

How to avoid bill shock on your Apple iPhone & iPad

Smartphones now possess almost as much processor and memory power as entry level PCs. Screen resolution and audio enhancements make them a perfect personal media player. A 500MB UK data bundle used to be more than enough for a month's usage, but many users now regularly exceed this allowance.

Why am I using so much data?


Greater than expected data usage may in some cases be related to Apple's multi-tasking features deployed in iOS 4. These allow certain application processes, e.g. updates, to run in the background even after the applications themselves have been suspended by the user switching to a different application.

Application updates range from 5Mb to 30Mb depending on the application. Our technical team recently updated 12 applications on an iPhone and it used in excess of 200MB. Avoid updating applications over the 3G/GPRS network, use Wi-Fi instead.

Unfortunately Apple does not provide access to the iOS making it impossible to analyse data usage by individual application on Apple devices.



How to manage your data usage

1. **Check your data usage from the handset** – Settings > General > Usage > Mobile Network Data. For more detailed analysis then Arrow recommends installing Data Usage (by sigterm), available on the Apple App Store. This app allows you to set monthly quotas and receive alerts when you are close to exceeding that usage quota.
2. **Use Wi-Fi wherever you can.** The iOS Wi-Fi symbol on the device will look like this when active. 
3. **To find a Wi-Fi access point** - Settings > Wi-Fi > Switch to On and your device will find available access points > Select the one you have the pass key for > Enter the Pass Key and your device will connect. The next time you are within reach of that access point, your device should automatically connect.
4. **Consider turning off cellular data** - Settings > General > Network > Turn Off Mobile Data. You will still be able to receive calls.
5. **Turn off Data Roaming** – Settings > General > Network > Turn Off Mobile Data Roaming. You will still be able to receive calls.
6. **Switch off running applications.** Double click the home button and hold down an icon until a red minus symbol appears, then press the red minus symbol next to that icon to close it down completely. Press the 'Home' button to exit this option.

Fact Box

- The average smartphone user downloads approximately 325MB per month, and this is growing year on year by over 100%.
- By 2015 over 90% of traffic on smartphones will be data traffic—mostly web browsing.
- By 2015, mobile video will account for 68.5% of all mobile data usage in the U.S.
- Streaming applications such as YouTube, Spotify and iPlayer can easily consume over 100MB in just one hour.

If you would like to learn more about data usage, please contact us on

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