

# **Authorized Release**

**China Mobile Phone Market Report**

**November, 2016**

Published by

China Academy of Information and Communications Technology

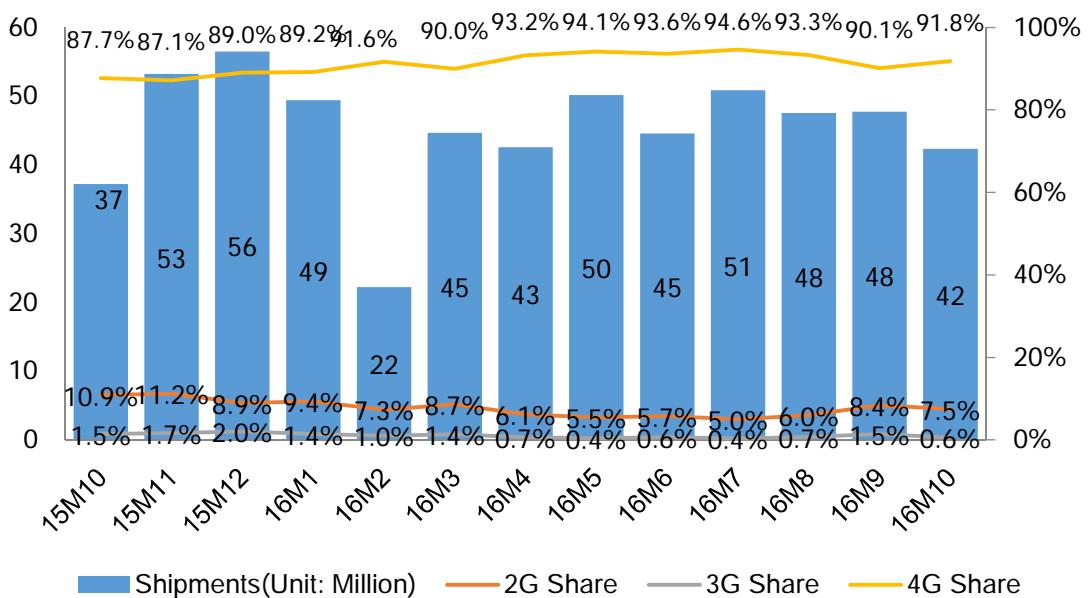
**December, 2016**

## Part 1. Overall Mobile Phone Market in China

November domestic mobile phone shipments reached 54.5 million units, up 2.4 percent year over year. 99 new models were released in the month, down 34.0 percent year over year.

YTD domestic mobile phone shipments reached 496.6 million units and YTD number of new model release reached 1320, up 7.6 percent and down 4.1 percent year over year, respectively.

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



## Part 2. Development of 4G Mobile Phones

November domestic 4G mobile phone shipments were 51.5 million units, up 11.0 percent year over year, and represented 94.4 percent of the total shipments. 87 new 4G models were released in the month, down 27.5 percent year over year, accounting for 87.9 percent of the total new models this month.

YTD domestic 4G mobile phone shipments were 459.0 million units, up 17.7 percent year over year, and represented 92.4 percent of the total shipments. YTD number of new model release reached 1132, up 11.3 percent year over year, accounting for 85.8 percent of the total new model release.

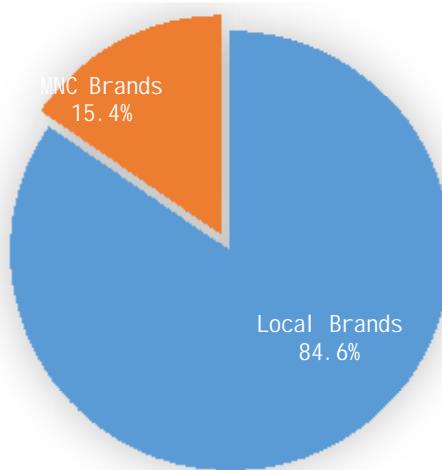
Out of the total 4G mobile phone shipments this month, 71.5 percent of which were all networks supported, and 78.2%, 97.8%, 77.3%, 72.4% of the 4G mobile phones shipped supported FDD LTE, TD-SCDMA, WCDMA, cdma2000 network, respectively.

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

November mobile phone shipments by the local brands reached 46.1 million units, up 4.5 percent year over year, accounting for 84.6 percent of the domestic mobile phone shipments. Number of new models released by the local brands (99 units) decreased by 28.3 percent year over year, and represented 100 percent of the total number of new model release in the month.

YTD mobile phone shipments by the local brands reached 441.8 million units, up 16.1 percent year over year, and accounted for 89.0 percent of the domestic mobile phone shipments. Number of new models released by the local brands (1260 units) decreased by 3.0 percent year over year, and represented 95.5 percent of the total number of new model release in the domestic market.

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



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

November smart phone shipments were 51.5 million units, up 9.6 percent year over year, and accounted for 94.5 percent of the domestic mobile phone shipments in the month. Of the total smart phone shipments, 38.1 million units were Android-based.

YTD smart phone shipments were 461.2 million units, up 13.4 percent year over year, and represented 92.9 percent of the YTD domestic mobile phone shipments. Of the total smart phone shipments, 378.4 million units were Android-based.

In November, 87 new smart phone models were released, including 56 Android smart phones. Number of new smart phones released in the month was down 28.7 percent year over year, and accounted for 87.9 percent of the number of new release.

YTD number of new model release reached 1137, including 802 Android smart phones, up 5.5 percent year over year, and represented 86.1 percent of the YTD total number of new model release.