

Wireless

Wireline

Legend

New Data Plan

Data Caps

Throttling

AT&T introduces
\$10/GB overage
charges
(June 2010)

T-Mobile throttles
to enforce data
caps
(May 2011)

AT&T begins
throttling
(April 2011)

AT&T starts throttling
unlimited iPhone users
(July 2011)

Verizon requires caps
on new data plans
(July 2011)

AT&T caps U-verse
to 250GB & DSL to
150GB with
\$10/50GB overage
(May 2011)

All carriers require
caps for iPad LTE
(March 2012)

Verizon to phase out
unlimited data plans
(May 2012)

Verizon introduces
shared data plans
(June 2012)

Comcast moves
towards tiered
usage-based billing
(May 2012)

Verizon completes
LTE deployment
(mid-2013)

T-Mobile
eliminates data
contracts
(March 2013)

2008

2009 2010

2011

2012

2013

Time-Warner
Texas trial
(June 2008)

Comcast
introduces
250GB caps
(August 2008)