Power BI Licensing Explained

# 1. Types of Power BI Licensing

Power BI offers different licensing options to suit personal, team, and enterprise-level reporting needs. The main types of Power BI licenses are:

## Power BI Free

* • Designed for individual users.
* • Allows users to build reports and dashboards using Power BI Desktop.
* • Limited to personal use — no sharing or collaboration in Power BI Service.

## Power BI Pro

* • For professionals and teams.
* • Allows sharing, collaboration, and publishing of reports to the Power BI Service.
* • Required for users to access shared content in a workspace.
* • Cloud-based collaboration and App workspaces enabled.

## Power BI Premium

* • Enterprise-grade licensing model.
* • Comes in two formats:  
   - Per User (Premium Per User - PPU)  
   - Per Capacity (Premium Capacity)
* • Enables advanced AI, paginated reports, large model sizes, and deployment pipelines.
* • Supports greater performance, scalability, and dedicated cloud compute resources.

## Power BI Embedded

* • For ISVs (Independent Software Vendors) and developers.
* • Allows embedding Power BI visuals into custom apps or websites.
* • Charged based on capacity and usage.

# 2. Difference Between Power BI Licenses

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| --- | --- | --- | --- | --- |
| Feature | Power BI Free | Power BI Pro | Power BI Premium (PPU) | Power BI Premium (Capacity) |
| Price | Free | Paid (per user/month) | Paid (per user/month) | Paid (per capacity/month) |
| Create Reports & Dashboards | ✅ | ✅ | ✅ | ✅ |
| Share Content with Others | ❌ | ✅ | ✅ | ✅ |
| Publish to Power BI Service | ✅ | ✅ | ✅ | ✅ |
| Collaboration in Workspaces | ❌ | ✅ | ✅ | ✅ |
| AI Features | ❌ | Limited | ✅ | ✅ |
| Paginated Reports | ❌ | ❌ | ✅ | ✅ |
| Dataset Size Limit | 1 GB | 1 GB | 100 GB | 100 GB |
| Refresh Rate | Daily (1/day) | 8/day | 48/day | 48/day |
| Dedicated Cloud Resources | ❌ | ❌ | ❌ | ✅ |

# 3. Benefits of Power BI Premium Over Pro

Power BI Premium unlocks several features and advantages over the Pro version, especially for large-scale or enterprise deployments.

* • Larger Dataset Support: Supports up to 100 GB per dataset (vs 1 GB in Pro).
* • Higher Refresh Rates: Allows up to 48 data refreshes per day (vs 8/day in Pro).
* • Dedicated Capacity: Reserved cloud resources for better performance and faster processing.
* • AI and Advanced Features: Access to AI-powered insights like cognitive services and AutoML.
* • Paginated Reports: Supports highly formatted, printable reports for invoices, statements, etc.
* • Deployment Pipelines: Enables dev/test/prod environments for structured report development.
* • On-premises Reporting: Includes Power BI Report Server for hosting reports internally.
* • No Per-user Licensing for Viewers: Viewers in Premium Capacity don’t need a Pro license, saving costs.