

# **AuthorizedRelease**

**ChinaMobile Phone Market Report**

**September, 2016**

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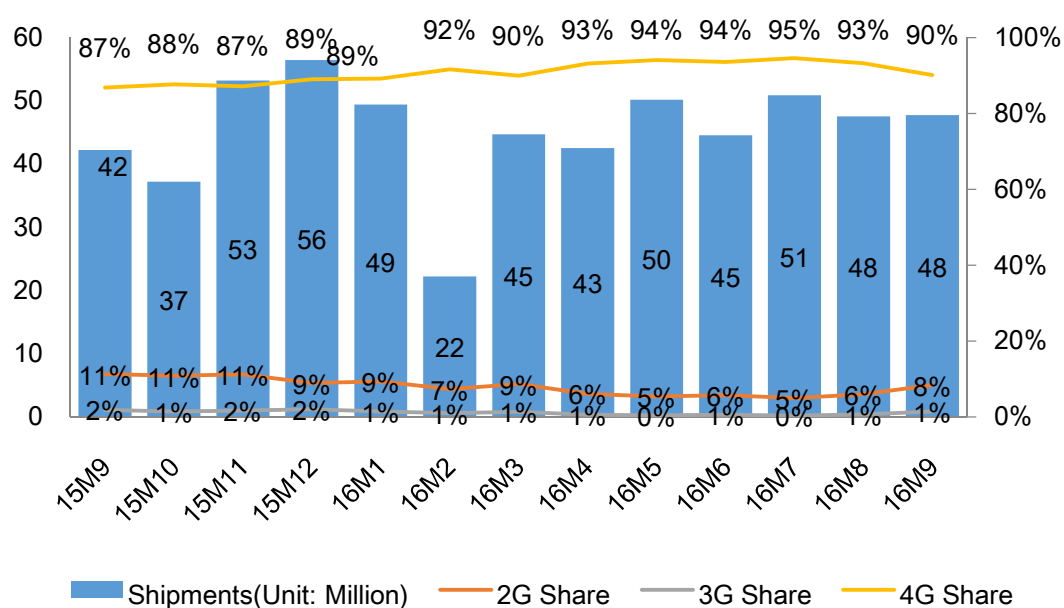
October, 2016

## Part 1. Overall Mobile Phone Market in China

September domestic mobile phone shipments reached 47.7 million units, up 13.1 percent year over year. 122 new models were released in the month, up 8.0 percent year over year.

YTD domestic mobile phone shipments reached 399.7 million units and YTD number of new model release reached 1143, up 7.7 percent and down 1.6 percent year over year, respectively.

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



## Part 2. Development of 4G Mobile Phones

September domestic 4G mobile phone shipments were 43.0 million units, up 17.4 percent year over year, and represented 90.1 percent of the total shipments. 99 new 4G models were released in the month, up 11.2 percent year over year, accounting for 81.1 percent of the total new models this month.

YTD domestic 4G mobile phone shipments were 368.7 million units, up 18.6 percent year over year, and represented 92.2 percent of the total shipments. YTD number of new model release reached 975, up 14.4 percent year over year, accounting for 85.3 percent of the total new model release.

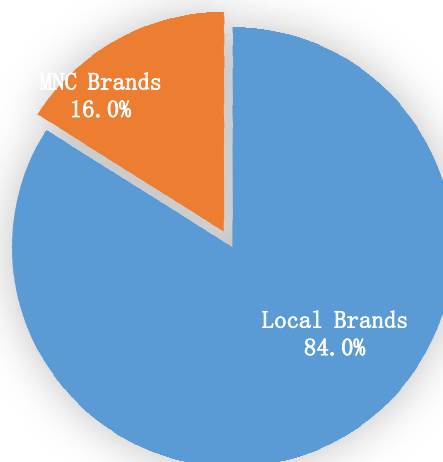
Out of the total 4G mobile phone shipments this month, 73.7 percent of which were all networks supported, and 81.6%, 97.5%, 80.9%, 74.5% of the 4G mobile phones shipped supported FDD LTE, TD-SCDMA, WCDMA, cdma2000 network, respectively.

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

September mobile phone shipments by the local brands reached 40.1 million units, up 15.1 percent year over year, accounting for 84.0 percent of the domestic mobile phone shipments. Number of new models released by the local brands (113 units) increased by 8.7 percent year over year, and represented 92.6 percent of the total number of new model release in the month.

YTD mobile phone shipments by the local brands reached 357.9 million units, up 16.6 percent year over year, and accounted for 89.5 percent of the domestic mobile phone shipments. Number of new models released by the local brands (1087 units) decreased by 1.2 percent year over year, representing 95.1 percent of the total number of new model release in the domestic market.

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



### Part 4. Development of Smart Phones

September smart phone shipments were 43.2 million units, up 15.8 percent year over year, and accounted for 90.5 percent of the domestic mobile phone shipments in the month. Of the total smartphone shipments, 33.7 million units were Android-based.

YTD smart phone shipments were 370.7million units, up 13.5percent year over year, and represented 92.7percent of the YTD domestic mobile phone shipments. Of the total smart phone shipments, 309.4million units were Android-based.

In September, 99 new smart phone models were released, including 70Android smart phones. Number of new smart phones released in the month was up 10.0 percent year over year, and accounted for 81.1 percent of the number of new release.

YTD number of new model release reached 980, including 700Android smart phones, up7.8 percent year over year, and represented 85.7 percent of the YTD total number of new model release.