

MEDIA RELEASE

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Research shows Aussies demanding more data, less worries

Survey reveals data demand soars but lack of knowledge of how far it goes is costing us

Following a massive 62% surge in mobile data usage in the last year,¹ new research from amaysim² has revealed that more than 40% of Australians have no idea where their data goes each month or admit they are not monitoring it at all.

According to the national survey, 20% of people are also feeling anxious, confused or stressed by their current mobile plan, and 28% of Aussies say they simply don't have a good grasp on exactly what they can do within their plan limit.

All of this is burning a hole in our back pockets, with almost one-quarter (22%) of the population admitting they know they are paying too much for their monthly mobile data allowance.

amaysim chief commercial officer, Isaac Ward said, "We're a nation of big data users but our research shows that some people are really paying for the privilege. They either don't know how much data they use or they simply don't understand exactly what they can do within their mobile plan.

"With a new wave of services coming via 5G, we will all need more data and to better understand what we can do with it. Data management will become increasingly important and everyone will need to ensure that they remain 'data savvy'.

"At amaysim, we want to ensure customers have nothing to worry about in the era of big data and our solution is amazingly simple – data-rich plans, including our stand-out 30GB for \$30, which allow customers to enjoy a lot of data for a small price.

"And to keep things simple, if you ever wondered what you could do with 30GB of data, we've done the maths to help avoid any data dramas. For example, you can add 27,972 sneakers to your online shopping cart, stream 4,151 minutes of YouTube videos, scroll through 29.49kms of Instagram, or listen to 210 hours of your favourite songs on Spotify."

Ward said being a big data lover doesn't need to break the bank and cause you anxiety.

"Our value-for-money plans cater for all needs and come with no lock-in contracts. Customers have the flex to switch between data limits, allowing them to surf, stream and download without a worry."

product info

amaysim's mobile plans use the Optus 4G Plus network and cater to all Australians with:

- No lock-in contracts
- Unlimited talk and text to standard domestic numbers nationwide
- \$30, \$40 and \$50 plans include unlimited standard international calls to 10 countries, including New Zealand, USA, UK and China
- \$40 and \$50 plans feature 300 minutes of standard international calls to 22 countries, including the Netherlands, Philippines and France

our latest plans

\$20 /28 days	\$30 /28 days	\$40 /28 days	\$50 /28 days
5GB	30GB	45GB	60GB
unlimited talk & text To standard numbers in Oz	unlimited talk & text To standard numbers in Oz	unlimited talk & text To standard numbers in Oz	unlimited talk & text To standard numbers in Oz
	unlimited 10 countries Talk & text to standard numbers	unlimited 10 countries Talk & text to standard numbers	unlimited 10 countries Talk & text to standard numbers
		300 mins international Standard calls 22 to countries*	300 mins international Standard calls 22 to countries*

Correct as at May 2019. All for use in Australia. Personal use only. Auto-renews every 28 days. Additional data is \$10/1GB or 15.4c/MB, check amaysim.com.au/mobile-plans for details. Terms and Fair Go policy apply.

* 300 mins to Pakistan, Philippines, South Korea, Italy and 18 more. See amaysim.com.au/international-calls for the complete list.

For more information, visit: amaysim.com.au/plans/mobile-plans.

Top tips for managing your mobile data:

1. Get across your data consumption by looking back at the last three months of usage in your smartphone settings. You can see how long you're spending in each app and which ones are chewing up your data allowance.
2. Review how much you're paying for your plan each month and shop around for a deal that includes the extras you need, not the ones you don't.
3. Avoid choosing a plan with lock-in contracts and data inclusions that you won't use – only pay for what you need.
4. Prevent excess data usage by setting up data alerts and limits within your data settings, or choose from a range of third-party apps like My Data Manager, so there is no risk of cost blow-outs and bill shock.
5. Ensure you are logging onto Wi-Fi whenever you are at home or work to avoid using unnecessary data each month.
6. For the big streamers out there, use Wi-Fi to download in advance so you can binge on the go without burning through your mobile data!
7. Monitor your data use each week so you can see over time if you're still on the right data limit, or if you need to switch to another plan.

notes:

¹ Telsyte's Australian Digital Consumer Study 2019

² Pure Profile survey for amaysim, July 2019, n= 1023 nat rep Australians aged 18-65+

about amaysim

amaysim exists to make the lives of its customers amazingly simple, and is removing the unnecessary hassle from everyday life by simplifying mobile and energy services. Australia's fourth largest mobile service provider and a proven market disruptor, amaysim launched in late 2010 and now has more than 1 million subscribers.

In 2019, amaysim is bringing the best of its ground-breaking approach to mobile into the energy sector to help drive a fundamental shift in the industry towards simplicity, transparency and flexibility. amaysim is a technology-driven company, and offers customers smart tools, DIY account management and award-winning, online-first customer support. All of amaysim's products also feature no



lock-in contracts, transparent pricing, and are built to deliver a great customer experience and convenience. For more info about amaysim visit amaysim.com.au.