

What is data?

Data is a way of measuring how much you use the internet. Understanding data can help you choose the right home or mobile internet plan for your needs.

Kinds of data

The internet is a service that can give you lots of different kinds of content. Some common types of internet content include:

- Web pages
- Emails
- Books
- Movies
- Photos
- Music
- TV shows



Everything you do on the internet uses data

How data is delivered

Content from the internet is transferred to your phone, tablet, laptop, desktop computer or other device in the form of data.

- At home, a network box called a **router** uses Wi-Fi to share data from the internet between different devices.
- Away from home, a mobile phone tower uses the mobile phone network to share data from the internet to different devices.



Data is transmitted via a home router or mobile phone data

What is data?

How to buy data

Data comes as part of a home internet or mobile internet plan. When you buy an internet plan from an **internet service provider (ISP)** you will get some special equipment to go with your plan:

- For a home internet connection, you will receive a special box called a **router**.
- For a mobile internet connection, you can purchase a mobile phone as part of the package, or you can simply buy the plan and use a mobile phone you already have.
- Your plan will include a connection to the internet and an account with a service provider.
- All plans include an amount of data you can use each month to get content from the internet.





You can purchase a home or mobile data plan from an internet service provider in a few ways:

- Over the phone.
- From a website.
- From a shop at your local shopping centre.

The data plan

The price of an internet plan usually depends on how much data it includes. More data costs more money, but it lets you do more online.

- A home internet plan usually allows more data for less cost than a mobile internet plan.
- Your internet service provider keeps count of how much data you use each month.
- At the end of each month, the data count resets and you get the same amount of data to use in the next month.
- Internet service providers don't refund money for any data you didn't use in a month.
- Some mobile service providers may add unused data from one month into the next month. This is often called **rollover data**.

			
\$60 a month	\$100 a month	\$30 a month	\$59 a month
10GB data	500GB data	2GB data	250GB data

Home and mobile internet plans provide a set amount of data to use each month

What is data?

Which data plan to buy?

Consider what you do online before choosing a data plan.

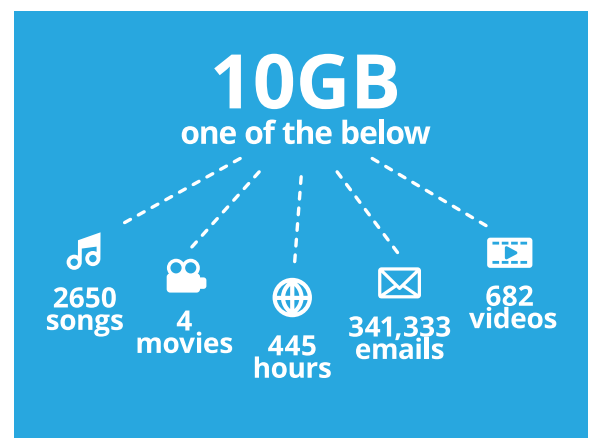
- If you hardly use the internet, a small home or mobile data plan is the right fit.
- If you do a lot online, you might need the largest home or mobile plan.
- Call the service provider's help line or go into the provider's shop for advice about a plan that suits your needs.

How data is measured

Internet service providers measure data in amounts called megabytes (MB) and gigabytes (GB). There are almost 1,000 megabytes in a gigabyte. The higher the number of gigabytes, the more data you get.

For example, 1 GB lets you:

- Visit thousands of basic web pages.
- Send thousands of emails.
- Listen to 300 songs on internet radio.
- Watch 30 minutes of internet TV.



The more data you have, the more you can do on the internet

What uses up data?

Everything you do online uses data, but some activities and content use a lot more data than others. Your internet service provider keeps count how much data you use each month.

Content that uses hardly any data includes:

- Normal web pages
- eBooks and text
- Emails

Content that uses a moderate amount of data includes:

- Internet radio and music
- High-quality photos

Content that use a lot of data includes:

- Movies from the internet
- TV shows from the internet