

THE NEW LANDSCAPE IN MOBILE ACCESS

Tech Topics SIG – January 2016

2015 - A YEAR OF CHANGE







In 2015 all major carriers moved away from 2 year contract plans that included subsidized phones to month-to-month plans and separate phone purchases.

It started with T-Mobile early in the year. By the end of the year even Verizon had made the switch.

COMPARING THE BIG 4 WITH 4-6 GB OF DATA







The new plans include unlimited Talk and Text for \$20-\$25 per phone. On top of that you add one of several tiers of data access. The table below shows what the carrier charges for 4-6 GB of data access.

 6GB - \$60 \$20/line	 AT&T 5GB - \$50 \$25/line	 \$65/line w/6GB	 4GB - \$50 \$20/line
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Data gathered in mid-November 2015

BUDGET CARRIERS

Three of the big four carriers own a second brand. The exposure of these budget carriers has increased of late.

Carrier	Access Charge	Data Included	Network
	\$50	5 GB	
	\$50	4 GB	
	\$45	5 GB	

THE INDEPENDENTS

Consumer Cellular

Traditional “post paid” service without its own network. GSM phones only, uses AT&T and T-Mobile networks. Has benefited in recent years through an alliance with AARP.

Access charge: \$50 (Unlimited Talk) Data: 4GB - \$40



Tracfone was one of the first prepaid cell phone companies starting service in 1996. Two years ago it moved from a locked phone strategy to a “bring your own phone” strategy. The Tracfone family of brands includes Walmart’s Straight Talk wireless.

All access requires service minutes. Covers talk, text and web access. Cost per minute goes down as you increase the size of the card.

ONE MAN'S JOURNEY
TO A NEW PHONE AND
PLAN

THE CARRIER



We have been on Verizon for the last 15+ years.

The reason is Verizon's coverage along Minnesota's North Shore of Lake Superior.

THE VERIZON PLAN

The old plan: \$40/line plus \$70 for 4GB of data

The new plan: \$20/line plus \$45 for 3GB data



THE PHONE

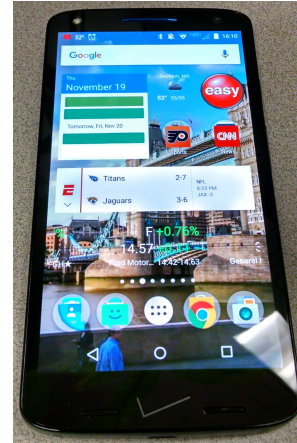


Old Phone:
LG G2



LG V10

The Contenders



Droid
Turbo 2



LG G4

THE ALSO RANS...

Before discussing why I selected the phone I selected a couple of other phones considered only briefly.

Google Nexus 5x and 6p - No support from Verizon

Droid Maxx 2 - Only 16B storage

Windows Phones - It was suggested I look at Windows phones. Unfortunately Verizon only supports the previous generation of Windows phones. There is no indication they will support the newer phones any time soon.

iPhone 6 or 6+ - No, just no.

AND THE WINNER IS...



LG V10

5. I liked the G2, so another LG seemed like the right way to go
4. SD Card option
3. Highly rated camera
2. 64 GB of storage
1. Removable battery