

# YOUR GUIDE TO WIRELESS DATA

Understanding data usage  
on your wireless device.

CANADA'S FASTEST MOBILE NETWORK<sup>1</sup>



# UNDERSTANDING KILOBYTES

Thank you for considering a wireless data product from Rogers. When you decide on what wireless data solution is right for you, you'll be joining an increasing number of users taking advantage of wireless e-mail and other data services, such as mobile office productivity applications, web browsing and video and music downloads.

## HOW MUCH DATA DO YOU NEED?

This guide will help you understand wireless data usage, allowing you to choose a plan that makes the most sense for you. The amount of mobile browsing and e-mail activity you expect to use will influence your plan selection.

## WHAT IS WIRELESS DATA?

Wireless data services can be split into three categories:

- Mobile Internet Browsing
- Wireless E-mail
- Wireless Applications such as Telenav® GPS Navigator,™ SpinVox, AskMeNow and much more

## HOW IS WIRELESS DATA MEASURED?

All wireless data sent or received over the GPRS/EDGE/HSPA wireless network is measured in kilobytes (KB).

## WHAT'S A KB?

MEASUREMENT	COMMON ABBREVIATION	EQUIVALENT MEASUREMENTS
Bit	b	8 b = 1 B
Byte	B	1,024 B = 1 KB
Kilobyte	KB	1 KB = 1,024 B
Megabyte	MB	1 MB = 1,024 KB
Gigabyte	GB	1 GB = 1,024 MB

# MOBILE BROWSING AND E-MAIL

The following charts show approximate data usage in kilobytes for typical data transactions on 3G devices over the Rogers HSPA network.

		TEXT E-MAIL	WEBSITES	E-MAIL WITH PHOTO ATTACHMENT	YouTube
		23 KB USED PER E-MAIL	175 KB USED PER PAGE VIEW	550 KB USED PER E-MAIL	1,024 KB USED PER MINUTE
iPhone™ 3G	Data Allotment	NO. OF TEXT E-MAILS	NO. OF WEB PAGES	NO. OF E-MAILS WITH PHOTOS ATTACHED	(IN MINS)
	500 MB	22,261	2,926	931	500
	1 GB = 1,024 MB	45,590	5,992	1,906	1,024
	3 GB = 3,072 MB	136,771	17,976	5,720	3,072

		TEXT E-MAIL	WEBSITES	E-MAIL WITH PHOTO ATTACHMENT	YouTube
		9 KB USED PER E-MAIL	91 KB USED PER PAGE VIEW	505 KB USED PER E-MAIL	1,024 KB USED PER MINUTE
SAMSUNG JACK	Data Allotment	NO. OF TEXT E-MAILS	NO. OF WEB PAGES	NO. OF E-MAILS WITH PHOTOS ATTACHED	(IN MINS)
	500 MB	56,889	5,626	1,014	500
	1 GB = 1,024 MB	116,508	11,523	2,076	1,024
	3 GB = 3,072 MB	349,525	34,568	6,229	3,072

		TEXT E-MAIL	WEBSITES	E-MAIL WITH PHOTO ATTACHMENT	YouTube
		2 KB USED PER E-MAIL	74 KB USED PER PAGE VIEW	352 KB USED PER E-MAIL	1,024 KB USED PER MINUTE
BLACKBERRY® BOLD™	Data Allotment	NO. OF TEXT E-MAILS	NO. OF WEB PAGES	NO. OF E-MAILS WITH PHOTOS ATTACHED	(IN MINS)
	500 MB	256,000	6,919	1,455	500
	1 GB = 1,024 MB	524,288	14,170	2,979	1,024
	3 GB = 3,072 MB	1,572,864	42,510	8,937	3,072

## WHAT CAN YOU DO WITH 500MB OF DATA?

500 MB of data allows you to send e-mail, share photos, browse the Internet, watch YouTube™ and much more. The chart below shows you a sample of just how much you can do each month on select 3G devices.

	% OF PLAN USAGE	MB OF DATA USED	Number of Transactions		
			iPhone™ 3G	SAMSUNG JACK	BLACKBERRY® BOLD™
TEXT E-MAIL	20%	100	4,452	11,378	51,200
WEBSITE (PER PAGE VIEW)	40%	200	1,170	2,251	2,768
E-MAIL WITH PHOTO ATTACHMENT	20%	100	186	203	291
YouTube (VIEWING IN MINUTES)	10%	50	50	50	50

Data usage statistics provided in the charts were developed through a series of tests conducted in the Rogers Wireless labs by the Rogers Product Development team, using multiple devices on the Rogers HSPA network. Data and usage statistics in the charts are approximates, based on tests designed to replicate typical types of activities a customer might undertake, including full test access to the top 25 websites visited by Canadians. The data usage incurred carrying out these activities was tracked through the devices' data usage meter and reflect true usage on the Rogers HSPA network.

# MOBILE INTERNET BROWSING

What's the difference between HTML and WAP?

## HTML BROWSING

HTML browsing provides you with a rich mobile Internet browsing experience, just like at home.

- Dynamic pages with graphics
- Rich menus for easy navigation
- A more effective use of your screen

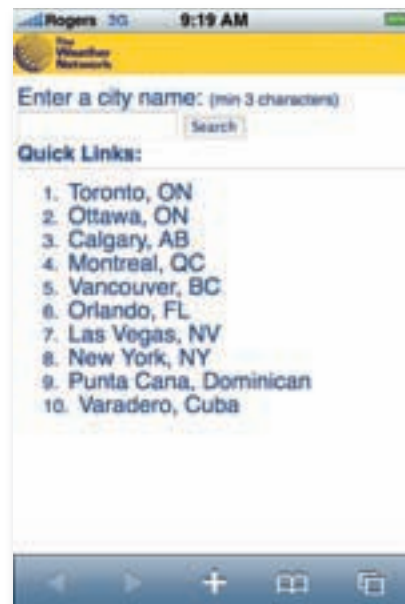
Smartphones offer enhanced HTML experience with easy page zoom and a widescreen display.



## WAP-BASED BROWSING

WAP-based browsing relies on text menus, includes very few graphics, involves an increased amount of page scrolling and is limited in the number of Internet sites available.

WAP-based browsing relies on text menus, few graphics and increased page scrolling.



# ACCESSING THE TOP 10 INTERNET SITES

How much data do your favourite sites use?

	iPhone™ 3G	SAMSUNG JACK	BLACKBERRY® BOLD™
<b>TOP 10 SITES*</b>	AVG. DATA USAGE IN KB (FIRST PAGE)**		
1. Google sites	53 KB	9 KB	27 KB
2. Microsoft sites	360 KB	168 KB	111.3 KB
3. Yahoo! sites	397 KB	369 KB	111.1 KB
4. facebook.com	51 KB	16 KB	22 KB
5. eBay	385 KB	210 KB	280 KB
6. Wikipedia sites	175 KB	71 KB	50 KB
7. Yellow Pages Group	35 KB	8 KB	12 KB
8. AOL LLC	134 KB	30 KB	25 KB
9. Amazon sites	38 KB	31 KB	195 KB
10. Apple Inc.	620 KB	313 KB	296 KB

\* Source: comScore Media Metrix, Total Canada, all locations, April 2008.  
 \*\* Source: Rogers internal test results, July 2008.

Now that you have a better understanding of wireless data, your next step is to choose a plan that suits your usage needs. For plan information, visit [rogers.com/dataplans](http://rogers.com/dataplans) or call 1-866-931-3282.



For more information, visit  
**[rogers.com/dataplans](http://rogers.com/dataplans)**  
or call  
**1 866 931-3282**

<sup>1</sup>Fastest wireless network measuring download speeds within Rogers HSPA coverage.

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