

## • 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.

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- **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.

