Tarifica Tarifica Study Finds Wide Differences in What Operators Charge for Faster Fiber Broadband

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Some operators make higher speeds an affordable upgrade, while others treat the same speeds as a premium product.

NEW YORK, October 28, 2026 /PRNewswire-PRWeb/ -- A new study from global telecom data provider Tarifica finds that consumers face strikingly different prices for the same increase in fiber broadband speed, with some operators charging only a modest premium while others nearly triple the monthly price.

Using Q3 2026 data from Tarifica's Telecom Pricing Intelligence Platform (TPIP), the study analyzed 320 matched comparisons across 51 operators in 23 markets. Plans with matching features were compared to limit the effect that differences in television, landline, router, contract length, bundled mobile allowance and included subscriptions might have had on prices.

The contrast is particularly clear among five operators offering an upgrade from 1 Gbps to 5 Gbps. Eir in Ireland charges just 4% more and Orange in Spain 5%. AT&T in the United States charges 30% more, while TotalPlay in Mexico more than doubles the price. Claro in Brazil charges a premium of 178%, making its faster plan nearly three times as expensive.

"Our assessment is that operators have yet to settle on what multi-gigabit fiber should be worth," said Soichi Nakajima, Tarifica's Vice President of Data and Analysis. "Some are treating it as the next step in a familiar speed ladder, with a modest increase in price. Others are positioning it as a premium product, even when the speed upgrade is exactly the same."

Across the full sample, 50 of the 51 operators charge more for faster service, and none charges less. The median operator premium is 23%, but that figure masks substantial differences. Fourteen operators charge less than 10% extra, while twelve charge at least 60% more. In some cases, premiums exceeded 300%.

Larger increases in speed do not consistently bring larger price increases. Movistar in Spain charges just EUR 5 more to move from 1 Gbps to 10 Gbps, taking the monthly price from EUR 65 to EUR 70, an increase of 7.7%. Swisscom and docomo price a tenfold speed increase similarly at around 9% more.

Virgin Media in the United Kingdom, by contrast, charges a median premium of 54% for an upgrade that doesn't even double the speed. Awasr in Oman charges more than four times as much for a roughly sixfold increase.

The differences also appear within individual markets. Six Irish operators charge premiums ranging from 4% to 40%, while the two British operators in the sample have median premiums of 54% and 153%.

"Speed alone is a poor guide to what a customer will pay for an upgrade," Nakajima said. "Our conclusion is that the price reflects an operator's commercial positioning and underlying costs as well as

the additional speed it delivers. For consumers, that means a substantial speed increase can be an inexpensive upgrade from one provider and a major increase in monthly spending from another."

Tarifica concludes that multi-gigabit fiber remains a market with widely divergent pricing approaches. As faster services become available, consumers will need to look beyond headline speeds to assess the additional cost, while operators face a strategic choice over whether to make those speeds a broadly accessible upgrade or a premium offering.

To read the full analysis, please visit Tarifica's **website**.

About the Telecom Pricing Intelligence Platform

Tarifica's Telecom Pricing Intelligence Platform (TPIP) offers comprehensive data on plans from major operators around the world, empowering users to create customized profiles for in-depth comparisons and analyses. Subscribers can explore trends and visualize data with ease using intuitive tools and multiple filters for a granular view. Say goodbye to Excel-based limitations and embrace modern features like screenshot captures, alerts, and historical offers. TPIP is adaptable to client needs, allowing customization of data structure, geographical scope, and frequency.

About Tarifica

Tarifica is an industry leader in providing telecom data and software solutions to the global telecommunications sector. Specializing in telecommunications plan and pricing information, Tarifica delivers critical insights and analytics to help telecom companies and regulators make data-driven decisions. The company's clients include national regulators, mobile and fixed-line operators, internet service providers, consultancies, and financial institutions worldwide. In addition to its flagship SaaS products, Tarifica offers tailored consulting services to address specific client needs. The company's commitment to innovation and excellence has established it as a trusted partner in the rapidly evolving telecom industry.

Tarifica was named Champion for Innovation in Analytics and Intelligence by leading telecom industry publication The Fast Mode.

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