

# **Authorized Release**

**China Mobile Phone Market Report**

**October, 2017**

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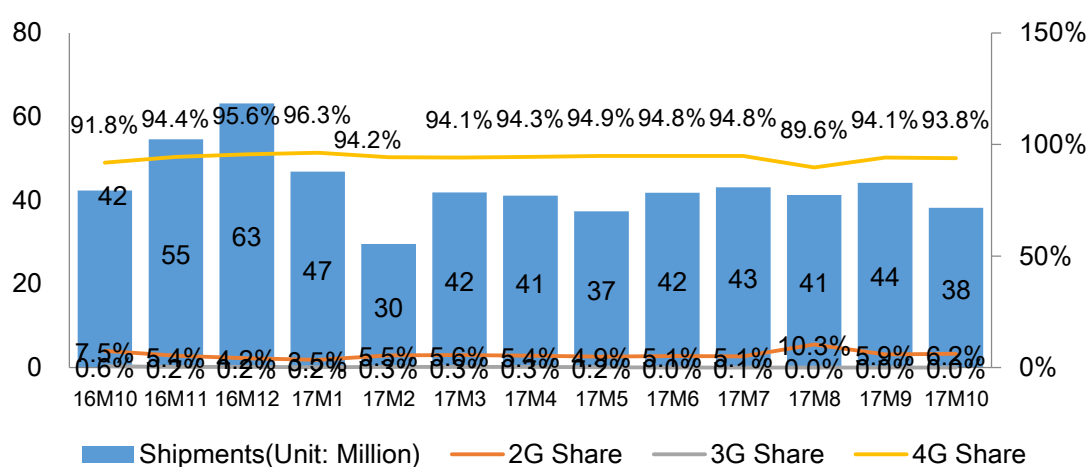
November, 2017

## Part 1. Overall Mobile Phone Market in China

October domestic mobile phone shipments reached 38.2 million units, down 9.8 percent year over year. 64 new models were released in the month, down 17.9 percent year over year.

YTD domestic mobile phone shipments reached 405.2 million units and YTD number of new model release reached 887, down 8.3 percent and 27.4 percent year over year, respectively.

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



## Part 2. Development of 4G Mobile Phones

October domestic 4G mobile phone shipments were 35.8 million units, down 7.8 percent year over year, and represented 93.8 percent of the total shipments. 50 new 4G models were released in the month, down 28.6 percent year over year, accounting for 78.1 percent of the total new models this month.

YTD domestic 4G mobile phone shipments were 381.5 million units, down 6.4 percent year over year, and represented 94.1 percent of the total shipments. YTD number of new model release reached 701, down 32.9 percent year over year, accounting for 79.0 percent of the total new model release.

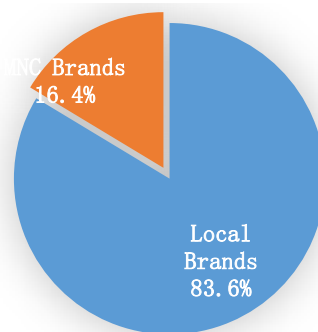
Out of the total 4G mobile phone shipments this month, 91.8 percent of which were all networks supported, and 98.8%, 99.6%, 98.6%, 92.0% of the 4G mobile phones shipped supported FDD LTE, TD-SCDMA, WCDMA, cdma2000 network, respectively.

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

October mobile phone shipments by the local brands reached 31.9 million units, down 15.4 percent year over year, accounting for 83.6 percent of the domestic mobile phone shipments. Number of new models released by the local brands (61 units) decreased by 17.6 percent year over year, and represented 95.3 percent of the total number of new model release in the month.

YTD mobile phone shipments by the local brands reached 363.1 million units, down 8.2 percent year over year, and accounted for 89.6 percent of the domestic mobile phone shipments. Number of new models released by the local brands (829 units) decreased by 28.6 percent year over year, and represented 93.5 percent of the total number of new model release in the domestic market.

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



### Part 4. Development of Smart Phones

October smart phone shipments were 35.8 million units, down 8.1 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, 28.8 million units were Android-based.

YTD smart phone shipments were 380.7 million units, down 7.1 percent year over year, and represented 93.9 percent of the YTD domestic mobile phone shipments. Of the total smart phone shipments, 317.0 million units were Android-based.

In October, 50 new smart phone models were released, including 45 Android smart phones. Number of new smart phones released in the month was down 28.6 percent year over year, and accounted for 78.1 percent of the number of new release.

YTD number of new model release reached 689, including 524 Android smart phones, down 34.4 percent year over year, and represented 77.7 percent of the YTD total number of new model release.