

What Are the Types of Power BI Licenses?

- **Power BI Free:**

This is a basic, no-cost license best for personal use. You can create reports in Power BI Desktop and view them yourself, but you can't share them online with others.

- **Power BI Pro:**

Aimed at professionals and teams. With Pro, you can share and collaborate on dashboards and reports in the Power BI cloud service. Everyone who wants to view shared content also needs Pro.

- **Power BI Premium:**

Comes in two flavors:

- **Per User (PPU):** For advanced individuals who need more than what Pro offers, like bigger data sets and new features.
- **Per Capacity:** For large organizations. Provides special, dedicated cloud resources. You can let everyone in your company view reports—viewers don't all need Pro licenses.

- **Power BI Embedded:**

Made for app developers who want to put Power BI visuals inside their own custom applications, often for customers outside their organization.

- **Power BI Report Server (On-Premises):**

Lets organizations host Power BI reports on their own servers, not on the cloud. This is included with Premium or certain SQL Server licenses.

How Do These Licenses Differ?

Feature/Use	Free	Pro	Premium (PPU)	Premium (Capacity)	Embedded
For individual learning	Yes	Yes	Yes	Yes	No
Share & collaborate in cloud	No	Yes	Yes	Yes	No
Publish to web	Yes	Yes	Yes	Yes	No
Dedicated cloud resources	No	No	No	Yes	Yes
View reports without Pro license	No	No	No	Yes	Yes (via app)
Large dataset support	No	No	Yes	Yes	Yes
Paginated (pixel-perfect) reports	No	No	Yes	Yes	Yes
Report Server (on-premises)	No	No	No	Yes	No

Why Choose Power BI Premium Over Pro?

Upgrading from Power BI Pro to Premium gives you several notable benefits, especially if your organization is large or deals with complex analytics:

- **Everyone Can View Reports:**

With Premium (Capacity), once you publish a report to a “Premium” workspace, *anyone* in your business can view it, even if they don’t have a Pro license. This is a big deal for broad sharing.

- **Larger & More Complex Data Models:**

Premium lets you work with huge datasets (think hundreds of gigabytes), compared to just 1 GB per dataset in Pro.

- **More Frequent Data Refreshes:**

Premium allows up to 48 scheduled data refreshes per day, so your dashboards can stay very current.

- **Advanced Features:**

AI integration, paginated reports (like those in SQL Reporting Services), and other advanced analytics are only available in Premium.

- **Stronger Performance:**

Because Premium provides dedicated cloud resources, your dashboards generally load and update faster—even during busy periods.

- **On-Premises Reporting:**

Included with Premium, you can host Power BI reports on servers inside your organization, not just in the cloud.