

Who Benefited the Most from the Google/HTC Relationship?

HTC have been one of the biggest success stories in the mobile phone industry over the past couple of years. After securing the lucrative contract to produce the Nexus One, Google's first Smart Phone, HTC was propelled into the top tier of mobile phone manufacturer's rankings and through the continued success of their own phones, HTC's business has grown into one of the Super Powers of the Smart Phone industry. But is there conflict between HTC's own phones and those being produced for Google? Up until recently the Nexus One was only available through exclusive channels in selected countries and it's poor sales performance has been attributed to this distribution strategy. On May 19th, Dan Quinn from www.phonelot.com, the wholesale to retail mobile phone trading platform reported that a decision had been made to change the distribution system and introduce a major distributor into the equation. In theory, this should have changed the fortunes of the Nexus One but new figures produced today reveal that trading on the open market is still poor for the Nexus One while the demand for Google's closest rival in terms of operating system and design, the HTC Desire has exploded with supply running at only 56% of the current demand. Over the past three months of trading, demand for the HTC Desire has forced the unit price up 8.24% to €404.82 an incredible result compared to the Nexus One who barely managed to hold on its price over the same period, with a small increase of 0.4%.

What is interesting is the demand comparison between both models. The results in June have revealed that the Desire's demand is outstripping requests for the Nexus One by more 300%. Reports from the trading floor suggest that the international trading community has accepted that the Nexus One is too difficult to source and appears to have focused attention on similar models that are more readily available, resulting in the success of the HTC Desire in this area

Overall the HTC range continues to be extremely popular on the open market and it isn't only the Nexus One that is suffering from this success. Recent reports from HTC have highlighted the overall growth of their market share which has to have impacted Blackberry and Nokia's results.

About www.phoneLot.com

phoneLot.com is the fastest growing online trading platform for wireless retailers and wholesalers. It is dedicated to offering a purchasing solution to businesses looking to buy between 5 – 200 phones per order. Launched in February 2010, phonelot.com has over 4,000 members using the platform as their primary source for mobile phones and accessories

About www.gsmExchange.com

gsmExchange.com is the world's leading wholesale trading platform for the mobile phone and accessories industry. Established in 1999, gsmExchange enjoys the status of world No.1 in this niche. There are over 40,000 members on the gsmExchange network and the platform is visited by thousands everyday looking for new customers or suppliers across the world.

About Price Watch

Price Watch is a statistics tool generated by gsmExchange to track the performance of every model being traded on the trading floor. Price watch is currently being used by some of the world's leading networks, manufacturers and analysts to give them an insight into past performances and plan for the future.

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