

ESTIMATING DATA USAGE

RUBY TELECOM

DATA USAGE

ACTIVITY	APPROXIMATE DATA SIZE
1 Email – text only:	3 KB – 20 KB
1 Email – with photo attachment:	350 KB
1 Email – with MS Office attachment:	300 KB
1 Web page:	150 KB – 1.5 MB
1 minute of Streaming Music:	500 KB
Social media update with photo:	500 KB
Hi-res digital photo upload/download:	1 MB
1 minute of streaming video:	2 MB – 5 MB
1 app/game/song download:	3 MB – 4 MB

1024KB = 1MB

1024MB = 1GB

How can I reduce my data consumption?

Here are some tips on how you can reduce the amount of mobile data you use:

Using Wi-Fi when available will greatly reduce the amount of mobile data you use. Try to download apps and large files over Wi-Fi where you can.

Whenever possible, you should conserve mobile data by connecting your smartphone to your home or work Wi-Fi.

When using mobile data minimise the use of video streaming and apps such as Spotify, Netflix, YouTube or Pandora.

Smartphones can chew through your data allowance without you realising it. This can be because data-hungry apps are left open or simply due to default settings on your phone.

If you turn off apps that automatically push notifications such as Facebook and GPS services and use them manually, you will save a lot of data.

Turn off “push notifications” for emails, social media and GPS apps

Go to Settings > Notifications > Select the app, for example Facebook > Switch Allow Notifications off.

It can be very expensive if you go over your monthly data allowance.

Android and Apple smartphones have internal features that track data usage. These can be useful to identify which apps are using the most data. However, you should not rely solely on this internal data to track your usage as some people have noticed differences when comparing internal counters with Mobile Alert.

Mobile Alert is a free service offered allowing you to manage your included data allowance. We simply send you a text message within 72 hours of the Alert Amount being reached 50%, 85% and 100%. This does not include exclusions.

Usage alerts are sent during the hours of 10.00am-8.00pm (AEST). Alerts are not generated in real-time and a delay of up to 48 hours may be experienced.

Do not ignore these notifications as they can help you track your usage. When checking your data usage, remember that this information may be up to 48 hours old. If you are close to going over your limit, you may have already actually gone over it and incurred extra charges.

Of course, you can always log into your My RUBY TELECOM account and check your data use which is updated daily and check out how much data you have used.