

UK's cheapest 12-month data plan amongst major networks

Comparing our 3GB for £7 data plan against standard pricing available by buying directly from big networks defined as those with more than 5% market share verified by Sept 22 Prius report. For new customers taking a pay monthly 12-month plan directly with no upfront costs. Independently verified by FDM on behalf of Sky Mobile on 24/01/2023. See sky.com/comparison for details.

Lowest Priced 3GB Plan compared against "major networks"



We have compared Sky Mobile SIM Only pricing with 3GB of monthly data against published standard pricing available by buying directly from EE, O2, Vodafone, Three, Virgin Mobile, Tesco Mobile and BT Mobile selling SIM Only plans on pay monthly contracts and compared against the lowest total cost of their contracts over 12 months with no upfront costs.

All competitor contracts have a 12-month minimum term. Prices shown are for new customers.

*Note: Any Trade-in discounts, cashback and gifts that may be available with selected deals are not represented and excluded. Competitor plans may include additional features.

*Note: Virgin Mobile only offer 1-month SIMO contracts

Note* BT Mobile only offer Sim-Only to Existing BT Broadband Customer

Pricing correct as of 24/01/2023

		Sky Mobile	EE	O2	Vodafone	Three	Virgin Mobile	Tesco Mobile	BT Mobile
SIMO	Monthly Cost	£7.00	£20.00	£15.00	£16.00	£10.00	N/A	£11.00	N/A
	Monthly Data Plan	3GB	5GB	5GB	5GB	4GB	N/A	12GB	N/A
	Minutes and Texts	Unltd mins Unltd texts	Unltd mins Unltd texts	Unltd mins Unltd texts	Unltd mins Unltd texts	Unltd mins Unltd texts	N/A	Unltd mins Unltd texts	N/A
	Contract Length	12 Months	12 Months	12 Months	12 Months	12 Months	N/A	12 Months	N/A
	Total Cost Over Contract Term	£84.00	£240.00	£180.00	£192.00	£120.00	N/A	£132.00	N/A
	Total Contract Savings with Sky Mobile	-	£156.00	£96.00	£108.00	£36.00	N/A	£48.00	N/A

This comparison is not intended to give you any advice in relation to any aspect of any product or service other than the price and the usage allocations of the compared offerings. Other factors such as network coverage and reliability and the provider's terms and conditions are also relevant things to consider when making a decision. This comparison is just one information point among others you should consider before making a decision. Prices are derived from the provider websites of the providers listed above on 24th January 2023, but you should check with the compared provider to confirm they are still current. For more information on how these comparisons are prepared please email comparisons@fdm.uk.

UK's cheapest annual data plan amongst big networks

UK's Cheapest annual data plan comparing standard 12-month prices available directly from big networks with >5% market-share. See [Sky.com/Comparison](https://www.sky.com/comparison). Terms apply.



Lowest Priced SIM Only Plan compared amongst "major networks"

We have compared Sky Mobiles' lowest SIM Only pricing against published standard lowest pricing available by buying directly from EE, O2, Vodafone, Three, Virgin Mobile, Tesco Mobile and BT Mobile selling SIM Only plans on pay monthly contracts and compared against the lowest total cost of their contracts over 12 months with no upfront costs.

All competitor contracts have a 12-month minimum term. Prices shown are for new customers.

*Note: Any Trade-in discounts, cashback and gifts that may be available with selected deals are not represented and excluded. Competitor plans may include additional features.

*Note: Virgin Mobile only offer 1-month SIMO contracts

*Note: BT Mobile only offer Sim-Only to Existing BT Broadband Customer

Pricing correct as of 24/01/2023

		Sky Mobile	EE	O2	Vodafone	Three	Virgin Mobile	Tesco Mobile	BT Mobile
SIMO	Monthly Cost	£7.00	£17.00	£12.00	£12.00	£9.00	N/A	£7.50	N/A
	Monthly Data Plan	3GB	1GB	1GB	1GB	1GB	N/A	2GB	N/A
	Minutes and Texts	Unltd mins Unltd texts	Unltd mins Unltd texts	Unltd mins Unltd texts	Unltd mins Unltd texts	Unltd mins Unltd texts	N/A	Unltd mins Unltd texts	N/A
	Contract Length	12 Months	12 Months	12 Months	12 Months	12 Months	N/A	12 Months	N/A
	Total Cost Over Contract Term	£84.00	£204.00	£144.00	£144.00	£108.00	N/A	£90.00	N/A
	Total Contract Savings with Sky Mobile	-	£120.00	£60.00	£60.00	£24.00	N/A	£6.00	N/A

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Unlike most other networks, we won't raise your prices

Your Data Plan price will not increase during your new or existing minimum term. Other prices (e.g. call charges) may increase, and services may vary, including during your minimum term. We will let you know about any material changes before we make them. Details of call rates and optional charges can be found on sky.com.

EDM Price Increase

Mobile Providers basis of increase | State of Market

	sky	virgin	O ₂	EE	vodafone	3	TESCO mobile
Latest basis of increase	Your Sky Mobile data plan price will be fixed for 12 months	RPI + 3.9%	RPI + 3.9%	CPI + 3.9%	CPI + 3.9%	Annual 4.5%	Tariff Promise
Announcement of Latest Price Increase Policy	-	04/01/2022	25/03/2021	01/09/2020	04/11/2020	29/10/2020	
Actual Price Increase (RPI/CPI month)	-	11.7% (Feb-22, RPI 7.8%)	11.7% (Feb-22, RPI 7.8%)	9.3% (Dec-21 CPI 5.4%)	9.3% (Dec-21 CPI 5.4%)	Annual 4.5%	
Customer Plans effected from	-	4 th January 2022 (includes all existing customers)	25 th March 2021	1 st September 2020	9 th December 2020	29 th October 2020	
When is Customer Bill Impacted	-	April	April	March	April	April	
PAYM Handsets	-	Airtime Plan Only	Airtime Plan only	Monthly recurring price plan	Airtime Plan only	All of price plan	
PAYM SIMO	-	All	All		All		

Which mobile network won the most awards for value for money?

Sky Mobile have the most awards for value for money from Sept 2021 to present amongst major UK mobile providers with a >5% market share. Awards: Expert Reviews Best Value Award, September 2021; Choose Best Value Gold Award, April 2022. Tesco has one value award: U-Switch, February 2022. Three has one: Choose Best Value Silver Award.

Market-Share Report

Source: Prius | Sept 22 | *Market share based on Prius which reports main mobile provider of respondents; the individual responsible for TV or BB services in the HH | market includes PAYM handset, PAYM SIMO and PAYG/Pre-Pay. E3: Q: And which of these providers, if any, is your main mobile provider of your personal mobile phone?