

000829



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.....	1
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.....	8
.....	8
.....	9
.....	10

.....	35
.....	35
.....	37
.....	38
.....	38
.....	38
.....	39

		30%
/ / /		
/		
		30%

		2015 12 31
		Opera
26		26
		2014

MONO		Apple
T1 T2 T3 T4 T5 T6		T1
		T2 T1 25
		T3 T1 T2
		T4
		T5
		T6

		POS

B2B		Business-to-Business Internet
B2C		Business-to-Customer
PFD		DMS FD DMS DMS
RTB		
DMP		
IP		
CRM		
B2B		
DSP		DSP
PV		
ICP		

		2	
	61,200.00		
100%			
		9.71 /	20
	90%		63,027,806

1		33,200	34,191,555
2		28,000	28,836,251
		61,200.00	63,027,806

1		70%	
2			
1			17.28%
2			11.16%

3

3

30%

2015

2015 12 31			
	1,119,014.76	343,319.38 ¹	30.68%
	197,592.70	61,200.00 ²	30.97%
2015			
	4,303,013.90	1,274,256.79 ³	29.61%

1 *30%

2 61,200.00

3 *30%

2015

2015

50%

A 1.00

1

9.71 /
90%

20

20

20

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20

1

30

20

				2015	11	9		2,191.60
		10%						
	2						H20208.CSI	
30			20					
2015	11	9		13,883.15			10%	
	20							

2

2

61,200.00

1		33,200.00	34,191,555
2		28,000.00	28,836,251
		61,200.00	63,027,806

1

36

2

36

1

		2016	2017	2018
		2016	2017	2018
	15,800.00	27,500.00	38,500.00	
				2016
2017	2018		15,800.00	27,500.00
	38,500.00			
		2016	12	31

2

1

2

3

3

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3

7

/

30%

[2016] 326

100%

204,108.43

100%

205,086.69

204,108.43

30%

61,232.53

2015 12 31

946,901,092

63,027,806

63,027,806

	(		(		(	
	131,917,569	13.93%	131,917,569	13.06%	131,917,569	12.29%
	90,465,984	9.55%	90,465,984	8.96%	90,465,984	8.43%
	86,300,019	9.11%	86,300,019	8.55%	86,300,019	8.04%
	68,531,663	7.24%	68,531,663	6.79%	68,531,663	6.39%
	-	-	63,027,806	6.24%	63,027,806	5.87%
	-	-	-	-	34,191,555	3.19%
	-	-	-	-	28,836,251	2.69%
A	569,685,857	60.17%	569,685,857	56.41%	569,685,857	53.09%
	946,901,092	100%	1,009,928,898	100%	1,072,956,704	100.00%

2015

2015

	2015	
	1.14	1.00
	0.75	0.66
	79.39%	81.80%
	48.06	64.23
	15.38	12.22
	2.94%	2.94%
	-0.87%	-0.87%

2016 4 1
30%

2015 12 31

3

2016 4 1
30%

2015 12 31

1

2

2015 12 31

13.93%

2015 12 31

9

3

2015 12 31

3

1

www.cninfo.com.cn

		30% 2016 1 5

13		1 2 3

1

2

21

4

			30%		
	2016	2017	2018		
				15,800.00	27,500.00
38,500.00		2016	2017	2018	

5

2016 2017 2018

6

2

61,200.00

7

4.40%
2014 2015

2.45% 2.55%

1

2

2012

	2015	2014	2013
	3.33%	3.01%	7.11%
	3.17%	3.45%	6.5%

2012

48%

T4-T6

T4-T6

3

100

1.2

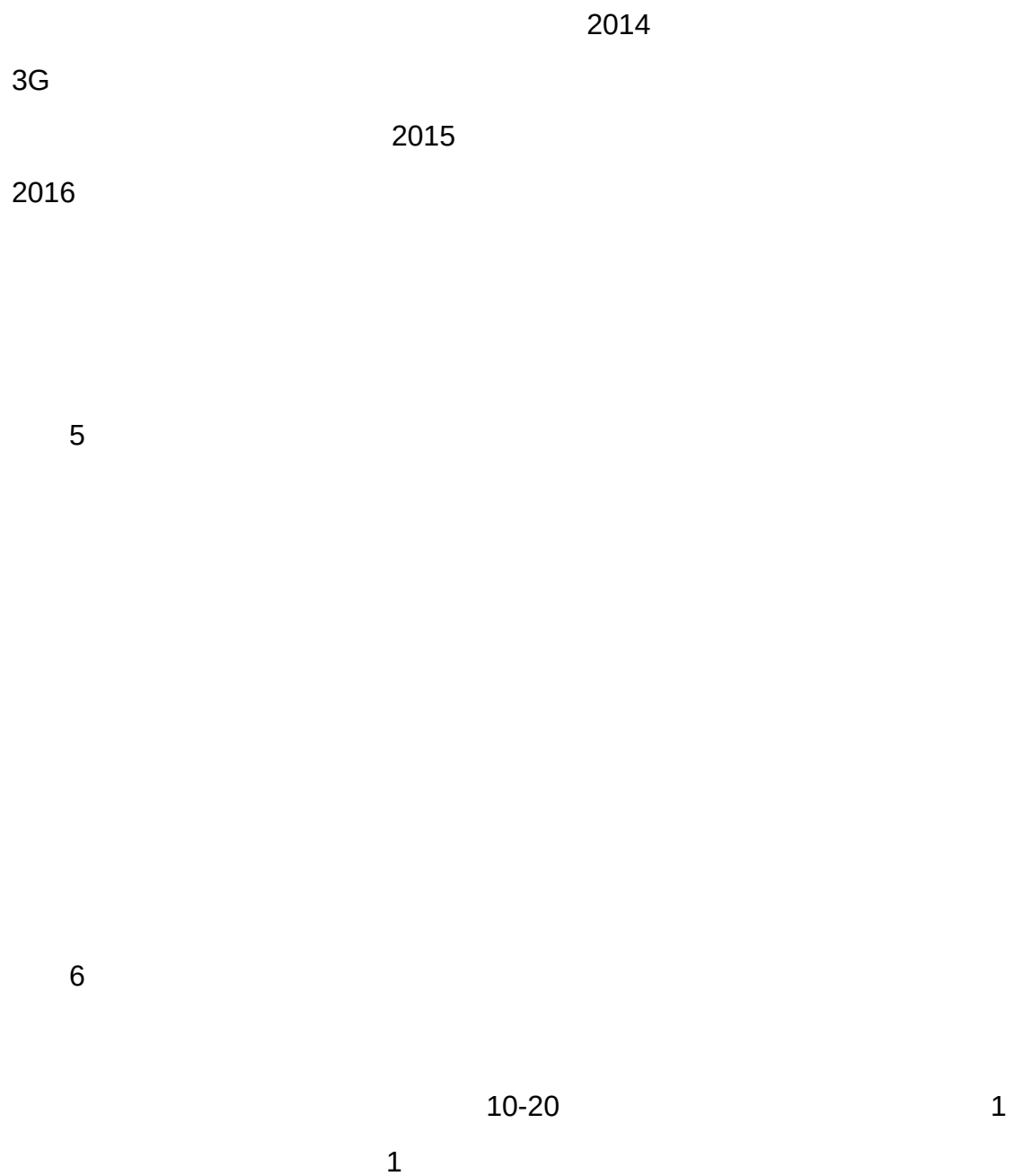
4

2014

3G

4G

3G



	2015	2014	2013
	64,608.04	115,107.15	141,096.86
	5.65%	11.80%	13.44%
	1.52%	3.39%	4.84%

7

1

2

3

4

8

T4-T6

80,000

9

2015

20%

iphone7

2016

iphone7

2016

1

2

2013
 4.2 5,000 2014 4.5
 5,800 2015 4.7
 6,200
 2014
 2008 6.25 2014
 12.8 53% 95%
 95%

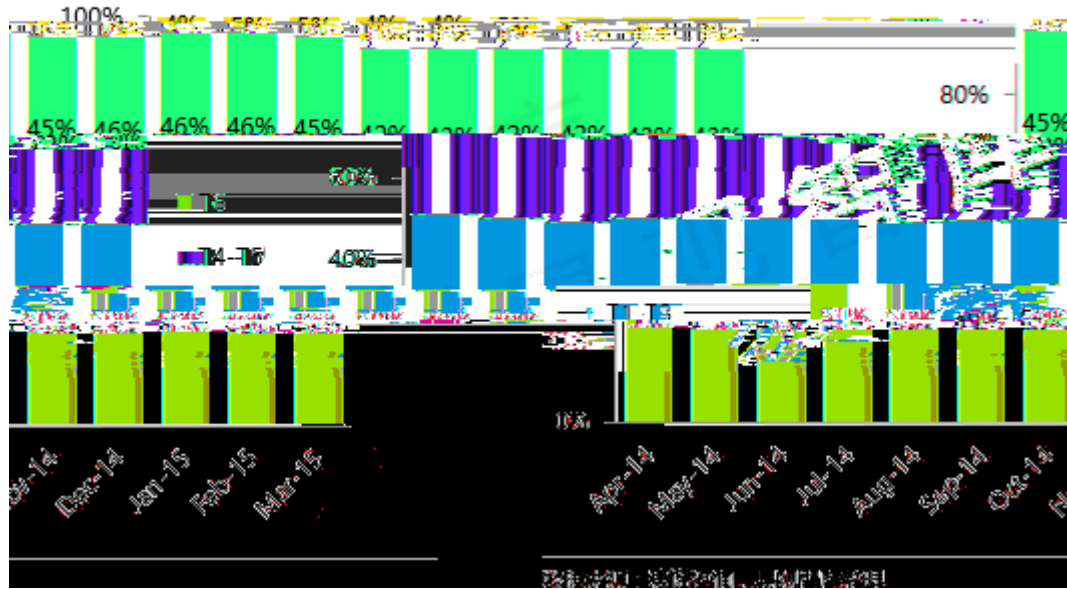
2G 4G
 3G 9% 2G 12% 4G
 79% 4G 5 3G
 30% 4G 30% 4G 3G
 2 2014 4G 4G

T4-T6

T4-T6

T1-T3

手机行业T级市场容量占比



+

+

T4-T6

T4-T6

+

2006-2020



1

2016 4 1

2

2016 4 1

30%

2015 12 31

3

2016 4 1

30%

2015 12 31

1

2

30%

30%

30%

2015 12 31 30%

61,232.53 30%

61,200.00

9.71 /

20 90%

63,027,806

2015 4 24 <

> 12

100%

2

61,200.00

100%

9.71 / 20

90%

63,027,806

2015

1	*30%
2	61,200.00
3	*30%

2015

50%

2015 12 31

25%

10%

1

10%

2

2015 12 31

946,901,092

8.43%

63,027,806

63,027,806

8.43%

	(		(		(	
	131,917,569	13.93%	131,917,569	13.06%	131,917,569	12.29%
	90,465,984	9.55%	90,465,984	8.96%	90,465,984	8.43%

2015

2015

	2015	
	1.14	1.00
	0.75	0.66
	79.39%	81.80%
	48.06	64.23
	15.38	12.22
	2.94%	2.94%
	-0.87%	-0.87%
	-0.24	-0.33
	-0.25	-0.35

1

2 2014

2015

2015

