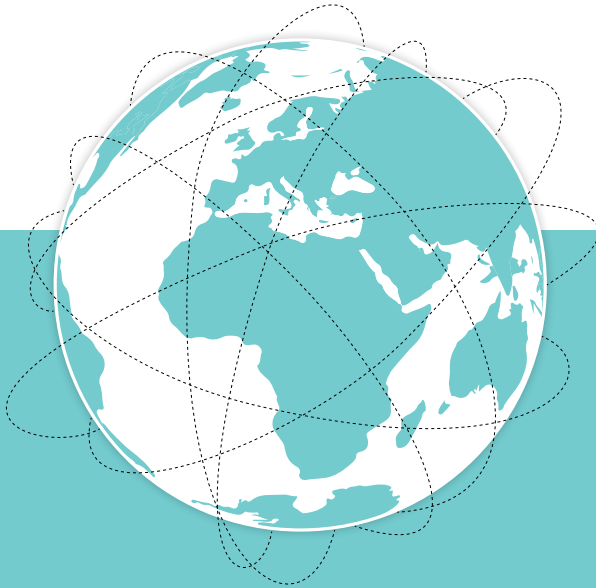


# U.S. Wireless Consumers Get the **Most Value for their Money**

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*Americans may save up to \$10 billion per year.*





## Comprehensive 36-Country Study Examined **Key Value-Driving Factors**

NERA compiled data on 1,554 wireless plans from 213 wireless providers across 36 countries. The data included key factors like minutes, amount of data included, SMS inclusion, number of lines, network coverage, download speeds, and price. They also gathered country-specific attributes like geographic size and per capita income, as these factors can drive differences in cost and value considerations.

Overall Mobile  
Wireless Value  
Proposition  
Rankings



## U.S. Wireless Providers **Lead The World** In Mobile Value

Each country NERA studied received a score for its position in different country peer groups. Combining the scores of each peer set, the U.S. ranked first in value proposition. NERA's data shows that U.S. consumers may save up to nearly \$10 billion each year, stemming from the superior value America's wireless consumers receive.



U.S. WIRELESS CONSUMERS  
MAY BE SAVING UP TO  
**\$10B EACH YEAR**

“

*“The U.S. wireless industry offers tremendous value to consumers, as this comprehensive study conclusively proves. Better speeds, more coverage, and lower prices—all driven by intense competition and a focus on serving consumers—mean America’s wireless users get great bang for their buck.”*

**—Meredith Attwell Baker**  
CTIA President and CEO

# Study Methodology

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NERA derived the value offered by each country's wireless providers by determining the difference between the expected cost of service and the actual cost subscribers pay. They then ranked the U.S. value proposition against seven different country peer groups, including G7 countries, countries with similar GDP per capita, and EU countries.

To determine an overall rank of the countries with greatest wireless value proposition, each country received a score for its position in each peer group. Combining the scores of each peer set, the U.S. ranked first in value proposition, followed by Canada and Ireland.

To determine how much American consumers may save each year, NERA subtracted what consumers pay every year in the U.S. from what they would have paid for the same service in the average of other countries.

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*NERA Economic Consulting is a global firm of experts dedicated to applying economic, finance, and quantitative principles to complex business and legal challenges.*

## Plan Attributes

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- Minutes
- Data included
- SMS included
- Number of lines
- Price

## Network & Country Attributes

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- Urban population percentage
- Average download speeds
- Network coverage
- Geographic country size
- Per capita income

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*“We looked at a myriad of competitive differentiators beyond price as well as the vast differences in building wireless networks in each country—all of which results in a more accurate and meaningful comparison of the actual value propositions offered to consumers. Other studies often look at a single metric—usually the cost per gigabyte of data—to rank countries. However, that approach fails to consider all the factors that consumers consider when choosing a wireless providers and other factors that enhance consumer value.”*

**—Chris Dippon, NERA Managing Director**

## U.S. Wireless Value **Likely Even Greater**

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The U.S. leads the world in wireless, and this comprehensive 36 country research proves that American consumers benefit from tremendous wireless value. If the study had taken other factors into account—like providers’ security efforts, value-enhancing innovations like family plans, and cost-free roaming—the results would have likely shown American consumers receive even more value.

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*With its comprehensive nature, this study should quickly become the gold standard of wireless value proposition studies.”*

—Chris Dippon, NERA Managing Director



*Visit [www.ctia.org](http://www.ctia.org) to learn more and download the full report.*