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Carriers Vary Advertised Speeds on Unlimited Plans

Tarifica finds about 20 percent of 465 unlimited postpaid plans across 39 markets vary advertised downlink speeds.

Updated on Nov. 17, 2026 in Telecommunications



Market analysis service Tarifica evaluated 465 unlimited consumer postpaid plans from 39 international markets and found advertised downlink bandwidth varies among a number of European carriers. About 20 percent of the plans evaluated are differentiated by advertised speed.

Why it matters

Speed-based tiers on plans marketed as unlimited give operators a route to upselling customers who want faster service. Readers comparing unlimited offers may find the headline data allowance does not capture the full difference between plans.

> Tarifica's review of 465 unlimited postpaid plans across 39 markets found that roughly 20 percent differentiate advertised downlink bandwidth. The review does not report measured delivered speeds or how the advertised tiers were priced.

The players

Tarifica

Tarifica is a market analysis service specializing in telecoms subscriptions and pricing.

KPN

KPN is a Dutch telecommunications operator and one of the carriers advertising varied downlink speeds on unlimited plans.

Odido

Odido is a Dutch mobile operator and one of the carriers advertising varied downlink speeds on unlimited plans.

A1

A1 is an Austrian telecommunications operator and one of the carriers advertising varied downlink speeds on unlimited plans.

Drei

Drei is an Austrian mobile operator and one of the carriers advertising varied downlink speeds on unlimited plans.

The details

Carriers including KPN and Odido in the Netherlands, and A1 and Drei in Austria, are among the operators advertising differing downlink bandwidth on plans labeled unlimited. The pattern is described as a way for operators to create upselling opportunities across European mobile markets.

Timeline

- Article on speed-based unlimited plans research published on 17 November 2026.

The Tech Race

Tarifica's analysis of 465 plans shows European operators using advertised speed tiers inside products sold as unlimited. This follows a broader pattern in which carriers add differentiation beyond headline data allowances to compete on price and performance.

> Customers comparing unlimited plans may find that advertised downlink speeds differ between offers that appear identical on data allowance. Checking the advertised speed tier before signing up can help avoid paying for a slower plan labeled unlimited.

The takeaway

Unlimited labels do not guarantee identical service, so comparing advertised downlink speeds alongside data allowances helps shoppers choose the right plan.

Further reading

For more on how mobile operators structure their offers, explore our Telecommunications coverage.

Source note: This article includes information reported by Telecompaper.