

# **Authorized Release**

**China Mobile Phone Market Report**

**June, 2017**

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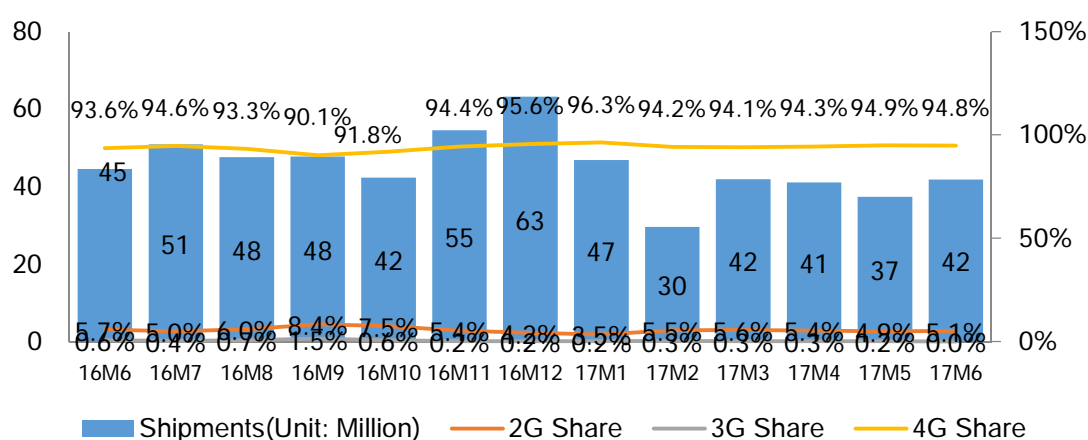
July , 2017

## Part 1. Overall Mobile Phone Market in China

June domestic mobile phone shipments reached 41.8 million units, down 6.2 percent year over year. 97 new models were released in the month, down 29.7 percent year over year.

YTD domestic mobile phone shipments reached 238.6 million units and YTD number of new model release reached 565, down 5.9 percent and 26.0 percent year over year, respectively.

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



## Part 2. Development of 4G Mobile Phones

June domestic 4G mobile phone shipments were 39.6 million units, down 5.0 percent year over year, and represented 94.8 percent of the total shipments. 78 new 4G models were released in the month, down 36.1 percent year over year, accounting for 80.4 percent of the total new models this month.

YTD domestic 4G mobile phone shipments were 226.2 million units, down 3.0 percent year over year, and represented 94.8 percent of the total shipments. YTD number of new model release reached 462, down 28.8 percent year over year, accounting for 81.8 percent of the total new model release.

Out of the total 4G mobile phone shipments this month, 89.0 percent of which were all networks supported, and 97.2%, 99.1%, 97.0%, 89.2% of the 4G mobile phones shipped supported FDD LTE, TD-SCDMA, WCDMA, cdma2000 network, respectively.

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

June mobile phone shipments by the local brands reached 38.1 million units, down 7.4 percent year over year, accounting for 91.1 percent of the domestic mobile phone shipments. Number of new models released by the local brands (91 units) decreased by 30.0 percent year over year, and represented 93.8 percent of the total number of new model release in the month.

YTD mobile phone shipments by the local brands reached 215.9 million units, down 4.3 percent year over year, and accounted for 90.5 percent of the domestic mobile phone shipments. Number of new models released by the local brands (533 units) decreased by 26.7 percent year over year, and represented 94.3 percent of the total number of new model release in the domestic market.

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



### Part 4. Development of Smart Phones

June smart phone shipments were 39.5 million units, down 5.8 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, 33.4 million units were Android-based.

YTD smart phone shipments were 225.6 million units, down 3.9 percent year over year, and represented 94.6 percent of the YTD domestic mobile phone shipments. Of the total smart phone shipments, 187.0 million units were Android-based.

In June, 78 new smart phone models were released, including 56 Android smart phones. Number of new smart phones released in the month was down 36.6 percent year over year, and accounted for 80.4 percent of the number of new release.

YTD number of new model release reached 450, including 332 Android smart phones, down 31.2 percent year over year, and represented 79.6 percent of the YTD total number of new model release.