



# Methodology

## SIM-only Mobile Plans

### Outstanding Value Award

## 2020

### What is the Canstar Blue SIM-only Mobile Plans Outstanding Value Award?

Canstar Blue's SIM-only Mobile Plans Outstanding Value Award uses a sophisticated rating methodology, unique to Canstar Blue, which compares providers' suite of mobile SIM-only postpaid (contract or month-to-month) mobile plans offered to consumers.

The Canstar Blue SIM-only Mobile Plans Outstanding Value Award is awarded to the provider that provides the strongest SIM-only postpaid mobile plan offering across a range of consumer data needs from Canstar Blue's Mobile Value Rank for SIM-only postpaid.

### What are the types of plans considered in the SIM-only Mobile Plans Outstanding Value Award?

Canstar Blue's SIM-only Mobile Plan Outstanding Value Award considers mobile SIM-only postpaid plans.

Plan Type	Description
Postpaid SIM-only plans	BYO device and enter a contract for regular payments over a selected period.

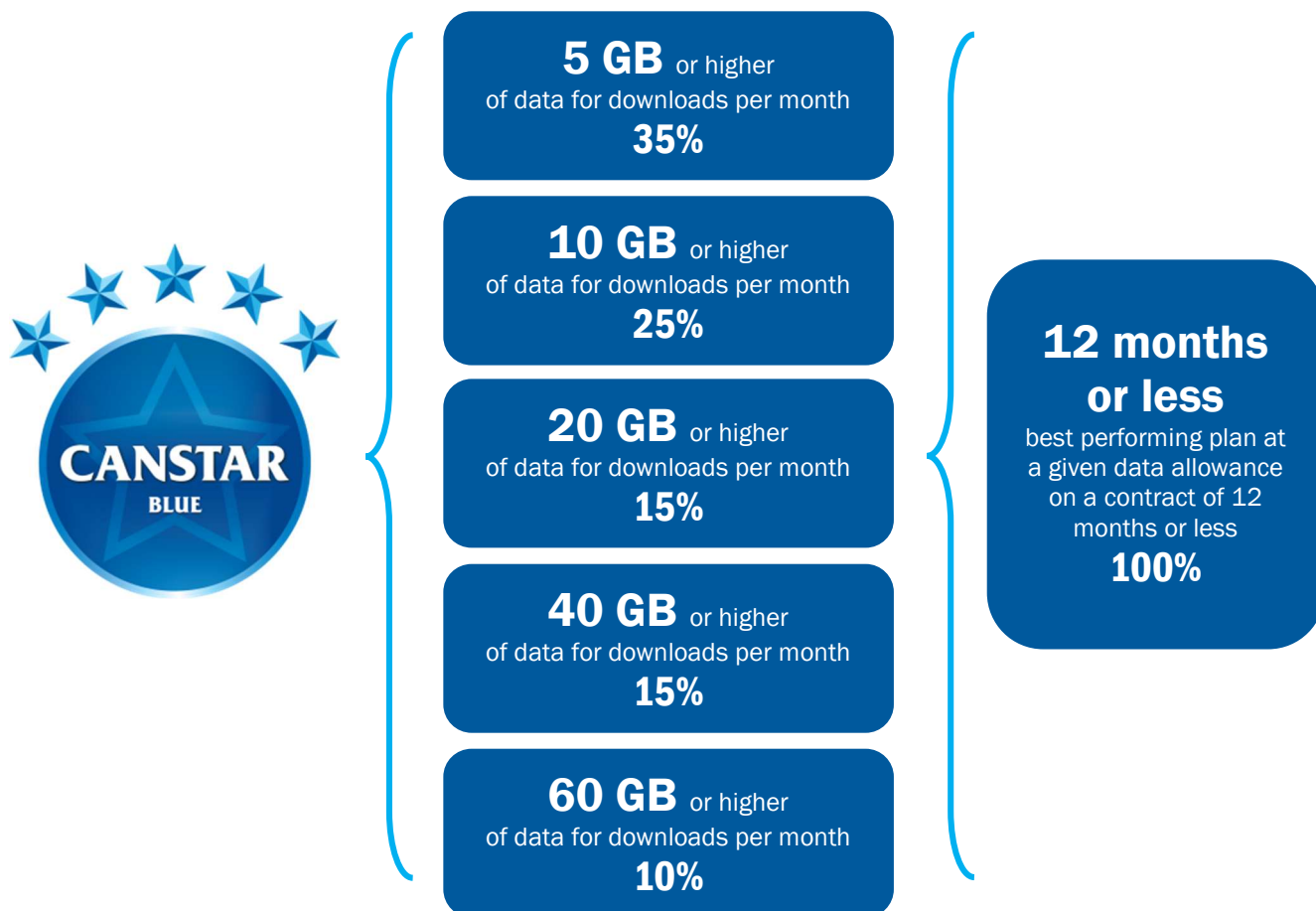
### What are the consumer profiles considered in the SIM-only Mobile Plans Outstanding Value Award?

Canstar Blue takes into account a range of variables for postpaid SIM-only plans, such as data, call, and SMS allowances. The following combination of consumer variables from Canstar Blue's Mobile Value Rank determine the plan requirements for each profile:

Calls Required	SMS Required	Data Required
Unlimited	Unlimited	5 GB+
		10 GB+
		20 GB+
		40 GB+
		60 GB+

## How is the SIM-only Mobile Plans Outstanding Value Award determined?

The SIM-only Mobile Plans Outstanding Value Award assesses the cumulative performance of a provider's offering across a range of data inclusions over a six-month period; considering a providers' best performing SIM-only postpaid plan within each data allowance profile and for contract periods less than or equal to 12 months in length. The below outlines the weighted average consideration across each prepaid data allowance profile.



For each plan, Canstar Blue considers the value proposition compared to the market, by providing an estimated monthly cost and feature score based on *Customer Service and Support*, *Inclusions*, and *Billing and Payments*. Canstar Blue considers plan features most relevant to consumers in the calculation of Value Rank. However, not every feature is included in the Value Rank, nor every feature that is relevant to you.

The above is a brief overview of the elements considered in Canstar Blue's SIM-only Mobile Plan Outstanding Value Award. For further detail on how individual plans are assessed, please refer to the Mobile Value Rank Methodology document.

## Does Canstar rate all products in the market?

Canstar Blue endeavours to include the majority of providers and products in the market and to compare product features relevant to most consumers in our ratings. However, this process is not always possible, and it may be that not every provider and/or product in the market is included in the rating, nor every feature compared that is relevant to you.

Please refer to Canstar Blue's [SIM Only Mobile Plans Outstanding Value Award Report](#) for further detail of providers considered in the award.

## How often are plans reviewed for the Mobile Value Rank?

Canstar monitors changes on an ongoing basis, and the Value Rank, Pricing Score and Feature Scores of each plan are fully re-calculated every day.

## How are the plans ordered?

Canstar ranks Mobile plans based on value-for-money. Whereby, the Value Rank takes into account a plans' estimated cost and features offered as compared to the market. The plans that are lower in cost and have higher features will be ranked higher than plans which have higher cost and less features.



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