



iPhone Version	Monthly Tariff	Phone cost	Minutes	Texts	Contract duration (months)	Extras?	Total Cost of Ownership	TCO with a mid-tariff contract reduction*	Saving
8Gb iPhone 3G	£29.36	£96.50	150	250	18		£624.98	N/A	N/A
8Gb iPhone 3G	£29.36	£0.00	150	250	24		£704.64	N/A	N/A
8Gb iPhone 3G	£34.26	£96.50	600	500	18		£713.18	£669.08	£44.10
8Gb iPhone 3G	£34.26	£0.00	600	500	24		£822.24	£763.44	£58.80
8Gb iPhone 3G	£44.04	£0.00	1200	500	18		£792.72	£704.70	£88.02
8Gb iPhone 3G	£44.04	£0.00	1200	500	24		£1,056.96	£939.60	£117.36
8Gb iPhone 3G	£73.40	£0.00	3000	500	18		£1,321.20	£1,056.96	£264.24
8Gb iPhone 3G	£73.40	£0.00	3000	Unlimited	24		£1,761.60	£1,409.28	£352.32
8Gb iPhone 3G	£122.34	£0.00	Unlimited	Unlimited	24	100 roaming minutes	£2,936.16	£2,348.88	£587.28
16Gb iPhone 3GS	£29.36	£184.50	150	250	18		£712.98	N/A	N/A
16Gb iPhone 3GS	£29.36	£125.00	150	250	24		£829.64	N/A	N/A
16Gb iPhone 3GS	£34.26	£184.50	600	500	18		£801.18	£757.08	£44.10
16Gb iPhone 3GS	£34.26	£87.00	600	500	24		£909.24	£850.44	£58.80
16Gb iPhone 3GS	£44.04	£87.00	1200	500	18		£879.72	£791.70	£88.02
16Gb iPhone 3GS	£44.04	£0.00	1200	500	24		£1,056.96	£939.60	£117.36
16Gb iPhone 3GS	£73.40	£0.00	3000	500	18		£1,321.20	£1,056.96	£264.24
16Gb iPhone 3GS	£73.40	£0.00	3000	Unlimited	24		£1,761.60	£1,409.28	£352.32
16Gb iPhone 3GS	£122.34	£0.00	Unlimited	Unlimited	24	100 roaming minutes	£2,936.16	£2,348.88	£587.28
32Gb iPhone 3GS	£29.36	£274.00	150	250	18		£802.48	N/A	N/A
32Gb iPhone 3GS	£29.36	£225.00	150	250	24		£929.64	N/A	N/A
32Gb iPhone 3GS	£34.26	£274.00	600	500	18		£890.68	£846.58	£44.10
32Gb iPhone 3GS	£34.26	£175.00	600	500	24		£997.24	£938.44	£58.80
32Gb iPhone 3GS	£44.04	£175.00	1200	500	18		£967.72	£879.70	£88.02
32Gb iPhone 3GS	£44.04	£96.50	1200	500	24		£1,153.46	£1,036.10	£117.36
32Gb iPhone 3GS	£73.40	£96.50	3000	500	18		£1,417.70	£1,153.46	£264.24
32Gb iPhone 3GS	£73.40	£0.00	3000	Unlimited	24		£1,761.60	£1,409.28	£352.32
32Gb iPhone 3GS	£122.34	£0.00	Unlimited	Unlimited	24	100 roaming minutes	£2,936.16	£2,348.88	£587.28

Notes

This spreadsheet was last updated on November 18th, 2009

* Customers on an 18 month contract can drop their tariff from 9 months. Customers on a 24 month tariff can drop their tariff from 12 months.