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Tarifica Selects US Mobile's Unlimited Starter Annual Plan as its Consumer Value Plan of the Month

US-based telecom data provider Tarifica has selected US Mobile's Unlimited Starter annual plan with the Multi-Network add-on in the United States as its Consumer Value Plan of the Month for October 2026, the company said.

Paid annually, an unlimited plan with taxes and fees included costs USD 22.50 a month -- and for USD 7.50 a month more, subscribers can add a second national network alongside their primary one, on the same device -- an option none of the three national carriers offers.

The Multi-Network add-on is what sets the offering apart.

For USD 7.50 a month per line on annual plans, a subscriber can attach up to two additional lines, each running on a different national network, to their primary line on a single device, sharing one data allowance.

A customer whose building has poor reception on one network, or who travels through a region where another performs better, can turn to a second or third network rather than accept the coverage of whichever carrier they signed with -- without porting a number, carrying a second handset, or opening another account.

The plan it attaches to is itself among the most competitively priced in the market. Unlimited Starter costs USD 270 a year, the equivalent of USD 22.50 a month, and includes high-speed data, talk and text, hotspot data, and international calling and texting, with allowances varying by network.

Taxes and fees are included in the price, and there is no contract and no credit check. New subscribers currently pay USD 199 for their first year, an introductory rate of USD16.58 a month.

With the Multi-Network add-on, a subscriber pays USD 30 a month at the standard rate -- still substantially below the cost of comparable unlimited plans from the national carriers.

That combination is difficult for those carriers to replicate. Each of the three sells access to the network it owns, and none would appear to have a commercial reason to offer its subscribers a rival's coverage.

An independent operator buying wholesale capacity from all three does -- and here it is doing so while undercutting them on price.

The selection also illustrates a potentially wider shift in the mobile market: the network itself is

becoming a layer consumers can select and supplement, rather than a fixed property of the brand they buy from.

That prospect is gaining relevance from another direction too. SpaceX's agreement this month, subject to regulatory approval, to acquire nationwide low-band spectrum for its Starlink Mobile service raises the longer-term possibility of a fourth national network competitor combining satellite and terrestrial connectivity.

While such a network remains some way from commercial maturity, both developments point toward a market in which consumers could have greater choice over how and where they connect.

Each month, Tarifica selects a Consumer Value Plan of the Month to recognize mobile and broadband offers that deliver exceptional value to consumers.

Selections are made using analysis from Tarifica's Telecom Pricing Intelligence Platform, which tracks thousands of consumer plans across markets worldwide.

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.

Tarifica's Telecom Pricing Intelligence Platform offers comprehensive data on plans from major operators around the world, empowering users to create customized profiles for in-depth comparisons and analyses.