

# **Authorized Release**

**China Mobile Phone Market Report**

**November, 2017**

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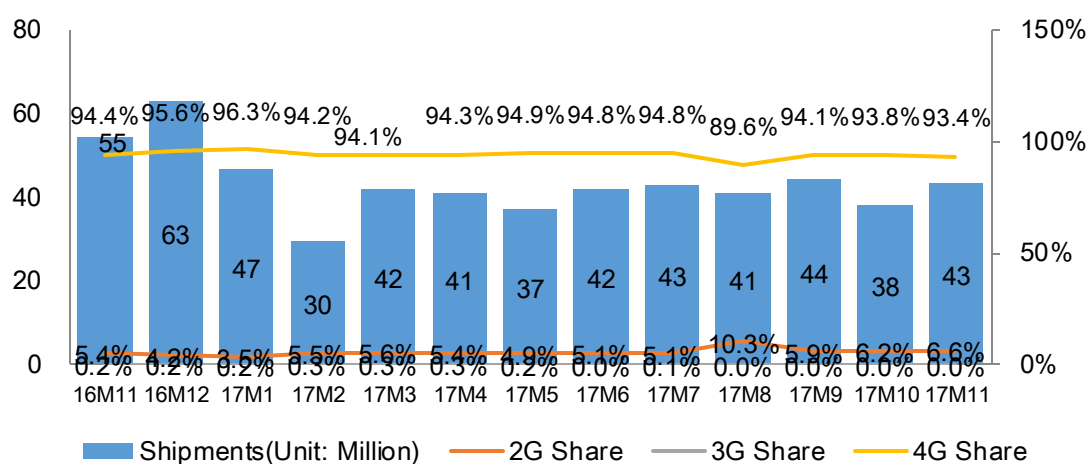
December, 2017

## Part 1. Overall Mobile Phone Market in China

November domestic mobile phone shipments reached 43.3 million units, down 20.7 percent year over year. 77 new models were released in the month, down 22.2 percent year over year.

YTD domestic mobile phone shipments reached 448.5 million units and YTD number of new model release reached 964, down 9.7 percent and 27.0 percent year over year, respectively.

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



## Part 2. Development of 4G Mobile Phones

November domestic 4G mobile phone shipments were 40.4 million units, down 21.5 percent year over year, and represented 93.4 percent of the total shipments. 52 new 4G models were released in the month, down 40.2 percent year over year, accounting for 67.5 percent of the total new models this month.

YTD domestic 4G mobile phone shipments were 421.8 million units, down 8.1 percent year over year, and represented 94.1 percent of the total shipments. YTD number of new model release reached 753, down 33.5 percent year over year, accounting for 78.1 percent of the total new model release.

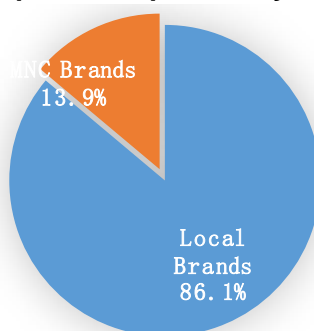
Out of the total 4G mobile phone shipments this month, 92.2 percent of which were all networks supported, and 98.4%, 99.6%, 98.2%, 92.4% of the 4G mobile phones shipped supported FDD LTE, TD-SCDMA, WCDMA, cdma2000 network, respectively.

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

November mobile phone shipments by the local brands reached 37.2 million units, down 19.2 percent year over year, accounting for 86.1 percent of the domestic mobile phone shipments. Number of new models released by the local brands (73 units) decreased by 26.3 percent year over year, and represented 94.8 percent of the total number of new model release in the month.

YTD mobile phone shipments by the local brands reached 400.3 million units, down 9.4 percent year over year, and accounted for 89.3 percent of the domestic mobile phone shipments. Number of new models released by the local brands (902 units) decreased by 28.4 percent year over year, and represented 93.6 percent of the total number of new model release in the domestic market.

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



### Part 4. Development of Smart Phones

November smart phone shipments were 40.3 million units, down 21.7 percent year over year, and accounted for 93.3 percent of the domestic mobile phone shipments in the month. Of the total smart phone shipments, 33.6 million units were Android-based.

YTD smart phone shipments were 421.0 million units, down 8.7 percent year over year, and represented 93.9 percent of the YTD domestic mobile phone shipments. Of the total smart phone shipments, 350.6 million units were Android-based.

In November, 52 new smart phone models were released, including 46 Android smart phones. Number of new smart phones released in the month was down 40.2 percent year over year, and accounted for 67.5 percent of the number of new release.

YTD number of new model release reached 741, including 570 Android smart phones, down 34.8 percent year over year, and represented 76.9 percent of the YTD total number of new model release.