

# **AuthorizedRelease**

**ChinaMobile Phone Market Report**

**October, 2016**

Published by

China Academy of Information and Communications Technology

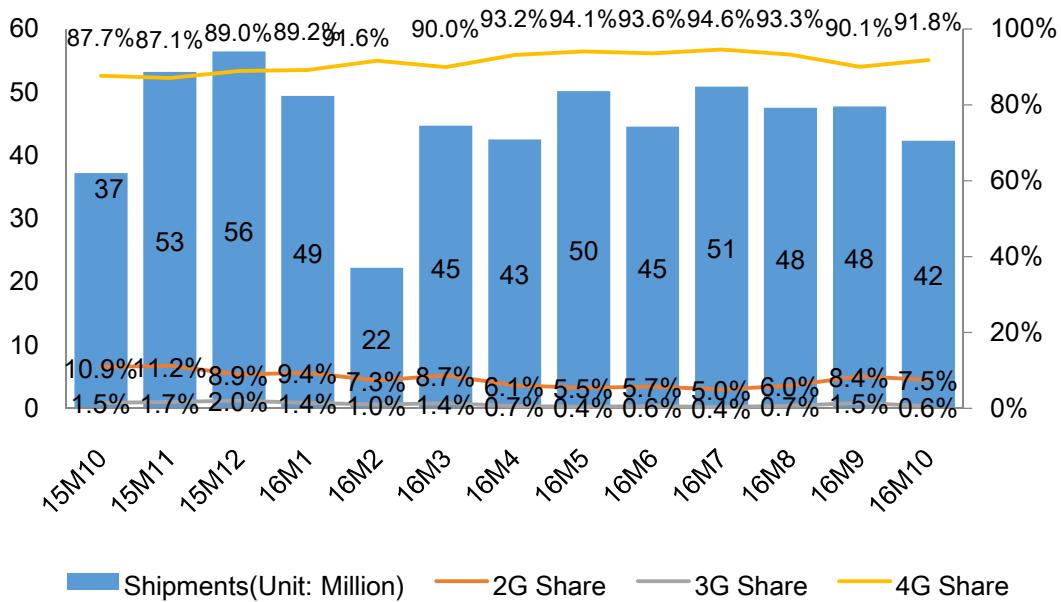
**November, 2016**

## Part 1. Overall Mobile Phone Market in China

October domestic mobile phone shipments reached 42.3 million units, up 13.7 percent year over year. 78 new models were released in the month, up 20.0 percent year over year.

YTD domestic mobile phone shipments reached 442.1 million units and YTD number of new model release reached 1221, up 8.2 percent and down 0.4 percent year over year, respectively.

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



## Part 2. Development of 4G Mobile Phones

October domestic 4G mobile phone shipments were 38.9 million units, up 19.1 percent year over year, and represented 91.8 percent of the total shipments. 70 new 4G models were released in the month, up 55.6 percent year over year, accounting for 89.7 percent of the total new models this month.

YTD domestic 4G mobile phone shipments were 407.6 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 1045, up 16.5 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, 72.0 percent of which were all

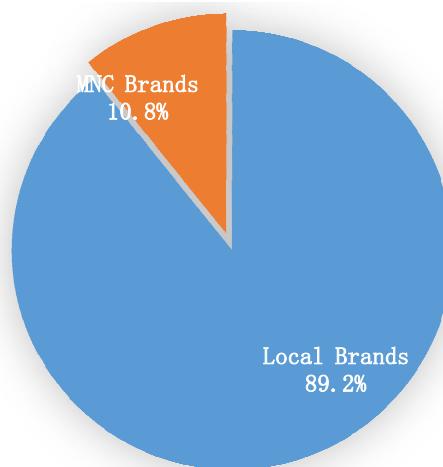
networks supported, and 78.6%, 98.2%, 78.1%, 72.6% of the 4G mobile phones shipped supported FDD LTE, TD-SCDMA, WCDMA, cdma2000 network, respectively.

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

October mobile phone shipments by the local brands reached 37.7 million units, up 28.1 percent year over year, accounting for 89.2 percent of the domestic mobile phone shipments. Number of new models released by the local brands (74 units) increased by 21.3 percent year over year, and represented 94.9 percent of the total number of new model release in the month.

YTD mobile phone shipments by the local brands reached 395.7 million units, up 17.6 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 (1161 units) was flat relative to the same period as last year, representing 95.1 percent of the total number of new model release in the domestic market.

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



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

October smart phone shipments were 39.0 million units, up 18.2 percent year over year, and accounted for 92.0 percent of the domestic mobile phone shipments in the month. Of the total smartphone shipments, 30.9 million units were Android-based.

YTD smart phone shipments were 409.7 million units, up 13.9 percent year over year, and

represented 92.7percent of the YTD domestic mobile phone shipments. Of the total smart phone shipments,340.3million units were Android-based.

In October, 70 new smart phone models were released, including 45Android smart phones. Number of new smart phones released in the month was up 48.9 percent year over year, and accounted for 89.7 percent of the number of new release.

YTD number of new model release reached 1050, including 745Android smart phones, up9.8 percent year over year, and represented 86.0 percent of the YTD total number of new model release.