

Authorized Release

ChinaMobile Phone Market Report

July, 2016

Published by

China Academy of Information and Communications Technology

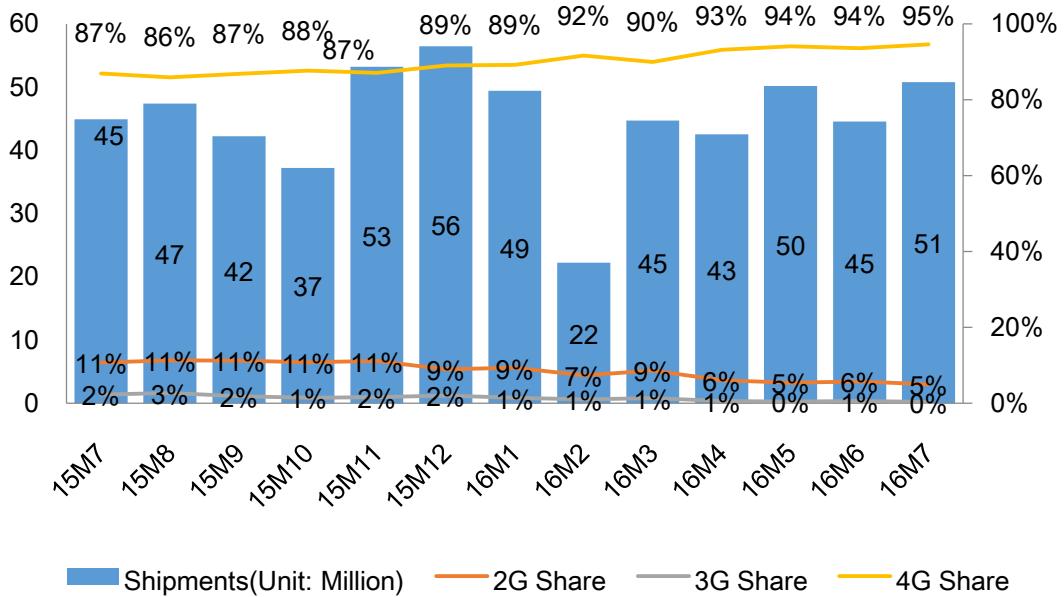
August, 2016

Part 1. Overall Mobile Phone Market in China

July domestic mobile phone shipments reached 50.9 million units, up 13.2 percent year over year. 137 new models were released in the month, down 26.7 percent year over year.

YTD domestic mobile phone shipments reached 304.4 million units and YTD number of new model release reached 900, up 8.1 percent and down 6.7 percent year over year, respectively.

Chart 1: Domestic mobile phone shipments from July 2015 to July 2016



Part 2. Development of 4G Mobile Phones

July domestic 4G mobile phone shipments were 48.1 million units, up 23.3 percent year over year, and represented 94.6 percent of the total shipments. 121 new 4G models were released in the month, down 16.6 percent year over year, accounting for 88.3 percent of the total new models this month.

YTD domestic 4G mobile phone shipments were 281.3 million units, up 20.4 percent year over year, and represented 92.4 percent of the total shipments. YTD number of new model release reached 770, up 10.5 percent year over year, accounting for 85.6 percent of the total new model release.

Out of the total 4G mobile phone shipments this month, 66.5 percent of which were all

networks supported, and 75.2%, 97.9%, 74.3%, 67.6% of the 4G mobile phones shipped supported FDD LTE, TD-SCDMA, WCDMA, cdma2000 network, respectively.

Part 3. Local and MNC Brands of Mobile Phones

July mobile phone shipments by the local brands reached 47.6 million units, up 28.0 percent year over year, accounting for 93.6 percent of the domestic mobile phone shipments. Number of new models released by the local brands (133 units) decreased by 26.5 percent year over year, and represented 97.1 percent of the total number of new model release in the month.

YTD mobile phone shipments by the local brands reached 273.1 million units, up 18.7 percent year over year, and accounted for 89.7 percent of the domestic mobile phone shipments. Number of new models released by the local brands (860 units) decreased by 6.2 percent year over year, representing 95.6 percent of the total number of new model release in the domestic market.

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



Part 4. Development of Smart Phones

July smart phone shipments were 48.2 million units, up 21.0 percent year over year, and accounted for 94.8 percent of the domestic mobile phone shipments in the month. Of the total smartphone shipments, 40.9 million units were Android-based.

YTD smart phone shipments were 283.0 million units, up 14.3 percent year over year, and

represented 93.0percent of the YTD domestic mobile phone shipments. Of the total smart phone shipments, 237.7 million units were Android-based.

In July, 121 new smart phone models were released, including 82Android smart phones. Number of new smart phones released in the month was down 18.8 percent year over year, and accounted for 88.3 percent of the number of new release.

YTD number of new model release reached 775, including 551Android smart phones, up3.1 percent year over year, and represented 86.1 percent of the YTD total number of new model release.