Report: Sprint Vetting Plans That Undercut AT&T, Verizon

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Sprint is testing out family data plans that undercut similar offerings from AT&T and Verizon, according to CNET [1].

The trials—reportedly running San Diego, Portland, Ore. and Las Vegas—are charging per device and offering data buckets ranging from 1 GB to 60 GB. Sprint's 1 GB plan is $20, only $5 less than similar plans at AT&T and Verizon. But Sprint's 10 GB plan is $40 less and its 30 GB plan is $95 less than the same deals at AT&T and Verizon. Under Sprint's test plans, customers can get 60 GB for $225, the same price AT&T and Verizon charge for 30 GB.

In addition to the family data plans, Sprint is reportedly testing in other markets a reduced Framily plan rate that starts at $45 (as opposed to the normal $55 starting rate), the decreases to $25 per line after five lines are added instead of seven. In some of those test markets, customers opting for the $20 unlimited offering are also getting annual device upgrades.

Sprint is also reportedly testing new individual plan rates for customers who pay full price up-front, bring their own device or opt for an installment plan. Those plans are $50 for unlimited and $40 for 3 GB.

Sprint wouldn't talk about the current trials but did confirm it sometimes tests revised offerings.

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