

AT&T reduces rates for high-data plans

February 2 2014, by Anick Jesdanun

AT&T is reducing cellphone rates for family plans with large amounts of data.

The new rates are available starting Sunday and apply to plans with at least 10 gigabytes of data shared by two or more phones on a single account. Savings start at \$10 per phone per month.

The changes represent AT&T's latest effort to get customers to pay more overall by upgrading from lower-use plans. In some cases, families will actually pay less if they upgrade. But for the most part, more data means more revenue for AT&T Inc.

David Christopher, chief marketing officer for AT&T's wireless business, says the offer is designed to give families a worry-free experience as they consume more data for video and social networking.

© 2014 The Associated Press. All rights reserved.

Citation: AT&T reduces rates for high-data plans (2014, February 2) retrieved 25 April 2024 from <https://phys.org/news/2014-02-att-high-data.html>

<p>This document is subject to copyright. Apart from any fair dealing for the purpose of private study or research, no part may be reproduced without the written permission. The content is provided for information purposes only.</p>
