

Sony Counts Ericsson Losses

Written by Marco Attard
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Sony Ericsson blames the recent Japan earthquake for its Q2 2011 losses, revealing results surprising analysts expecting a strong quarter-- Q2 2011 ends with net losses of €50m.



One has to recall income for Q1 2011 totals €11m, while Q2 2010's income totals €12m.

This quarter also sees decreases in shipments-- unit shipments for Q2 2011 amount to 7.6m, a -31% Y-o-Y decrease (and -6% sequential decrease). Sony explains such a decrease in volume as due to supply chain constraints caused by the earthquake, as well as an anticipated decline in feature phone shipments.

The company says the supply chain disruptions caused by the earthquake cost it the loss of around 1.5m devices.

Smartphones account for most of Sony Ericsson's output-- totally more than 70% of total sales (compared to 2010's 40%).

It will also continue pushing the Xperia brand, with 8 models introduced this year, while estimating its Q2 2011 Android-based smartphone market share totals around 11% in volume and 11% in value.

Go [Sony Ericsson Reports Q2 2011 Results](#)

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