

# **Authorized Release**

**China Mobile Phone Market Report**

**April, 2017**

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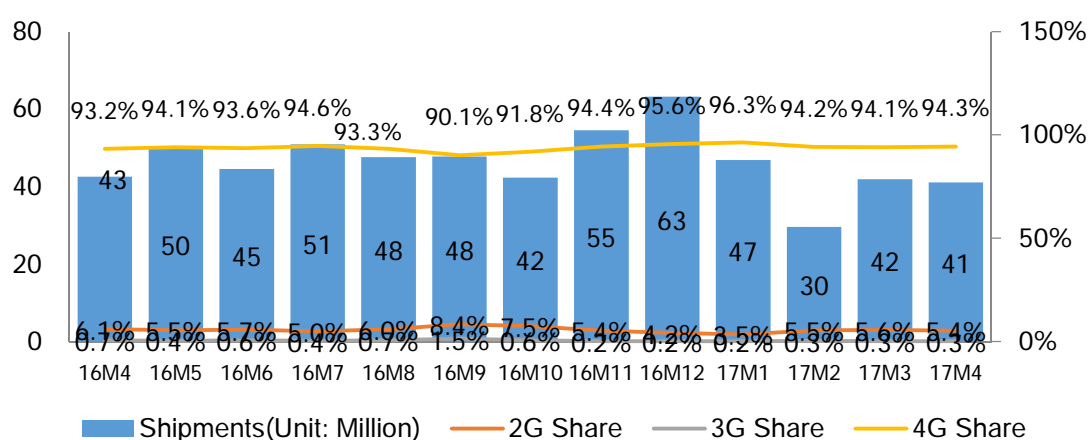
May, 2017

## Part 1. Overall Mobile Phone Market in China

April domestic mobile phone shipments reached 41.1 million units, down 3.3 percent year over year. 116 new models were released in the month, down 35.6 percent year over year.

YTD domestic mobile phone shipments reached 159.4 million units and YTD number of new model release reached 341, up 0.4 percent and down 32.9 percent year over year, respectively.

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



## Part 2. Development of 4G Mobile Phones

April domestic 4G mobile phone shipments were 38.8 million units, down 2.2 percent year over year, and represented 94.3 percent of the total shipments. 91 new 4G models were released in the month, down 40.5 percent year over year, accounting for 78.4 percent of the total new models this month.

YTD domestic 4G mobile phone shipments were 151.2 million units, up 4.8 percent year over year, and represented 94.8 percent of the total shipments. YTD number of new model release reached 280, down 34.1 percent year over year, accounting for 82.1 percent of the total new model release.

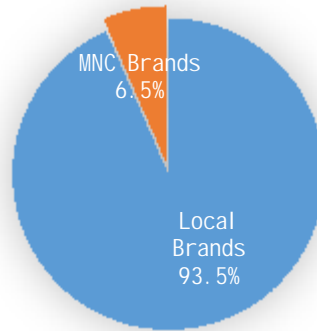
Out of the total 4G mobile phone shipments this month, 81.8 percent of which were all networks supported, and 94.1%, 98.1%, 93.3%, 82.6% of the 4G mobile phones shipped supported FDD LTE, TD-SCDMA, WCDMA, cdma2000 network, respectively.

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

April mobile phone shipments by the local brands reached 38.4 million units, up 0.5 percent year over year, accounting for 93.5 percent of the domestic mobile phone shipments. Number of new models released by the local brands (109 units) decreased by 38.4 percent year over year, and represented 94.0 percent of the total number of new model release in the month.

YTD mobile phone shipments by the local brands reached 143.5 million units, up 3.3 percent year over year, and accounted for 90.0 percent of the domestic mobile phone shipments. Number of new models released by the local brands (322 units) decreased by 33.6 percent year over year, and represented 94.4 percent of the total number of new model release in the domestic market.

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



### Part 4. Development of Smart Phones

April smart phone shipments were 38.6 million units, down 3.3 percent year over year, and accounted for 93.8 percent of the domestic mobile phone shipments in the month. Of the total smart phone shipments, 33.3 million units were Android-based.

YTD smart phone shipments were 150.8 million units, up 3.6 percent year over year, and represented 94.6 percent of the YTD domestic mobile phone shipments. Of the total smart phone shipments, 124.0 million units were Android-based.

In April, 89 new smart phone models were released, including 62 Android smart phones. Number of new smart phones released in the month was down 42.2 percent year over year, and accounted for 76.7 percent of the number of new release.

YTD number of new model release reached 275, including 199 Android smart phones, down 35.7 percent year over year, and represented 80.6 percent of the YTD total number of new model release.