# Power BI Licensing Overview

## Types of Power BI Licensing

Power BI offers several types of licensing options to meet different business needs. The main types include:

* + - Power BI Free
    - Power BI Pro
    - Power BI Premium
    - Power BI Embedded
    - Power BI Premium Per User (PPU)

- **Power BI Free**: This is mainly used for personal use that is it provides basic access to the user. It is ideal for creating reports and dashboards. But the sharing capabilities are limited under Power BI Free

- **Power BI Pro**: It is designed for professionals who are required to create, share, and collaborate on reports across the organization. Under this, the sharing capabilities are not limited as compared to Power BI Free and it is mainly for the organizations.

- **Power BI Premium**: It offers its users with some advanced capabilities such as dedicated cloud resources, larger data model sizes, paginated reports, and AI capabilities.

- **Power BI Embedded**: Focuses toward developers and ISVs who want to embed Power BI visuals in their applications.

**- Power BI Premium Per User (PPU):** It combines features of Pro and Premium with lower cost per user than full Premium capacity.

## Difference Between All Types of Licensing

The main differences among Power BI licenses revolve around features, sharing capabilities, and capacity:

**- Free vs Pro**: Free users can only publish and view reports in their own workspace. Pro users can share and collaborate with others in the Power BI Service.

**- Pro vs Premium**: Pro requires individual licenses for each user. Premium provides dedicated capacity and more advanced features, and can be licensed per user (PPU) or per capacity.

**- Premium vs Embedded**: Premium is meant for internal organizational use, while Embedded is for developers embedding visuals into applications for external users.

**- Premium Per User (PPU)**: Offers many of the Premium features on a per-user basis, which is cost-effective for smaller teams needing Premium capabilities.

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| --- | --- | --- | --- | --- |
| **Feature** | **Power BI Free** | **Power BI Pro** | **Power BI Premium** | **Power BI PPU** |
| **Report Creation** | Yes | Yes | Yes | Yes |
| **Share Reports** | No | Yes | Yes | Yes |
| **Data Capacity** | 1 GB | 10 GB | 400 GB | 100 GB |
| **Data Refresh** | Daily | 8/day | 48/day | 48/day |
| **AI & Paginated Reports** | No | No | Yes | Yes |
| **Dedicated Resources** | No | No | Yes | No |
| **Viewer Licensing Needed** | N/A | Yes | No (Capacity) | Yes |

## Benefits of Power BI Premium Over Power BI Pro

Power BI Premium provides significant advantages over Power BI Pro, including:

- Dedicated cloud resources ensuring better performance and scalability.  
- Ability to handle larger datasets (up to 400 GB in Premium vs 1 GB per dataset in Pro).  
- Advanced AI features like AutoML, cognitive services, and integration with Azure.  
- Paginated reports support for pixel-perfect report formatting.  
- No per-user license requirement for report viewers (in capacity-based licensing).  
- Enhanced data refresh rates (up to 48 times per day).