

Verizon Intros More Everything Plans with Higher Data Caps

Ben Munson

Verizon Wireless today [introduced new More Everything plans](#) [1] that raise the data caps on its shared plans and offer incentives for opting into the carrier's Edge early upgrade program.

The screenshot displays two sections of Verizon's website. The left section, titled 'Per Device MONTHLY LINE ACCESS', lists various device types and their monthly costs: Smartphones (\$40/mo), Basic Phones (\$30/mo), Tablets (\$10/mo), USB Modems (\$20/mo), Jetpacks (\$20/mo), and Connected Devices (\$5/mo). A red banner below the Smartphones entry offers a '\$20 OFF Monthly Line Access for Smartphones with Verizon Edge'. The right section, titled 'Data, Talk & Text MONTHLY ACCOUNT ACCESS', shows 'Our Most Popular Monthly Access Plans' with a table of data caps and prices. A plus sign is positioned between the two sections.

Our Most Popular Monthly Access Plans					
250MB	\$15	NEW!	500MB	\$30	NEW!
1GB	2GB	\$50	2GB	3GB	\$60
500MB	1GB	\$40	4GB		\$70

As expected, Verizon seems to be responding to [recent pricing moves from AT&T](#) [2]. More Everything plans are similar to AT&T's recently announced shared data and early upgrade service discounts.

Consistent with the details that surfaced late yesterday, More Everything, in some cases, doubles the amount of data available previously. For instance, the \$40 tier now offers 1 GB of data, double the 500 MB it offered before. 2 GB is now \$50 and there's a new 3 GB plan available for \$60. All the plans still require \$40 monthly per line for unlimited talk and text.

But Verizon is offering to lower service charges for customers who jump into the Edge program. Monthly discounts start at \$10 for plans up to 8 GB and jump to \$20 for plans with 10 GB or more. Since Edge customers are paying out-front device costs, the service discount seems to be a way of at least partially cutting the device subsidy costs out of the service plan.

The More Everything plans also add on 25 GB of free storage per line and unlimited international texting. For \$5 per month, customers can add on extras like Family Base device management capabilities and unlimited international calling at reduced rates. Both of those extras are being offered free for the first three months.

Verizon's tweaks to its shared data pricing come not too long after Sprint also introduced new pricing structures. Sprint's new Family plans start at \$55 for unlimited talk, text and 1GB of data. From there, the plans decrease as more individuals are added to the plan, eventually dropping to \$25 per month when a single plan hits 7 devices. Family plan lines are billed separately and can be upgraded to unlimited data for \$20 more per month.

Many of the new pricing moves coming from the major carriers can be traced back to T-Mobile's disruptive Uncarrier policies. Most recently at CES, T-Mobile

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announced it would start paying the early termination fees for customers from other carriers who switch to T-Mobile.

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<http://www.wirelessweek.com/news/2014/02/verizon-intros-more-everything-plans-higher-data-caps>

Links:

[1] <http://www.prnewswire.com/news-releases/more-everything-gives-verizon-wireless-customers-more-from-their-wireless-plans-245355081.html>

[2] <http://www.wirelessweek.com/news/2014/02/new-t-mobile-share-plans-two-lines-10gb-data-130>