

Data Usage Guide

A Quick Reference For Your Data Usage

INTRODUCTION

This guide gives you a heads up on the common ways that your Internet download is used.

We've listed approximate data usage for each type in order to help you better track your monthly usage.

COMMON USES

Web Browsing:

An hour of web browsing would use between 10 – 20MB depending on its page contents. Pages that are mostly text will use less data, while pages containing lots of images will use much more.

Many websites now use HTTPS to send and receive data instead of a standard HTTP connection. This type of connection is used to ensure your privacy while you are browsing, and as a consequence will use slightly more data than a standard HTTP connection.

Email:

Sending or receiving a standard email typically uses 25-30kB. This means that 100 emails would equate to 2.5-3MB. This excludes the data used by attachments, which will increase the data usage of an email by how big the file is. Email clients such as Gmail, Apple Mail or Outlook will generally tell you the size of your file attachments when you add them.

Facebook:

A rule of thumb when using Facebook is that an hour's use is roughly 20MB. Its data usage is very similar to web browsing but note that clicking on video links, images or advertisements will increase your data usage.

Video Streaming:

The amount data used by video streaming services like YouTube or Vimeo can vary greatly based on image quality and the videos detail. A general rule is that an hour of HD video streaming will use between 1 to 2GB, while an hour of standard definition video will use between 200 to 300MB.

**Music Streaming:**

An hours worth of music streaming through Spotify, Pandora or LastFM would equate to around 90MB of data. Similarly, streaming an hours worth of music videos from YouTube that contain a static image would use a similar amount of data.

Video and Voice Calling:

Voice and video calling apps like Skype or Apples FaceTime can use a significant amount of data. An hours worth of video calling uses between 150 to 200MB, while an hours worth of voice would use 30MB.

Media Downloading:

Media downloading services such as iTunes, Zune or Amazon can use large amounts of data when downloading content such as films or music. Typically, downloading a complete HD film is around 8GB of data while a 40-minute album would be 80MB.