











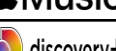





















# Telcos Are Offering Free Entertainment Services To Entice Customer Upgrades To Unlimited Plans

| CARRIER                   |  <b>AT&amp;T</b> |              |   |  |  |   |   |   |   |  |
|---------------------------|--|--------------|---|--|--|---|---|---|---|--|
| PLAN                      | <i>Starter</i>   | <i>Extra</i> | <i>Elite</i>  | <i>Essentials</i>  | <i>Magenta</i>   | <i>Magenta Max</i>  | <i>Start</i>  | <i>Play More</i>  | <i>Do More</i>  | <i>Get More</i>  |
| PRICE<br><i>(3 Lines)</i> | \$45/line  | \$50/line    | \$60/line   | \$30/line  | \$40/line  | \$47/line   | \$45/line   | \$55/line   | \$55/line   | \$65/line  |
| INCLUDED WITH PLAN        |  |              |  |  |  |  |   | <br><br>   |   | <br><br><br> |
| FIRST 12 MONTHS FREE      |  |              |   |  |  |  |   | <br><br> |   | <br><br>  |
| FIRST 6 MONTHS FREE       |  |              |   |  |  |   | <br><br><br><br> |    | <br><br><br><br> |  |

**When will 5G network coverage be a meaningful differentiator that causes customer switching?**

Source: Company Websites; EMC Analysis  
 Note: Verizon also offers AMC+ for up to 12 months when a customer purchases (or upgrades to) certain 5G phones.