

“ ” “ ” “ ”

2016 4 12

2016 26

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30%

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30%

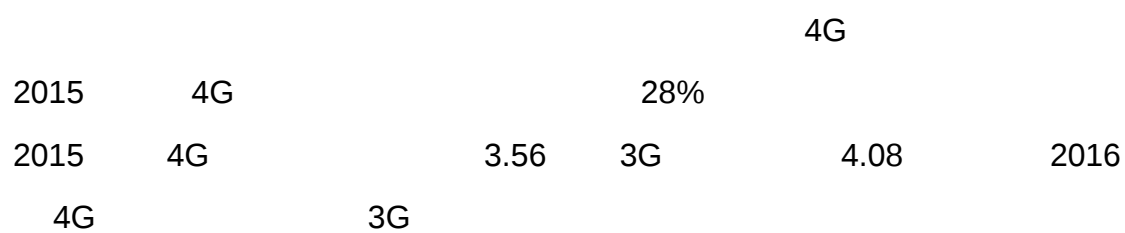
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2

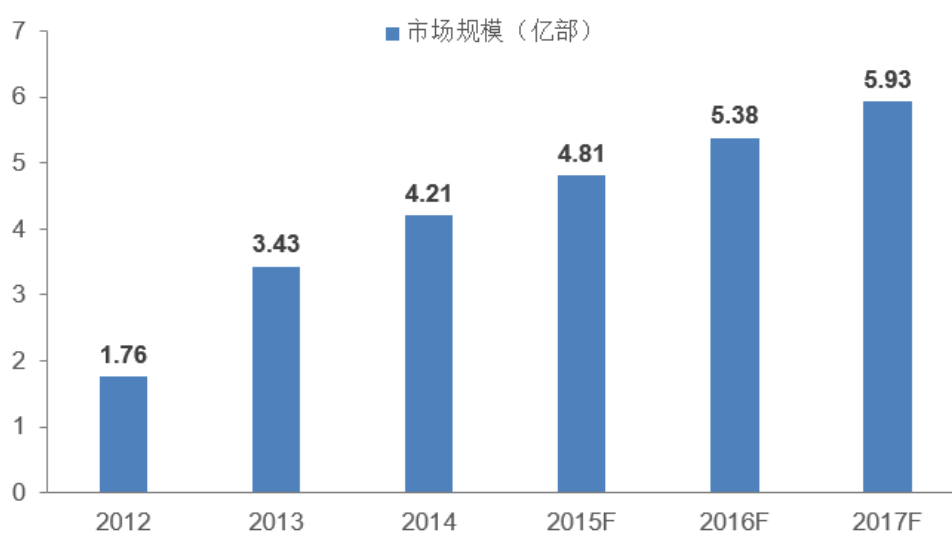
1



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中国智能手机市场规模



4G

2014	3G	4G	
2015			6,200

2013-2017

2013

	84,000
	50,000
	40,000
	2,000

2013

17

		2014	2015
	3,400,166.58	4,247,522.63	2015
2014	24.92%		

2014	2015
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-100,327.46	-35,632.43	2015
2014		

2014

2014	2015
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FD

2014

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

“ ” “ ”

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170.com

T4-T6

2014

“ ”

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2016 2

23

2

GP

26

26

2016 2 23

2016 2 23

31.68% 1.37%

30.31%

1.37%

1

30.31%

20,572

1994

1997 9 24

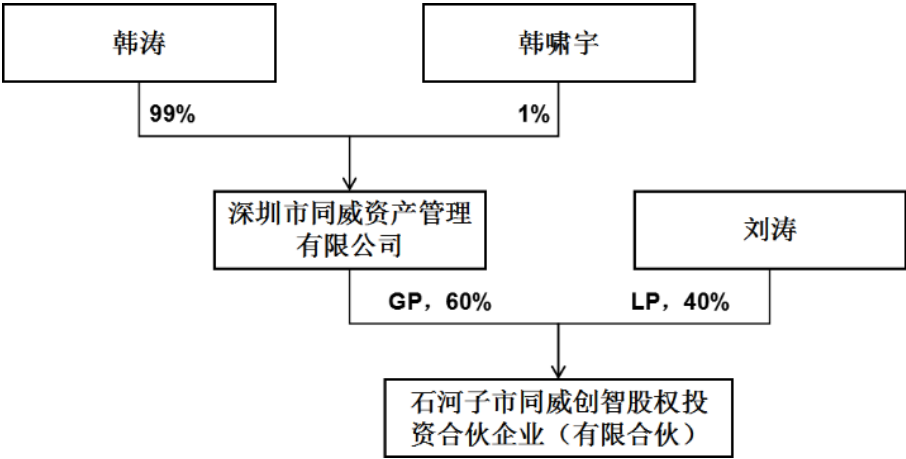
1999 12

1999

128

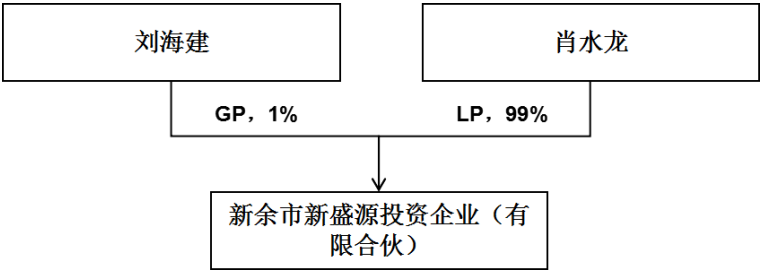
7 4.323%
 1.37% 95.677%
 7
 1.37% 1 7
 30.31%
 20,572
 2016 1 29
 [2016] 15
 2015 2 15

1



	44030119630511****				
	39	21D			
	1104				

2



	36220219791001****				
	* ***				
	* ***				
	2013				

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4 1 2016

2 26

1		B2-20130038	2013.06.08- 2018.02.08		
2		[2013]00292-A011	2013.11.14- 2018.02.08		
3		4453061805	2010.06.07- 2016.06.07		
4		4700624091	——		
5		01100590	——		
6		ICP 080655	2015.02.15- 2018.12.25		
7		[2013]0453-086	2013.06.18- 2016.06.17		
8		ICP 100242	2015.03.18- 2020.03.18		
9		[2013]0937-986	2015.04.21- 2016.11.21		

2016 6 7

2016 6 17

2016 11

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www.bjwh.gov.cn

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en-OT6372)à “T k?

	80,000,000.00	19.84%	1	
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CPS CPC CPA

CPT

APP

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2016-2018

15800 27500 38500

2016-2018

11680.8 14016.96 16820.35

2016 -2018

2016-2018

2

20

21

12

13

17

55%

4

4

1			100%	
2			100%	
3			100%	
4			100%	
5			100%	
6			100%	
7			100%	
8			100%	
9			100%	
10			100%	
11			100%	
12			100%	
13			100%	
14			100%	
15			100%	

2014 3 1

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			%		
1			100		

2

6			100		
7			100		
8			100		
9			100		
10			100		
11			100		
12			100		
13			100		
14			100		
15			100		
16			70.91		
17			50		
18			55		
19			100		
20			10.54	-	
21			29	-	
22			20.84	-	
23			20	-	

24

		%				%
1		10.54	1,930.05	14,049.89	1,480.86	-23.27
2		55.00	1,375.00	3,999.25	2,199.58	59.97
3		100.00	4,500.00	10,389.48	10,389.48	130.88
4		29.00	981.67	3,501.45	1,015.42	3.44
5		100.00	3,000.00	-	-	-100.00
6		100.00	1,500.00	1,943.96	1,943.96	29.60
7		100.00	2,000.00	-	-	-100.00
8		70.91	40,418.70	35,119.57	24,903.29	-38.39
9		100.00	1,000.00	1,664.36	1,664.36	66.44
10		20.84	166.47	-	-	-100.00
11		20.00	214.78	402.07	80.41	-62.56
12		100.00	13,000.00	8,152.87	8,152.87	-37.29
13		100.00	400.00	541.54	541.54	35.39
14		50.00	195.60	3,288.35	1,644.18	740.58
15		100.00	500.00	2,517.00	2,517.00	403.40
16		15.00	942.87	835.80	125.37	-86.70
17		100.00	1,220.10	1,118.34	1,118.34	-8.34
18		100.00	5,000.00	5,000.00	5,000.00	-
19		100.00	-	180.96	180.96	-
20		100.00	-	6.64	6.64	-
21		100.00	-	245.84	245.84	-
22		100.00	-	-	-	-
23		100.00	-	135.19	135.19	-
24		100.00	-	102.06	102.06	-
25		100.00	146,000.00	146,192.69	146,192.69	0.13
			224,345.25		209,640.03	-6.55

			100	350	100	100
			10	15	5	10
			6	4	6	8
			2005	2004	2004	2011
			3.5	3	3.3	3.5
			7840.77	12360	260	1400
			‘ ‘ ‘	‘ ‘ ‘	‘ ‘ ‘	‘ ‘ ‘
			‘	‘	‘	‘
			6/6 -2	/17	/24	/20

49,700.00 / m2

m2= 389,686,269.00

2

=49,700.00 / m2×7840.77

		1	2	3
	19	19	19	19

			76300	79900	75000	
		2015/12/31	2015 11	2015 1	2015 5	
		()	, 164 165 ;28 10 10/7 13	, 164 165 ;28 10 10/7 13	, 164 165 ;28 10 10/7 13	, 164 165 ;28 10 10/7 13
			500	500	500	500
			20	20	20	20

			6	6	6	6
			2012	2012	2012	2012
			3	3	3	3
			463.81	406	463	468
			1 1 1	1 1 1	1 1 1	1 1 1
			1	1	1	1
			1	1	1	1

75,600.00
/m2

=75,600.00
/m2×463.81

m2=35,064,036.00

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12,057.92



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				12,057.92

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	6,300	
	6,300	
	6,310	
	6,312	
	25,222	
4		

25,221.84

3

2,597.20

22,624.64

1		2,597.20	10.30%
1.1		340.20	1.35%
1.2		1,057.00	4.19%
1.3		1,200.00	4.76%
2		22,624.64	89.70%
		25,221.84	100.00%

22,059.64

30%

1

2014 2015

	2015	2014
	2.06	5.62
	231,364.25	287,969.10
	255,082.22	157,244.56
	486,448.53	445,219.29

2014 2015

	2015	2014
	31.34	4.54
	223,168.46	259,680.08

255,354.41		140,597.18	
114,484.60	0.44		272.19
		2015	12 31

223,168.46

2016	1		153,203.51
7,611.70		2016	1
		2015	
			100%

	2016	2017	2018
	15,330.00		20,440.00
15,330.00			

2

	“SW	”	“SW
”			6

		%		
600122.SH		53.44	1.74	1.28
600898.SH		44.73	1.63	1.34
600655.SH		41.93	1.59	0.86
002024.SZ		64.06	1.20	0.82
002416.SZ		51.54	1.83	1.34

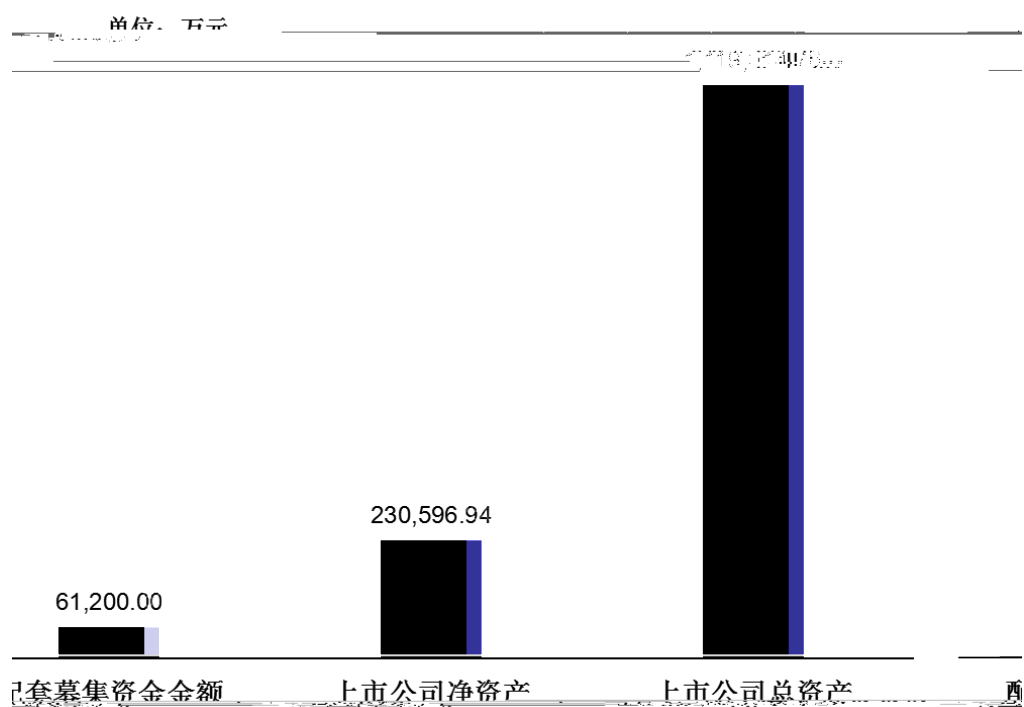
600704.SH		75.97	1.28	0.42
		55.27	1.55	1.01
000829.SZ		79.39	1.14	0.75
000829.SZ		81.80	1.00	0.66

79.39% 81.80%
55.27%

3

61,200.00

2015 12 31 1,119,014.76
230,596.94 230,835.39
61,200.00 5.47% 26.54%
26.51%



2

36

12

“12.2

12.3

”

“

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9

26

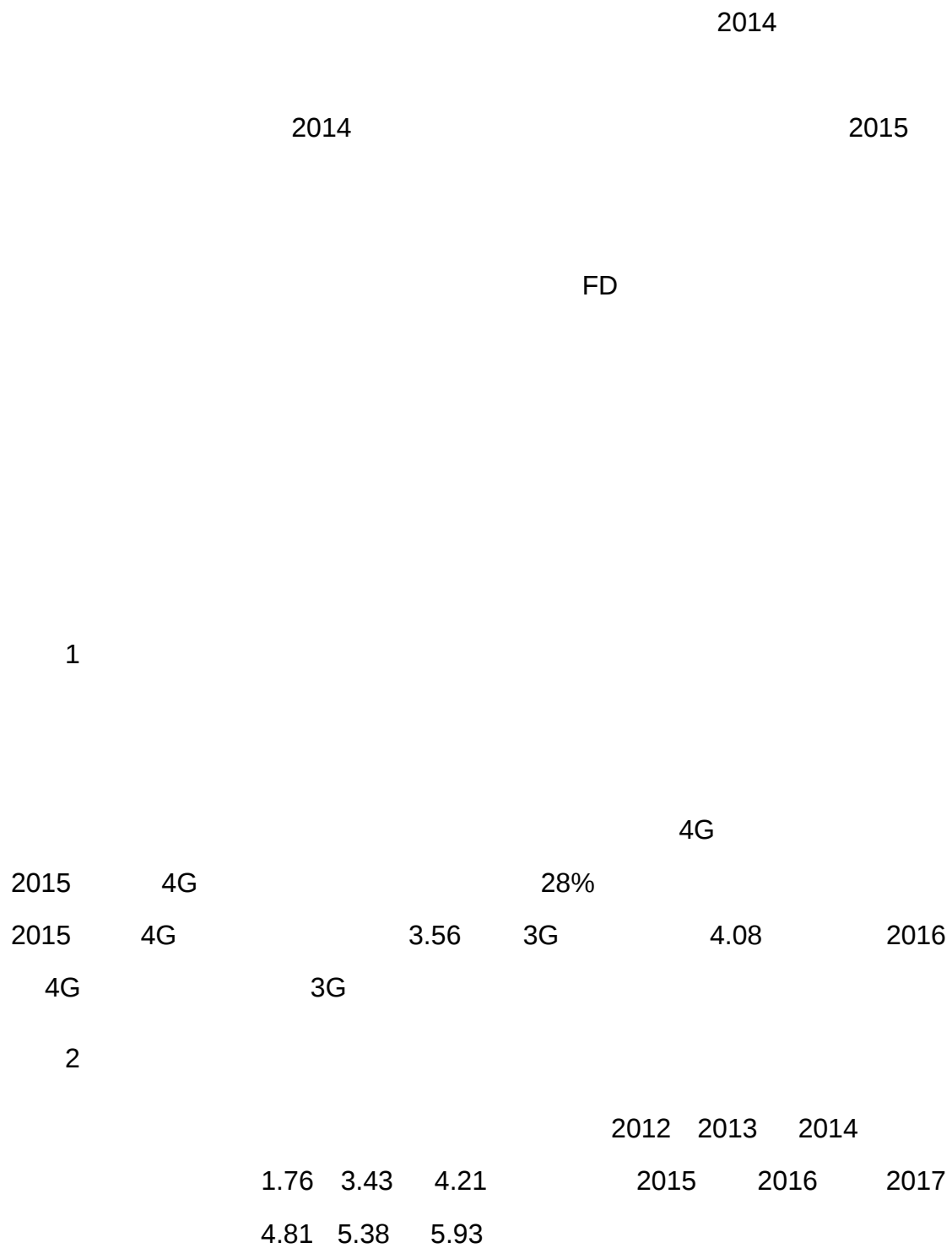
		2015	2014	
		4,207,515.23	3,358,466.82	25.28%
		2.18%	1.77%	23.65%
		-14,674.73	-97,457.78	-84.94%
		10,155.01	11,385.43	-10.81%
		95.48%	97.93%	-2.50%
		-23,648.93	-21,701.66	8.97%
		11,285.31	222.87	4963.72%
		19.68%	22.71%	-13.31%
		-3,801.33	50.62	-7609.88%
		18,567.08	30,091.46	-38.30%
		23.08%	42.47%	-45.65%
		2,470.56	10,964.70	-77.47%

		4,247,522.63	3,400,166.58	-
		-39,654.44	-108,144.12	-

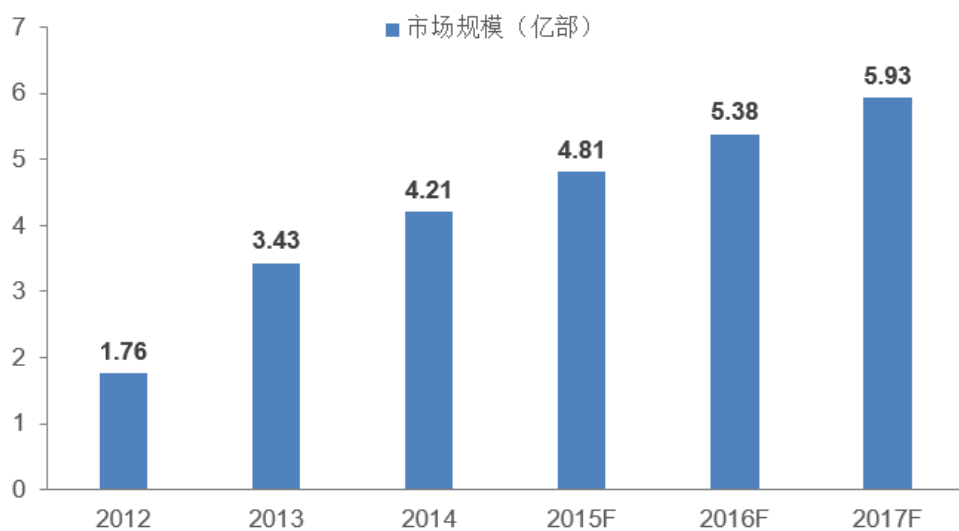
1

2 “ ”

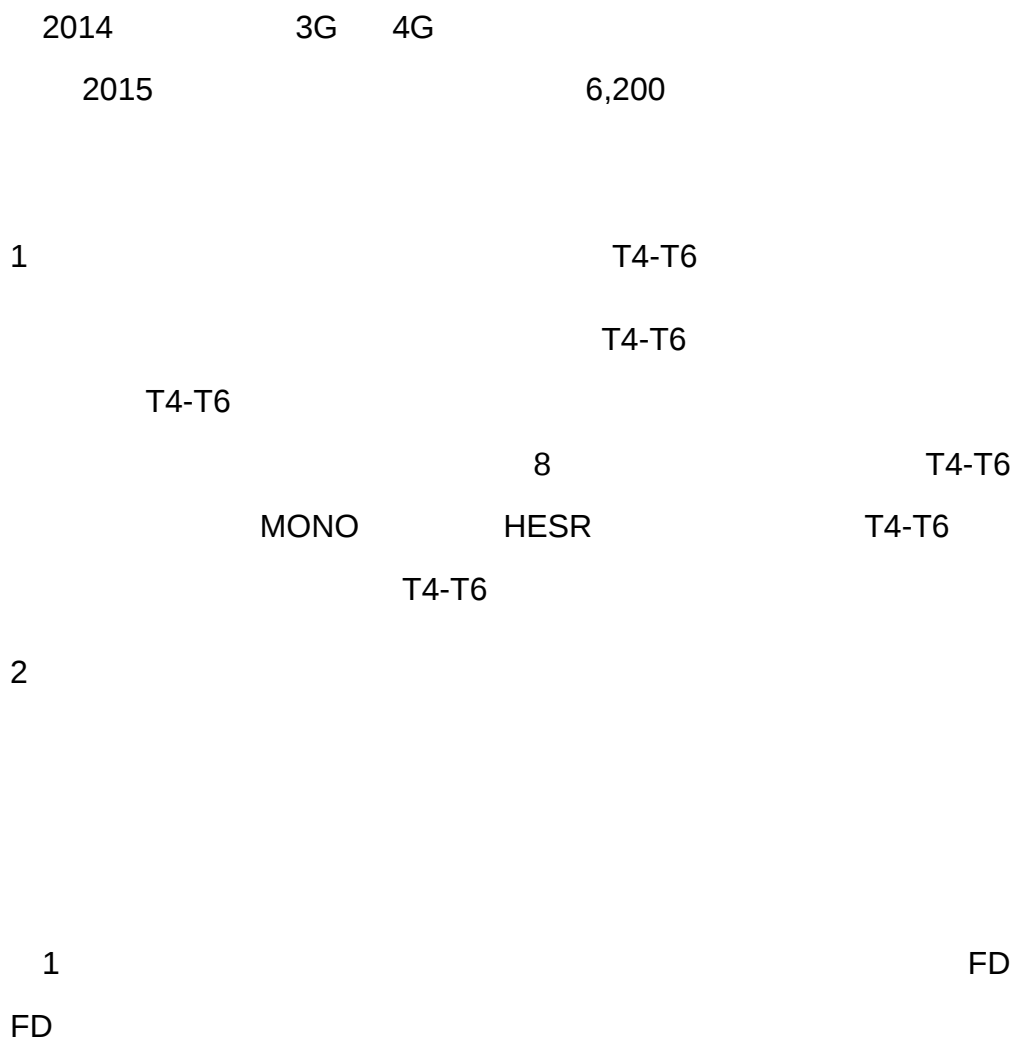
		2015	2014	
99.06%	98.77%	2015		2014
25.28%				
		2014	-108,144.12	
-97,457.78			-21,701.66	
		2014		
	2015	-39,654.44		
-14,674.73	2014	-97,457.78		
			-23,648.93	
2015				
2015				

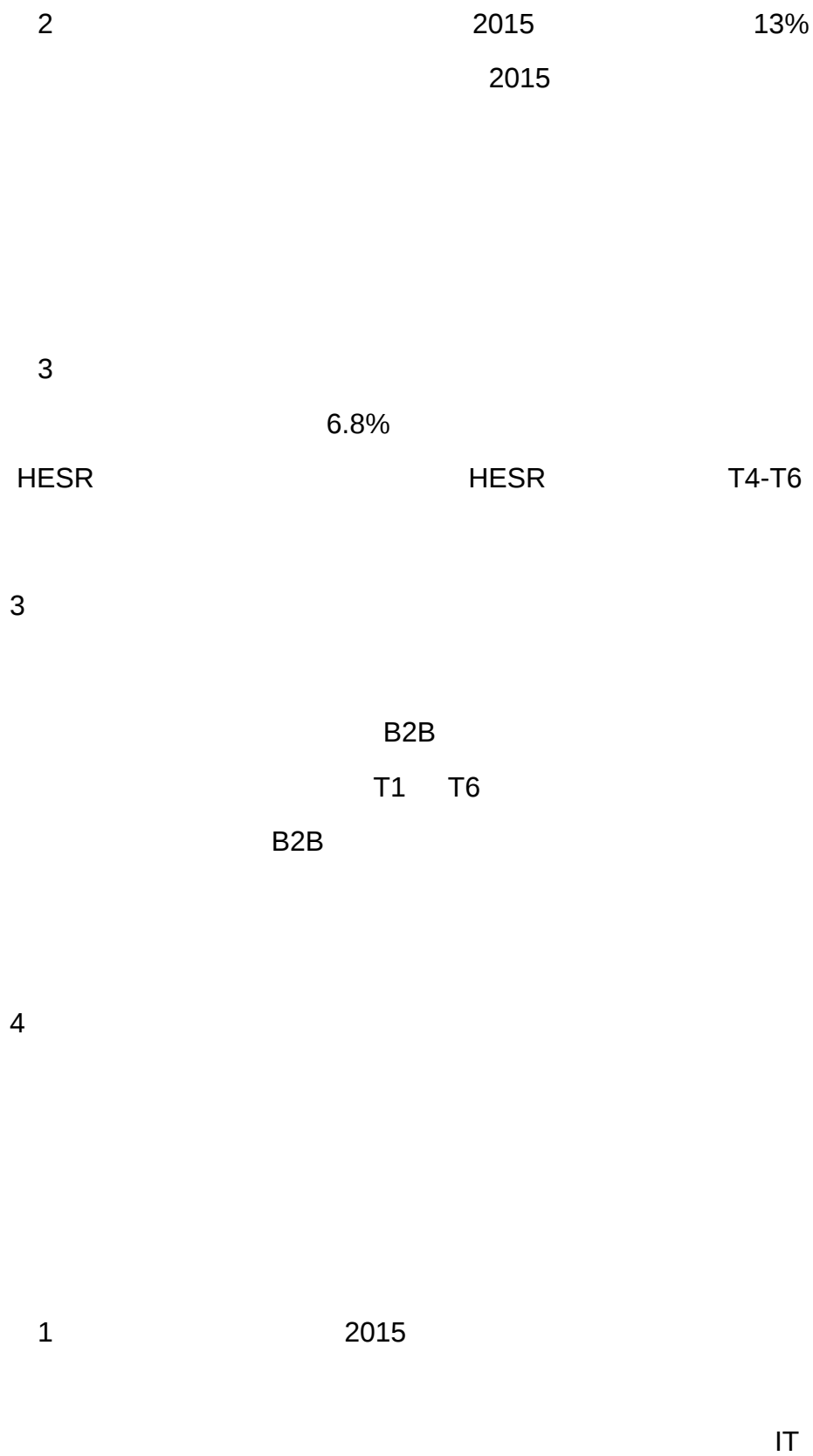


中国智能手机市场规模



4G





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2015

SAP

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10

2015

	2015	2014
	4,247,522.63	3,400,166.58
	64,608.04	115,107.15
	322,364.06	189,794.75
	47.27	26.54
	16.16	10.47

2014 2015 26.54 47.27
2015 2014 1
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3 2015

2015 Iphone6 6s

4 2015 7 2014 15

2014 2015 10.47 16.16 2015

2014

1 2014

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