# Power BI Licensing: Types, Differences, and Premium Benefits

## 1. Types of Power BI Licensing

### Power BI Free (Individual License)

* • Suitable for personal use and learning.
* • Allows data import, visual creation, and publishing to \*My Workspace\*.
* • Does not support sharing reports with others.

### Power BI Pro

* • Designed for business users who need collaboration and sharing capabilities.
* • Allows publishing reports to the Power BI Service, sharing dashboards, and collaborating in workspaces.
* • Requires Pro licenses for both report creators and viewers.
* • Included with Microsoft 365 E5 or can be purchased separately.

### Power BI Premium Per User (PPU)

* • Combines Pro features with Premium capabilities at an individual level.
* • Supports large datasets (up to 100 GB), AI capabilities, paginated reports, and advanced data refresh.
* • Ideal for users who need premium features without enterprise-wide deployment.

### Power BI Premium Per Capacity

* • Designed for enterprise-scale deployments.
* • Offers dedicated cloud compute and storage resources.
* • Enables broad distribution of content without requiring Pro licenses for viewers.
* • Best suited for large organizations that need centralized data governance and performance scaling.

### Power BI Embedded (For Developers/ISVs)

* • Intended for software developers who want to embed Power BI visuals in applications.
* • Licensed through Azure consumption-based pricing.
* • Offers full control over branding and user experience in custom apps.

## 2. Difference Between All Types of Power BI Licensing

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| --- | --- | --- | --- | --- | --- | --- |
| Feature | Power BI Free | Power BI Pro | Premium Per User (PPU) | Premium Per Capacity | Power BI Embedded |  |
| Price (approx.) | Free | ~$10/user/month | ~$20/user/month | Starts ~$4,995/month | Pay-as-you-go |  |
| Data Refresh | Daily (1/day) | 8/day | 48/day | 48/day | 48/day |  |
| Report Sharing | ❌ | ✅ | ✅ | ✅ (with free users) | ✅ (via app) |  |
| Workspace Access | My Workspace | Pro Workspaces | Premium Workspaces | Premium Workspaces | App Integration |  |
| Data Model Size Limit | 1 GB | 1 GB | 100 GB | 400 GB | 400 GB |  |
| Paginated Reports | ❌ | ❌ | ✅ | ✅ | ✅ |  |
| AI and AutoML | ❌ | ❌ | ✅ | ✅ | ✅ |  |
| Audience | Individuals | Teams | Power Users | Enterprises | Developers |  |

## 3. Benefits of Power BI Premium Over Power BI Pro

### Scalability & Performance

* • Dedicated capacity ensures consistent performance, especially with large datasets and concurrent users.
* • Supports larger data models (up to 400 GB) and enhanced refresh rates (up to 48 times/day).

### Broader Distribution

* • Enables sharing of reports with free users, removing the need for every viewer to have a Pro license.
* • Ideal for organization-wide dashboards and executive reporting.

### Advanced AI Features

* • Includes capabilities like AutoML, cognitive services, and Azure Machine Learning integration.
* • Enhances decision-making through AI-driven insights.

### Paginated Reports

* • Allows creating and distributing pixel-perfect reports suited for printing or regulatory reporting.

### On-Premises Reporting (Power BI Report Server)

* • Power BI Premium includes Power BI Report Server for organizations needing on-premises report hosting.

### Increased Governance & Compliance

* • Offers multi-geo deployment, bring your own key (BYOK) encryption, and advanced admin controls.

## Conclusion

Choosing the right Power BI license depends on organizational needs. Power BI Pro is perfect for small teams and collaboration, while Power BI Premium delivers robust capabilities for large enterprises, unlocking advanced features and scaling opportunities.