

# **AuthorizedRelease**

**ChinaMobile Phone Market Report**

**June, 2016**

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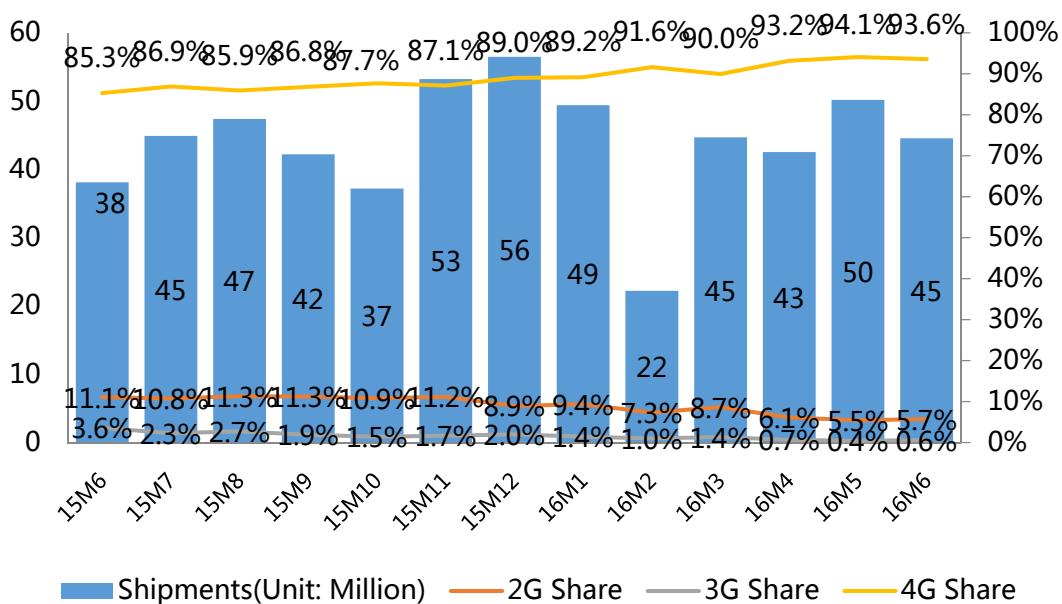
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## Part 1. Overall Mobile Phone Market in China

June domestic mobile phone shipments reached 44.6 million units, up 16.9 percent year over year. 138 new models were released in the month, up 16.9 percent year over year.

YTD domestic mobile phone shipments reached 253.6 million units and YTD number of new model release reached 763, up 7.1 percent and down 1.9 percent year over year, respectively.

**Chart 1: Domestic mobile phone shipments from June 2015 to June 2016**



## Part 2. Development of 4G Mobile Phones

June domestic 4G mobile phone shipments were 41.7 million units, up 28.3 percent year over year, and represented 93.6 percent of the total shipments. 122 new 4G models were released in the month, up 35.6 percent year over year, accounting for 88.4 percent of the total new models this month.

YTD domestic 4G mobile phone shipments were 233.2 million units, up 19.8 percent year over year, and represented 92.0 percent of the total shipments. YTD number of new model release reached 649, up 17.6 percent year over year, accounting for 85.1 percent of the total new model release.

Out of the total 4G mobile phone shipments this month, 63.7 percent of which were all networks supported, and 65.7%, 95.2%, 62.6%, 54.9% of the 4G mobile phones shipped supported FDD LTE, TD-SCDMA, WCDMA, cdma2000 network, respectively.

### **Part 3. Local and MNC Brands of Mobile Phones**

June mobile phone shipments by the local brands reached 41.1 million units, up 22.5 percent year over year, accounting for 92.3 percent of the domestic mobile phone shipments. Number of new models released by the local brands (130 units) increased by 14.0 percent year over year, and represented 94.2 percent of the total number of new model release in the month.

YTD mobile phone shipments by the local brands reached 225.5 million units, up 16.9 percent year over year, and accounted for 88.9 percent of the domestic mobile phone shipments. Number of new models released by the local brands (727 units) decreased by 1.2 percent year over year, representing 95.3 percent of the total number of new model release in the domestic market.

**Chart 2: June 2016 mobile phone shipments by local and MNC brands**



### **Part 4. Development of Smart Phones**

June smart phone shipments were 41.9 million units, up 24.1 percent year over year, and accounted for 94.1 percent of the domestic mobile phone shipments in the month. Of the

total smartphone shipments, 35.9 million units were Android-based.

YTD smart phone shipments were 234.8 million units, up 13.0percent year over year, and represented 92.6percent of the YTD domestic mobile phone shipments. Of the total smart phone shipments, 196.8 million units were Android-based.

In June, 123 new smart phone models were released, including 81Android smart phones. Number of new smart phones released in the month was up 30.9 percent year over year, and accounted for 89.1 percent of the number of new release.

YTD number of new model release reached 654, including 469Android smart phones, up8.5 percent year over year, and represented 85.7 percent of the YTD total number of new model release.