

HTC Turns 2Q Profit

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HTC's [unaudited second-quarter figures](#) [1] released just before the holiday showed a net profit of \$72 million on quarterly revenue exceeding \$2.17 billion.

The profit beat analyst estimates of around \$68.7 million, [according to Bloomberg](#) [2], which attributed the small victory to HTC One M8 sales and reductions in marketing costs.

The second-quarter profit follows a [first-quarter net loss of \\$62.17 million](#) [3].

But despite a glowing reception for its latest flagship phones, HTC still hasn't convinced analysts that its second half of 2014 will differ much from the second half of 2013. R.W. Baird's William Power estimates sequential declines for HTC during the third and fourth quarters once the M8 has to go up against a new iPhone, [according to Barron's](#) [4].

In Comscore's [latest U.S. smartphone market share numbers](#) [5] covering February to May of this year, HTC's share fell from 5.4 percent to 5.1 percent.

As questions persist on how HTC's high-end models will continue to perform in the U.S. and other larger markets, HTC turns its attention to the developing market in India with today's launch of the dual-SIM, octa-core HTC Desire 616.

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<http://www.wirelessweek.com/news/2014/07/htc-turns-2q-profit>

Links:

[1] <http://investors.htc.com/phoenix.zhtml?c=148697&p=irol-newsArticle&ID=1944798&highlight=>

[2] <http://www.bloomberg.com/news/2014-07-03/htc-profit-beats-estimates-on-sales-of-one-m8-smartphone.html>

[3] <http://www.wirelessweek.com/news/2014/04/htc-posts-62m-1q-loss-puts-hope-m8>

[4] <http://blogs.barrons.com/techtraderdaily/2014/07/03/tech-today-htc-q1-profit-beats-cree-gets-cheers-facebook-twitter-trends/>

[5] <https://www.comscore.com/Insights/Market-Rankings/comScore-Reports-May-2014-U.S.-Smartphone-Subscriber-Market-Share>