



Methodology

Phone on a Plan

Outstanding Value Award

2020

What is the Canstar Blue Phone on a Plan Outstanding Value Award?

Canstar Blue's Outstanding Value Award for Phone on a Plan uses a sophisticated rating methodology, unique to Canstar Blue, which compares providers' suite of phone and mobile plans offered to consumers.

The Canstar Blue Phone on a Plan Outstanding Value Award is awarded to the provider that provides the strongest phone and mobile plan offering across a range of consumer data needs from Canstar Blue's Mobile Value Rank for Phone on a Plan.

What are the types of plans considered in the Phone on a Plan Outstanding Value Award?

Canstar Blue's Phone on a Plan Outstanding Value Award considers phone and mobile plans offered to consumers.

Plan Type	Description
Phone on a Plan	Enter a contract for regular payments over a selected period which include the cost of a device. device and pay an upfront fee for each selected period.

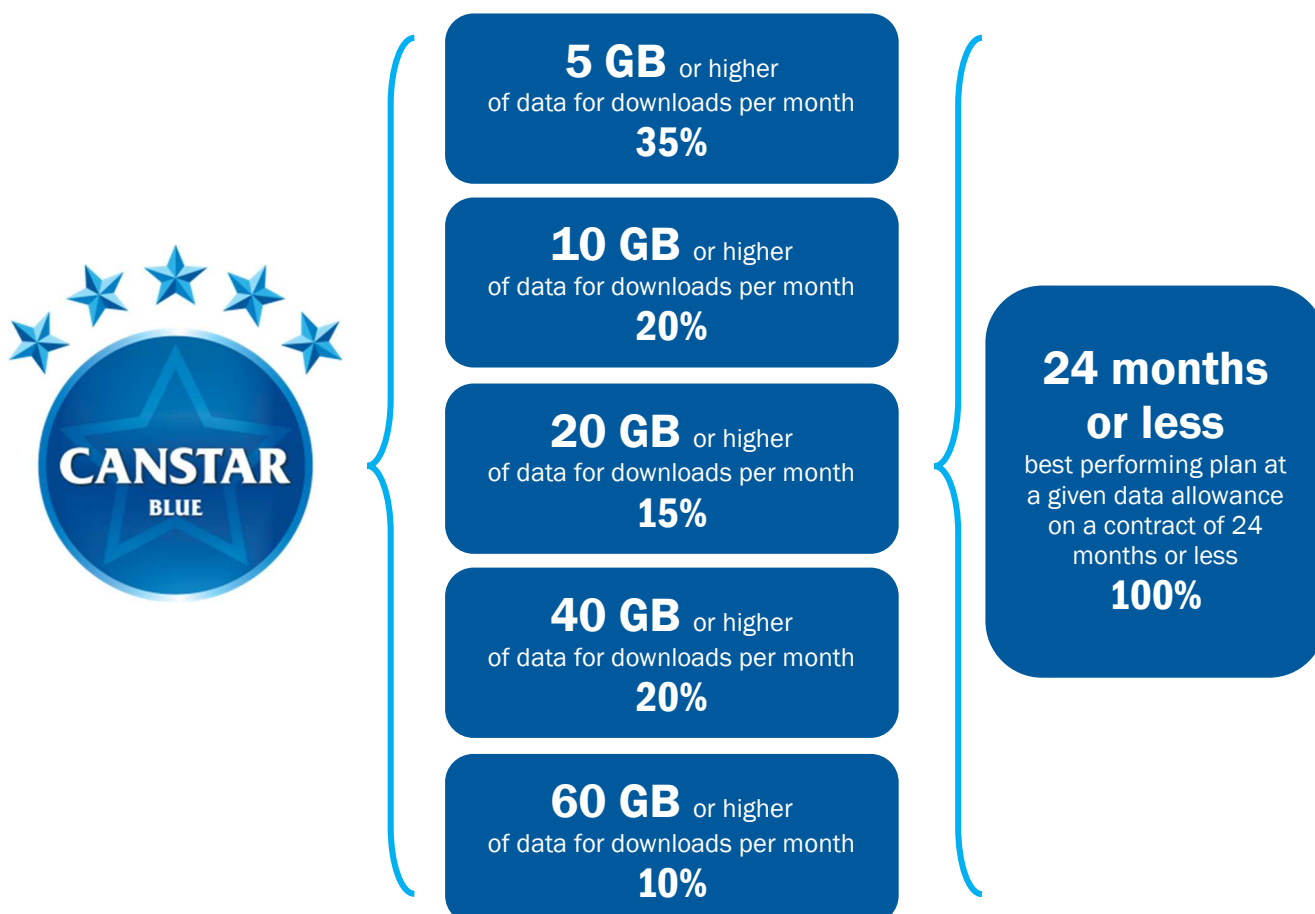
What are the consumer profiles considered in the Phone on a Plan Outstanding Value Award?

Canstar Blue takes into account a range of variables for phone on a plan, such as data, call, and SMS allowances. The following combination of consumer variables from Canstar Blue's Mobile Value Rank determine the plan requirements for each profile:

Device Required	Calls Required	SMS Required	Data Required
Base model Apple and Samsung devices	Unlimited	Unlimited	5 GB+ 10 GB+ 20 GB+ 40 GB+ 60 GB+

How is the Phone on a Plan Outstanding Value Award determined?

The Phone on a Plan Outstanding Value Award assesses the cumulative performance of a provider's offering across a range of data inclusions over a six-month period; considering a providers' best performing mobile plan on the newest base model Apple and/or Samsung within each data allowance profile and for contracts periods less than or equal to 24 months in length. The below outlines the weighted average consideration across each data allowance profile.



For each plan, Canstar Blue considers the value proposition compared to the market, by providing an estimated monthly cost and feature score based on *Customer Service and Support*, *Inclusions*, and *Billing and Payments*. Canstar Blue considers plan features most relevant to consumers in the calculation of Value Rank. However, not every feature is included in the Value Rank, nor every feature that is relevant to you.

The above is a brief overview of the elements considered in Canstar Blue's Phone on a Plan Outstanding Value Award. For further detail on how individual plans are assessed, please refer to the Mobile Value Rank Methodology document.

Does Canstar rate all products in the market?

Canstar Blue endeavours to include the majority of providers and products in the market and to compare product features relevant to most consumers in our ratings. However, this process is not always possible, and it may be that not every provider and/or product in the market is included in the rating, nor every feature compared that is relevant to you.

Please refer to Canstar Blue's [Phone on a Plan Outstanding Value Award Report](#) for further detail of providers considered in the award.

How often are plans reviewed for the Mobile Value Rank?

Canstar monitors changes on an ongoing basis, and the Value Rank, Pricing Score and Feature Scores of each plan are fully re-calculated every day.

How are the plans ordered?

Canstar ranks Mobile plans based on value-for-money. Whereby, the Value Rank takes into account a plans' estimated cost and features offered as compared to the market. The plans that are lower in cost and have higher features will be ranked higher than plans which have higher cost and less features.



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