

For immediate release

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Plans can pay off: buying a mobile phone outright not always better value

- ➔ 216 contracts and plans for the new iPhone 6s and 6s Plus compared:
finder.com.au/iphone-6s-outright-contract
- ➔ Buying outright could save hundreds of dollars for basic deals
- ➔ However, a contract could cost less over 2 years than buying phone outright

September 25, 2015, Sydney, Australia – As the Apple iPhone 6s and 6s Plus go on sale today (Friday September 25, 2015), new research has revealed that buying a mobile phone outright is no longer necessarily the cheapest option, particularly for data heavy users, according to one of Australia's biggest comparison websites finder.com.au¹.

finder.com.au has sponsored the first in line of the Sydney flagship store on George Street, Lindsay Handmer, and will purchase the world's first iPhone 6s Plus to be auctioned off with proceeds going to Mission Australia.

finder.com.au compared a total of 216 deals across four monthly data sizes of 1GB, 3GB, 6GB and 10GB for the six new iPhone models:

- iPhone 6s 16GB, 64GB and 128GB
- iPhone 6s Plus 16GB, 64GB and 128GB

There were 90 contract plans from the major four providers – Telstra, Optus, Vodafone and Virgin – compared with 126 month-to-month plans by six providers (the above four, Boost and amaysim) across deals for the new iPhone 6s and 6s Plus.

For 1GB per month deals for example, buying the phone outright is the cheapest option, with Boost's \$20 per month pre-paid plans coming out on top. The biggest difference in cost across these six phones for 1GB of data per month is \$720 over 24 months.

For the data-heavy users, 10GB per month deals are most expensive through pre-paid plans from Telstra. The difference in cost is up to \$1,319 over 24 months between the cheapest and most expensive options for 10GB of data per month.

¹ Based on Experian Hitwise, since 2013

Angus Kidman, Tech Expert at finder.com.au, said that buying a mobile phone outright is no longer the cheapest option for data-heavy users, and encourages Australians to research the details before choosing the best option for them.

“Buying a mobile phone outright used to always be the cheapest option, but with people now using greater amounts of data each month, some big brands are offering more competitive deals for data-heavy plans.

“In fact, our research for the new iPhone 6s and 6s Plus plans shows that taking out a contract could end up being cheaper than the initial cost of the handset if you bought it outright and went on a month-to-month plan. However, if you only use a small amount of data per month, outright will be your best option.

“Regardless of whether you choose to buy a mobile phone outright or go with a contract, there’s still a big difference between the costs from each carrier so make sure you compare deals and find a plan that suits how much data you’ll use and the number of calls you will make.”

iPhone 6s 16GB

Data per month	Cheapest deal	Cost over 24 months	Dearest deal	Cost over 24 months	Difference
1GB	Boost month-to-month	\$1,559	Telstra month-to-month	\$2,279	\$720
3GB	Optus contract	\$1,896	Telstra month-to-month	\$2,759	\$863
6GB	Optus contract	\$2,064	Telstra month-to-month	\$2,759	\$695
10GB	Optus contract	\$2,400	Telstra month-to-month	\$3,719	\$1,319

Source: finder.com.au/iphone-6s-outright-contract



iPhone 6s 64GB

Data per month	Cheapest deal	Cost over 24 months	Dearest deal	Cost over 24 months	Difference
1GB	Boost month-to-month	\$1,709	Telstra month-to-month	\$2,429	\$720
3GB	Virgin / Vodafone contract	\$2,160	Telstra month-to-month	\$2,909	\$749
6GB	Optus contract	\$2,232	Telstra month-to-month	\$2,909	\$677
10GB	Optus contract	\$2,568	Telstra month-to-month	\$3,869	\$1,301

Source: finder.com.au/iphone-6s-outright-contract



iPhone 6s 128GB

Data per month	Cheapest deal	Cost over 24 months	Dearest deal	Cost over 24 months	Difference
1GB	Boost month-to-month	\$1,859	Telstra month-to-month	\$2,579	\$720
3GB	Optus contract	\$2,256	Telstra month-to-month	\$3,059	\$803
6GB	Optus contract	\$2,424	Telstra month-to-month	\$3,059	\$635
10GB	Optus contract	\$2,712	Telstra month-to-month	\$4,019	\$1,307

Source: finder.com.au/iphone-6s-outright-contract



iPhone 6s Plus 16GB

Data per month	Cheapest deal	Cost over 24 months	Dearest deal	Cost over 24 months	Difference
1GB	Boost month-to-month	\$1,709	Telstra month-to-month	\$2,429	\$720
3GB	Optus contract	\$2,112	Telstra month-to-month	\$2,909	\$797
6GB	Optus contract	\$2,232	Telstra month-to-month	\$2,909	\$677
10GB	Optus contract	\$2,592	Telstra month-to-month	\$3,869	\$1,277

Source: finder.com.au/iphone-6s-outright-contract



iPhone 6s Plus 64GB

Data per month	Cheapest deal	Cost over 24 months	Dearest deal	Cost over 24 months	Difference
1GB	Boost month-to-month	\$1,859	Telstra month-to-month	\$2,579	\$720
3GB	Optus contract	\$2,256	Telstra month-to-month	\$3,059	\$803
6GB	Optus contract	\$2,400	Telstra month-to-month	\$3,059	\$659
10GB	Optus / Vodafone contract	\$2,760	Telstra month-to-month	\$4,019	\$1,259

Source: finder.com.au/iphone-6s-outright-contract



iPhone 6s Plus 128GB

Data per month	Cheapest deal	Cost over 24 months	Dearest deal	Cost over 24 months	Difference
1GB	Boost month-to-month	\$2,009	Telstra month-to-month	\$2,729	\$720
3GB	Optus contract	\$2,400	Telstra month-to-month	\$3,209	\$809
6GB	Optus contract	\$2,568	Telstra month-to-month	\$3,240	\$672
10GB	Optus contract	\$2,904	Telstra month-to-month	\$4,169	\$1,265

Source: finder.com.au/iphone-6s-outright-contract



Please note: Not every provider offers those exact amounts, so we've adjusted the charges to get the nearest data volume when necessary.

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