAN, JAMES

Covered Official Position (if applicable): N/A

Name: TELLALIAN, CHRISTINA

Covered Official Position (if applicable): N/A

Name: WIGINTON, JOEL

Covered Official Position (if applicable): N/A

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15. General issue area code: ENV (one per page)

16. Specific lobbying issues:

E-cycling and energy standards.

17. House(s) of Congress and Federal agencies contacted:

Energy, Dept of
Environmental Protection Agency (EPA)
Federal Trade Commission (FTC)
HOUSE OF REPRESENTATIVES
SENATE

18. Name of each individual who acted as a lobbyist in this issue area:

Name: MORGAN, JAMES

Covered Official Position (if applicable): N/A

Name: TELLALIAN, CHRISTINA

Covered Official Position (if applicable): N/A

Name: WIGINTON, JOEL

Covered Official Position (if applicable): N/A

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15. General issue area code: FOR (one per page)

16. Specific lobbying issues:

U.S./Asia relations; U.S./European Union relations.

17. House(s) of Congress and Federal agencies contacted:

HOUSE OF REPRESENTATIVES

SENATE

State, Dept of (DOS)

18. Name of each individual who acted as a lobbyist in this issue area:

Name: TELLALIAN, CHRISTINA

Covered Official Position (if applicable): N/A

Name: WIGINTON, JOEL

Covered Official Position (if applicable): N/A

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15. General issue area code: HCR (one per page)

16. Specific lobbying issues:

Healthcare reform; pension reform.

17. House(s) of Congress and Federal agencies contacted:

HOUSE OF REPRESENTATIVES

SENATE

18. Name of each individual who acted as a lobbyist in this issue area:

Name: TELLALIAN, CHRISTINA

Covered Official Position (if applicable): N/A

Name: WIGINTON, JOEL

Covered Official Position (if applicable): N/A

19. Interest of each foreign entity in the specific issues listed on line 16 above.

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15. General issue area code: LBR (one per page)

16. Specific lobbying issues:

Legislation or regulatory action affecting ergonomics; legislation or regulatory action affecting occupational safety and health; manufacturing issues; legislation affecting international employment.

17. House(s) of Congress and Federal agencies contacted:

HOUSE OF REPRESENTATIVES

Labor, Dept of (DOL)

SENATE

18. Name of each individual who acted as a lobbyist in this issue area:

Name: TELLALIAN, CHRISTINA

Covered Official Position (if applicable): N/A

Name: WIGINTON, JOEL

Covered Official Position (if applicable): N/A

19. Interest of each foreign entity in the specific issues listed on line 16 above.

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15. General issue area code: TAX (one per page)

16. Specific lobbying issues:

Internet taxation; implementation of Foreign Sales Corporation/ETI tax regime; economic stimulus legislation; broadband; research and development tax credits; international tax reform.

17. House(s) of Congress and Federal agencies contacted:

HOUSE OF REPRESENTATIVES

SENATE

Treasury, Dept of

18. Name of each individual who acted as a lobbyist in this issue area:

Name: MORGAN, JAMES

Covered Official Position (if applicable): N/A

Name: TELLALIAN, CHRISTINA

Covered Official Position (if applicable): N/A

Name: WIGINTON, JOEL

Covered Official Position (if applicable): N/A

19. Interest of each foreign entity in the specific issues listed on line 16 above.

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15. General issue area code: TEC (one per page)

16. Specific lobbying issues:

Universal telecommunication services; implementation and expansion of broadband services; radio spectrum for wireless communications.

17. House(s) of Congress and Federal agencies contacted:

Commerce, Dept of (DOC)
Federal Communications Commission (FCC)
HOUSE OF REPRESENTATIVES
SENATE

18. Name of each individual who acted as a lobbyist in this issue area:

Name: MORGAN, JAMES

Covered Official Position (if applicable): N/A

Name: TELLALIAN, CHRISTINA

Covered Official Position (if applicable): N/A

Name: WIGINTON, JOEL

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15. General issue area code: TRD (one per page)

16. Specific lobbying issues:

Legislation affecting the U.S. Customs, Department of Homeland Security; Informational Technology Agreement; issues affecting the World Trade Organization; Free Trade Agreements; duty suspension legislation; Free Trade of the Americas; customs and tariff harmonization.

17. House(s) of Congress and Federal agencies contacted:

Commerce, Dept of (DOC)

HOUSE OF REPRESENTATIVES

SENATE

U.S. International Trade Commission (ITC)

U.S. Trade Representative (USTR)

18. Name of each individual who acted as a lobbyist in this issue area:

Name: TELLALIAN, CHRISTINA

Covered Official Position (if applicable): N/A

Name: WIGINTON, JOEL

Covered Official Position (if applicable): N/A

19. Interest of each foreign entity in the specific issues listed on line 16 above.

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Signature: ON FILE Date: Aug 13, 2007

Printed Name and Title: JOEL K. WIGINTON, VICE PRESIDENT & SENIOR COUNSEL, -

Information Update Page:

Complete ONLY where registration information has changed.

LOBBYIST UPDATE

23. Name of each previously reported individual who is NO LONGER expected to act as a lobbyist for the client

ISSUE UPDATE

24. General lobbying issues previously reported that NO LONGER pertain

AFFILIATED ORGANIZATIONS

25. Add the following organization(s)

26. Name of each previously reported organization that is NO LONGER affiliated with the registrant or client

FOREIGN ENTITIES

27. Add the following foreign entities

28. Name of each previously reported foreign entity the NO LONGER owns, OR controls, OR is affiliated with the registrant, client or affiliated organization

Signature: ON FILE Date: Aug 13, 2007

Printed Name and Title: -