



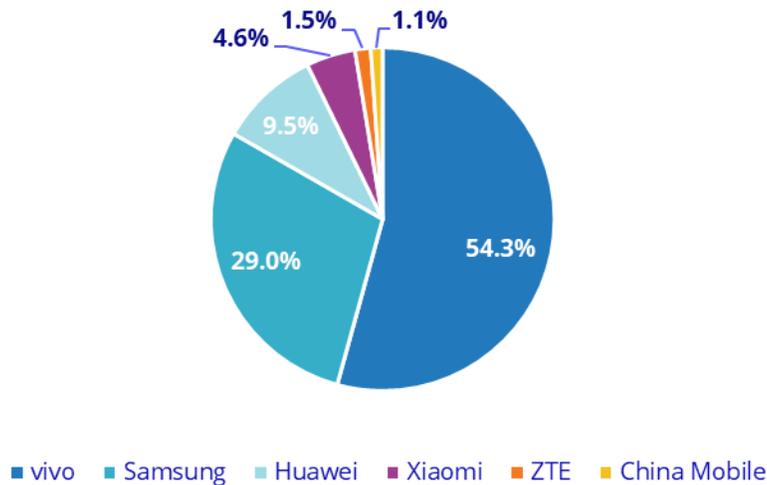
IDC Reports that China’s 5G Smartphone Shipments Reached 485,000 Units in 3Q2019

BEIJING, November 12th, 2019 - According to the latest [IDC Quarterly Mobile Phone Tracker](#), 5G phone shipments in China reached 485,000 units in 3Q19, as vendors shipped devices in the run-up to the launch of commercial 5G services at the end of October. Most of these units were US\$700+ flagships, but there was also activity in lower price bands.

Figure 1



China 5G Smartphone Unit Share by Company, 3Q19

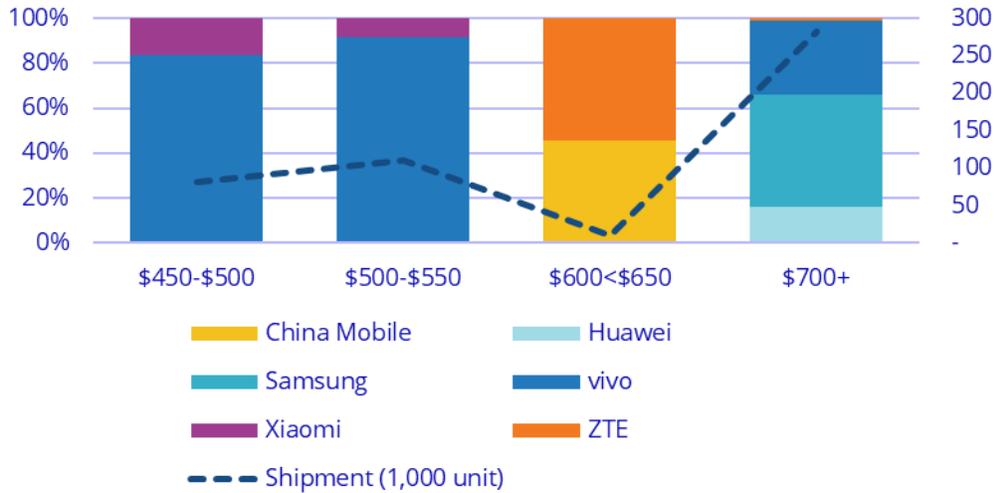


Source: IDC, 2019

vivo gained an early lead by releasing two 5G models in one month, breaking into both US\$700+ high-end via offline channels, as well as pushing into a lower US\$450-550 range via online channels. In contrast, Huawei and Samsung were contained to the high-end, while ZTE and China Mobile landed in the US\$600-650 range. Xiaomi was able to occupy the US\$450-550 segment.

Figure 2

China 5G Smartphone Shipments and Unit Share by Company by US\$ Priceband, 3Q19



Note: Price is based on US dollars excluding tax
 Source: IDC,2019

5G network construction in China has been picking up quickly with the support of the government and policies around co-construction and sharing between operators. But wider geographic coverage will take time, and IDC expects that device shipments will lead subscriber numbers for now. Fortunately, data tariffs are priced attractively against 4G, complete with tiering by speed for different user needs. IDC expects a significant amount of industry momentum to drive volumes in 2020.

Figure 3



China 4G and 5G Tariffs by Operator, November 2019

4G			5G		
China Mobile	China Unicom	China Telecom	China Mobile	China Unicom	China Telecom
¥388 150GB 4000min	¥599 80GB 5000min		¥598 300GB 3000min	¥299 300GB 3000min	¥299 300GB 3000min
	¥499 40GB 2500min				
¥388 100GB 2000min	¥399 40GB 2000min	¥399 50GB 2000min	¥388 150GB 2000min	¥399 150GB 2000min	¥399 150GB 2000min
¥288 50GB 1200min	¥299 40GB 1500min	¥299 40GB 1500min	¥288 100GB 1500min	¥299 100GB 1500min	¥299 100GB 1500min
¥238 30GB 1200min				¥239 80GB 1000min	¥239 80GB 1000min
¥188 30GB 700min	¥199 40GB 1000min	¥199 40GB 1000min	¥198 60GB 500min	¥199 60GB 1000min	¥199 60GB 1000min
¥138 12GB 450min	¥129 20GB 500min	¥129 80GB 500min		¥139 40GB 800min	¥139 40GB 500min
¥88 6GB 220min	¥99 20GB 300min	¥99 20GB 200min	¥128 30GB 200min	¥129 30GB 500min	¥129 30GB 500min
¥58 3GB 150min	¥79 10GB 200min	¥69 10GB 500min			
¥38 1GB 80min					

Source: Data from China Mobile, China Telecom and China Unicom as sorted by IDC

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Figure 4



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