

# **Authorized Release**

**China Mobile Phone Market Report**

**September, 2017**

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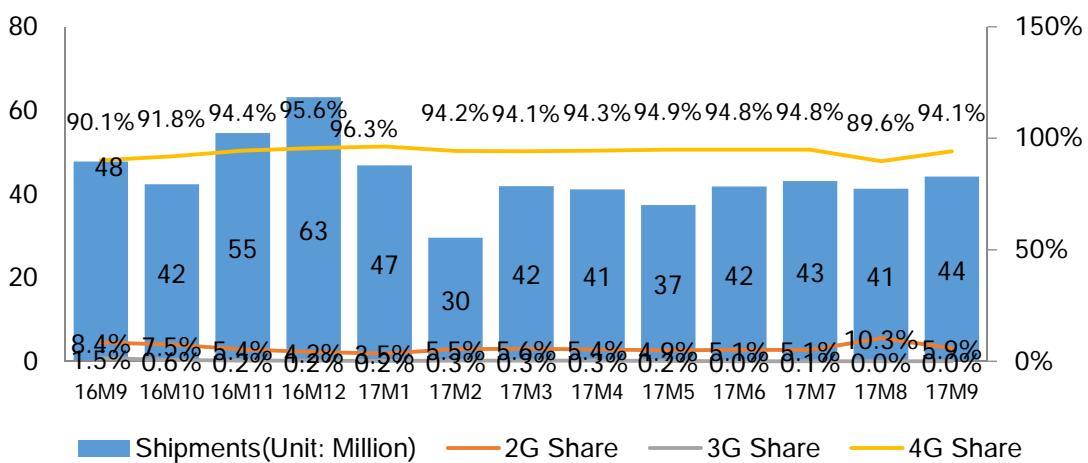
**October, 2017**

## Part 1. Overall Mobile Phone Market in China

September domestic mobile phone shipments reached 44.2 million units, down 7.4 percent year over year. 123 new models were released in the month, up 0.8 percent year over year.

YTD domestic mobile phone shipments reached 367.0 million units and YTD number of new model release reached 823, down 8.2 percent and 28.0 percent year over year, respectively.

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



## Part 2. Development of 4G Mobile Phones

September domestic 4G mobile phone shipments were 41.6 million units, down 3.3 percent year over year, and represented 94.1 percent of the total shipments. 90 new 4G models were released in the month, down 9.1 percent year over year, accounting for 73.2 percent of the total new models this month.

YTD domestic 4G mobile phone shipments were 345.6 million units, down 6.3 percent year over year, and represented 94.2 percent of the total shipments. YTD number of new model release reached 651, down 33.2 percent year over year, accounting for 79.1 percent of the total new model release.

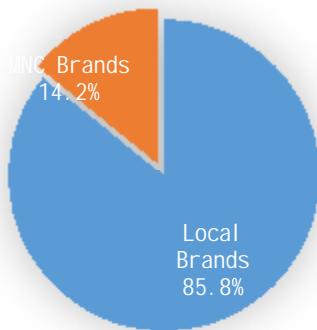
Out of the total 4G mobile phone shipments this month, 90.3 percent of which were all networks supported, and 98.4%, 99.6%, 98.2%, 90.5% of the 4G mobile phones shipped supported FDD LTE, TD-SCDMA, WCDMA, cdma2000 network, respectively.

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

September mobile phone shipments by the local brands reached 37.9 million units, down 5.4 percent year over year, accounting for 85.8 percent of the domestic mobile phone shipments. Number of new models released by the local brands (115 units) increased by 1.8 percent year over year, and represented 93.5 percent of the total number of new model release in the month.

YTD mobile phone shipments by the local brands reached 331.1 million units, down 7.5 percent year over year, and accounted for 90.2 percent of the domestic mobile phone shipments. Number of new models released by the local brands (768 units) decreased by 29.3 percent year over year, and represented 93.3 percent of the total number of new model release in the domestic market.

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



## Part 4. Development of Smart Phones

September smart phone shipments were 41.6 million units, down 3.8 percent year over year, and accounted for 94.0 percent of the domestic mobile phone shipments in the month. Of the total smart phone shipments, 33.9 million units were Android-based.

YTD smart phone shipments were 344.8 million units, down 7.0 percent year over year, and represented 94.0 percent of the YTD domestic mobile phone shipments. Of the total smart phone shipments, 288.3 million units were Android-based.

In September, 90 new smart phone models were released, including 64 Android smart phones. Number of new smart phones released in the month was down 9.1 percent year over year, and accounted for 73.2 percent of the number of new release.

YTD number of new model release reached 639, including 479 Android smart phones, down 34.8 percent year over year, and represented 77.6 percent of the YTD total number of new model release.