

# **AuthorizedRelease**

**ChinaMobile Phone Market Report**

**March, 2017**

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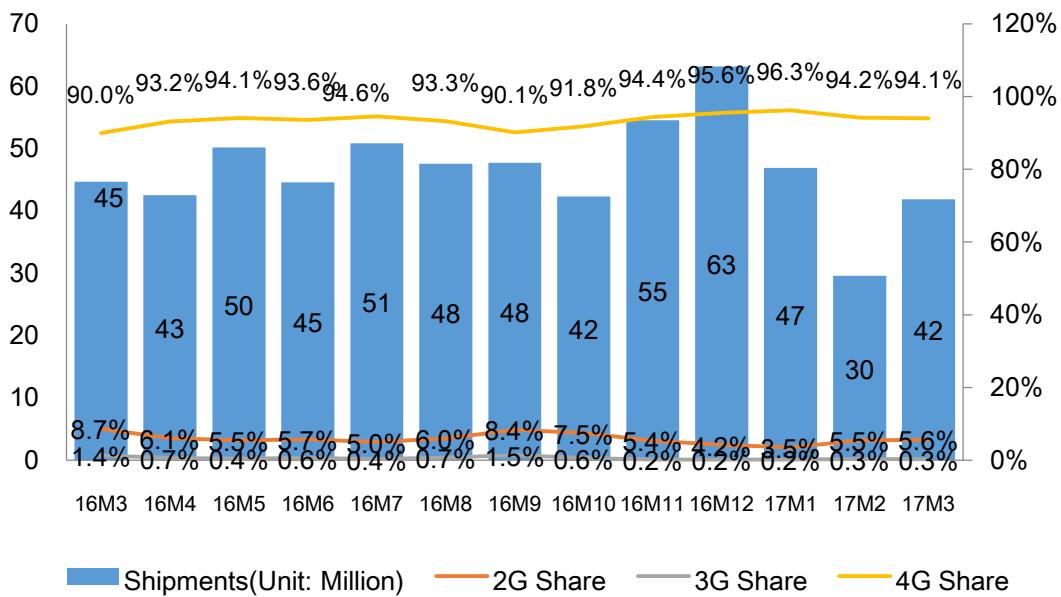
April, 2017

## Part 1. Overall Mobile Phone Market in China

March domestic mobile phone shipments reached 41.9 million units, down 6.3 percent year over year. 128 new models were released in the month, down 31.2 percent year over year.

YTD domestic mobile phone shipments reached 118.3 million units and YTD number of new model release reached 225, up 1.7 percent and down 31.4 percent year over year, respectively.

**Chart 1: Domestic mobile phone shipments from March 2016 to March 2017**



## Part 2. Development of 4G Mobile Phones

March domestic 4G mobile phone shipments were 39.4 million units, down 2.0 percent year over year, and represented 94.1 percent of the total shipments. 112 new 4G models were released in the month, down 31.7 percent year over year, accounting for 87.5 percent of the total new models this month.

YTD domestic 4G mobile phone shipments were 112.3 million units, up 7.4 percent year over year, and represented 95.0 percent of the total shipments. YTD number of new model release reached 189, down 30.5 percent year over year, accounting for 84.0 percent of the total new model release.

Out of the total 4G mobile phone shipments this month, 80.8 percent of which were all networks supported, and 91.6%, 98.7%, 91.2%, 81.2% of the 4G mobile phones shipped

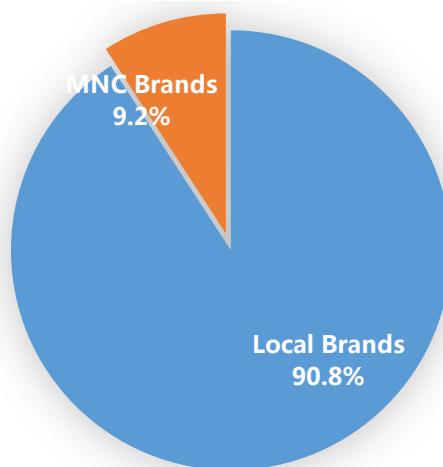
supported FDD LTE, TD-SCDMA, WCDMA, cdma2000 network, respectively.

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

March mobile phone shipments by the local brands reached 38.0million units, down 2.1percent year over year, accounting for 90.8 percent of the domestic mobile phone shipments. Number of new models released by the local brands(123 units)decreased by 30.1 percent year over year, and represented 96.1percent of the total number of new model release in the month.

YTD mobile phone shipments by the local brands reached105.1million units, up 4.3percent year over year, and accounted for 88.8 percent of the domestic mobile phone shipments. Number of new models released by the local brands (213 units) decreased by 30.8 percent year over year, and represented94.7 percent of the total number of new model release in the domestic market.

**Chart 2: March 2017 mobile phone shipments by local and MNC brands**



### Part 4. Development of Smart Phones

March smart phone shipments were39.3million units,down 2.9 percent year over year, and accounted for 93.9 percent of the domestic mobile phone shipments in the month.Of the total smartphone shipments,32.4 million units were Android-based.

YTD smart phone shipments were112.2million units, up 6.2percent year over year, and represented 94.8percent of the YTD domestic mobile phone shipments. Of the total smart phone shipments,90.7million units were Android-based.

In March, 108 new smart phone models were released, including 81Android smart phones.

Number of new smart phones released in the month was down 34.1 percent year over year, and accounted for 84.4 percent of the number of new release.

YTD number of new model release reached 186, including 137Android smart phones,down 32.1 percent year over year, and represented 82.7 percent of the YTD total number of new model release.