

AT&T Introduces Sponsored Data for Mobile Data Subscribers and Businesses

Customers Can Browse, Stream and Enjoy Without Using Monthly Data Allowance; Provides Opportunities for Businesses Across Multiple Industries

Las Vegas, Nevada, January 06, 2014

AT&T* today unveiled a new way for eligible 4G customers¹ to enjoy mobile content and apps over [AT&T's wireless network](#) without impacting their monthly wireless data plan. Similar to 1-800 phone numbers or free shipping for internet commerce, AT&T's new 'Sponsored Data' service opens up new data use options for AT&T wireless customers and customer-friendly mobile broadband channels to businesses that choose to participate as sponsors.

With the new Sponsored Data service, data charges resulting from eligible uses will be billed directly to the sponsoring company; the customer simply enjoys their content via AT&T's wireless data network. Customers will see the service offered as AT&T Sponsored Data, and the usage will appear on their monthly invoice as Sponsored Data. Sponsored Data will be delivered at the same speed and performance as any non-Sponsored Data content.

The Sponsored Data service allows sponsors across a variety of industries such as healthcare, retail, media and entertainment and financial services with the opportunity to better engage with customers and their own employees. This exciting new service offers data sponsors many potential innovative uses such as:

- Encouraging customers to try a new smartphone or tablet app.
- Promoting movie trailers or games.
- Providing patient healthcare support via wellness videos.
- Encouraging customers to browse mobile shopping sites.
- Allowing businesses with 'Bring Your Own Device' policies to pay for the data employees use for specific business-related apps and services.
- Enhancing customer loyalty programs by providing sponsored data access to products and services.

"Customers love mobile content. Whether it's shopping, banking, entertainment or personal wellness, mobile content is increasingly available for customers almost anywhere and anytime. And that's what makes this a win-win for customers and businesses – customers just look for the Sponsored Data icon and they know the data related to that particular application or video is provided as a part of their monthly service," said Ralph de la Vega, president and CEO, AT&T Mobility. "This is an exciting new opportunity for us and, most importantly, our customers."

Content providers and other businesses can use this innovative network solution with existing mobile websites and applications. The service is easily integrated into existing platforms and services and will be available across many mobile devices and operating systems.

<http://developer.att.com/apis/sponsored-data>

Additionally, the unique developer portal website includes intuitive features which allow sponsors to manage their offers, check billing and measure impact of offers using a robust analytics engine.

Mobile data traffic on AT&T's network increased more than 30,000% over the last six years² and is expected to continue growing. Providing data via AT&T's Sponsored Data service gives companies an effective way to reach consumers and expand engagement in the growing, mobile-centric landscape.

“As content consumption has evolved from analog to digital, so have the ways for companies to reach consumers,” said Andy Geisse, CEO, AT&T Business Solutions. “The Sponsored Data model is just one way we’re helping companies tap into our network to offer differentiated experiences and transform the way they do business.”

To find out more and apply for access to the service, developers can go to att.com/sponsoredata. Businesses interested in learning more should contact their account rep or sponsoredata@att.com.

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¹ *Sponsored Data is available to post-paid and session-based customers who have an active AT&T data plan, a 4G (HSPA+ and LTE) capable device - including smartphones, tablets, laptop modems, and mobile hotspots - and access the Sponsored Data over AT&T's domestic wireless network. Other limitations and restrictions may apply. See att.com/sponsoredata for details.*

² *Last six years refers to 2007-2012.*

About AT&T

AT&T Inc. (NYSE:T) is a premier communications holding company and [one of the most honored companies in the world](#). Its subsidiaries and affiliates – AT&T operating companies – are the providers of AT&T services in the United States and internationally. With a powerful array of network resources that includes the nation's fastest and most reliable 4G LTE network, AT&T is a leading provider of wireless, Wi-Fi, high speed Internet, voice and cloud-based services. A leader in mobile Internet, AT&T also offers the best wireless coverage worldwide of any U.S. carrier, offering the most wireless phones that work in the most countries. It also offers advanced TV service with the AT&T U-verse[®] brand. The company's suite of IP-based business communications services is one of the most advanced in the world.

Additional information about AT&T Inc. and the products and services provided by AT&T subsidiaries and affiliates is available at <http://www.att.com/aboutus> or follow our news on

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4G LTE speed claim based on national carriers' average 4G LTE download speeds.
Reliability claim based on data transfer completion rates on nationwide 4G LTE networks. 4G LTE availability varies.

- [link](#)

[\[-\]bfodder](#) 4 punten 1 dag geleden

Websites and services will turn into "channels" like with TV. You pay for the TV service and receive whatever channels they have contracts with. In this case you would pay for the Internet service and be able to use whatever websites and services they are contracted with.

I suppose it currently might not be to that point yet, but that is certainly the direction this moves us. This will also essentially kill startup companies. I use Plex a lot. You can just about guarantee that Plex can't afford to pay AT&T the amount of money they want for users to get unlimited data with their apps.

- [permalink](#)
- [oorspronkelijke post](#)

[\[-\]roomatetime](#) 2 punten 1 dag geleden

great, thanks!

- [permalink](#)
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[\[-\]brcreeker](#) 0 punten 1 dag geleden*

This is not true at all. While I agree that this is what AT&T and the rest of them would eventually love to turn the internet into, that is not what this particular announcement indicates. If the FCC allows this to go through, AT&T would be allowed to cut deals with services such as Netflix, that require large amounts of bandwidth for their services to operate, that would essentially have them subsidize your data. Basically, if you used Netflix over 3G/LTE, and Netflix became a "sponsor" the data would not count against your limit. While this sounds like a reasonably good idea for consumers on the surface, the fact is that it is actually terrible.

Let's say that I wanted to start my own streaming service that was arguably better than Netflix, but because I am a startup, I have no way of paying the Troll Toll, thus if anyone uses my service on mobile, it will count against their data limit. How likely would it be that someone would be willing to use my service if their primary way of consuming media is on the go?

<http://developer.att.com/apis/sponsored-data>

Another thing that will likely happen, is that within a few years, AT&T will hold a press conference announcing their latest plans that will "save their customers money!" In reality, what will likely happen is that they will drop their data plans \$10 month and cut your data down to a quarter of what it was originally. They'll say that they are doing this because, "Thanks to their sponsors, customers rarely use more than 500MB/month in data, and that there is no reason for us to charge more for data that is not being used." They've already done this two times (Unlimited>Tiered>Family Share) and they will most likely do it again if they can get away with it.

If the FCC wasn't too busy masquerading around acting like they are working towards our best interest, they could easily use this announcement as admission that Datacaps are a figment of an AT&T Board Member's imagination, and immediately put a ban on the practice.

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You are delusional if you think AT&T will ever lower rates because of this. The only way they will lower rates is if they are losing customers.

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Did you even read my post? I said nothing about them lowering rates. What they will likely do is raise the per MB rate by lowering your monthly bill, and giving you a fraction of what you were getting.

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Which could work if people buy into their subsidized deals, but we would then be essentially getting "channels" like I said earlier and you was "is not true at all." I can see them lowering data caps or just completely removing them, but it won't be a good removal of data caps because you'll only be able to use services partnered with AT&T. I don't see them lowering the cost of plans though. It won't happen unless they are hemorrhaging customers.

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Continuing this line of argument: AT&T can charge a lower base price making their service seem irresistible and at the same time bundle those "channels" into "packages" that for \$10 you can buy in order to go to a certain website and qualify for un-metered service. These packages are a good way to make you pay for more than you need or use.

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(And if a subject is really popular, like porn, it'll be sub divided into multiple packages.)

It'll be something ridiculous like a Search Engine package where Google and Yahoo and Ask will be grouped together just like cable is now. I don't watch QVC, children's networks or spanish channels but in order to get the channels I want, I have to pay for the whole package.

AT&T can also create competing services and give preferential treatment to themselves. AT&T's streaming services will probably turn out cheaper than including Netflix or Spotify onto your Internet plan because you still have to pay a monthly fee to Netflix and Spotify.

It turns almost everyone and every company on the internet into a customer of AT&T. You pay them for access. Content providers will pay them for priority.

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"Businesses shouldn't have to ask the FCC for permission to provide good services consumers demand in our dynamic and competitive environment for cell service," Blackburn, vice-chair of the House Commerce Committee, said in a statement.

"Every company should have the opportunity to compete for consumers and the FCC should be limited to operating within the confines of its statutory authority. People want us to focus on jobs, not killing innovative business models before they're even tested."

I'd love to see them try and use the same defense against opening up unlicensed wireless spectrum to create true competition in this market.

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[\[-\]PercussiveScruf](#) 1 punt 1 dag geleden

Fuck AT&T

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It is worth noting that Anna Eshoo's constituency was, until last year, California's 14th district, which includes much of Silicon Valley. She's now covering the the 18th district, though.

Also, fuck AT&T.