

# **Authorized Release**

**China Mobile Phone Market Report**

**August, 2017**

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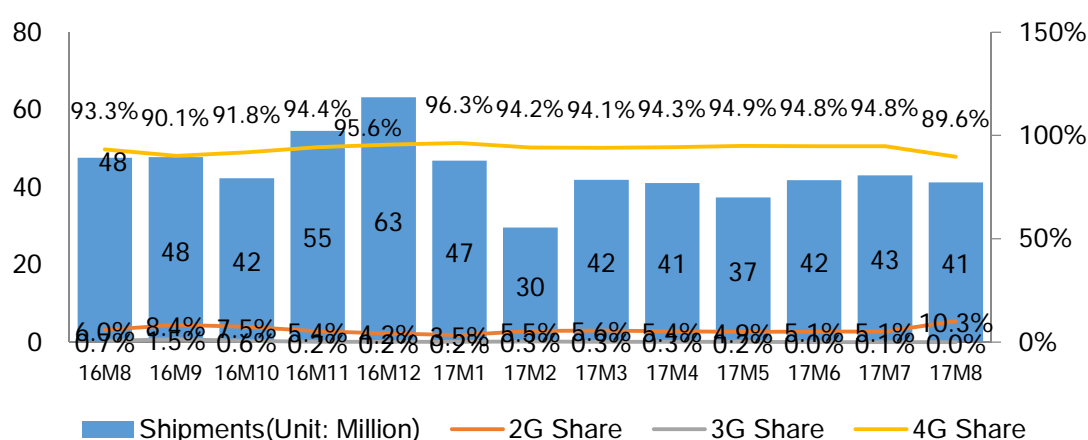
September, 2017

## Part 1. Overall Mobile Phone Market in China

August domestic mobile phone shipments reached 41.2 million units, down 13.3 percent year over year. 90 new models were released in the month, down 25.6 percent year over year.

YTD domestic mobile phone shipments reached 322.9 million units and YTD number of new model release reached 700, down 8.3 percent and 31.4 percent year over year, respectively.

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



## Part 2. Development of 4G Mobile Phones

August domestic 4G mobile phone shipments were 37.0 million units, down 16.7 percent year over year, and represented 89.6 percent of the total shipments. 66 new 4G models were released in the month, down 37.7 percent year over year, accounting for 73.3 percent of the total new models this month.

YTD domestic 4G mobile phone shipments were 304.0 million units, down 6.7 percent year over year, and represented 94.2 percent of the total shipments. YTD number of new model release reached 561, down 36.0 percent year over year, accounting for 80.1 percent of the total new model release.

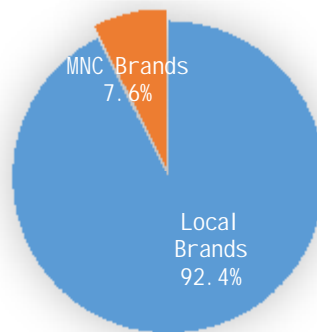
Out of the total 4G mobile phone shipments this month, 88.6 percent of which were all networks supported, and 98.1%, 99.4%, 97.8%, 89.0% of the 4G mobile phones shipped supported FDD LTE, TD-SCDMA, WCDMA, cdma2000 network, respectively.

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

August mobile phone shipments by the local brands reached 38.1 million units, down 14.8 percent year over year, accounting for 92.4 percent of the domestic mobile phone shipments. Number of new models released by the local brands (78 units) decreased by 31.6 percent year over year, and represented 86.7 percent of the total number of new model release in the month.

YTD mobile phone shipments by the local brands reached 293.2 million units, down 7.7 percent year over year, and accounted for 90.8 percent of the domestic mobile phone shipments. Number of new models released by the local brands (653 units) decreased by 33.0 percent year over year, and represented 93.3 percent of the total number of new model release in the domestic market.

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



### Part 4. Development of Smart Phones

August smart phone shipments were 36.9 million units, down 17.1 percent year over year, and accounted for 89.4 percent of the domestic mobile phone shipments in the month. Of the total smart phone shipments, 32.1 million units were Android-based.

YTD smart phone shipments were 303.3 million units, down 7.4 percent year over year, and represented 93.9 percent of the YTD domestic mobile phone shipments. Of the total smart phone shipments, 254.4 million units were Android-based.

In August, 67 new smart phone models were released, including 55 Android smart phones. Number of new smart phones released in the month was down 36.8 percent year over year, and accounted for 74.4 percent of the number of new release.

YTD number of new model release reached 549, including 415 Android smart phones, down 37.7 percent year over year, and represented 78.4 percent of the YTD total number of new model release.