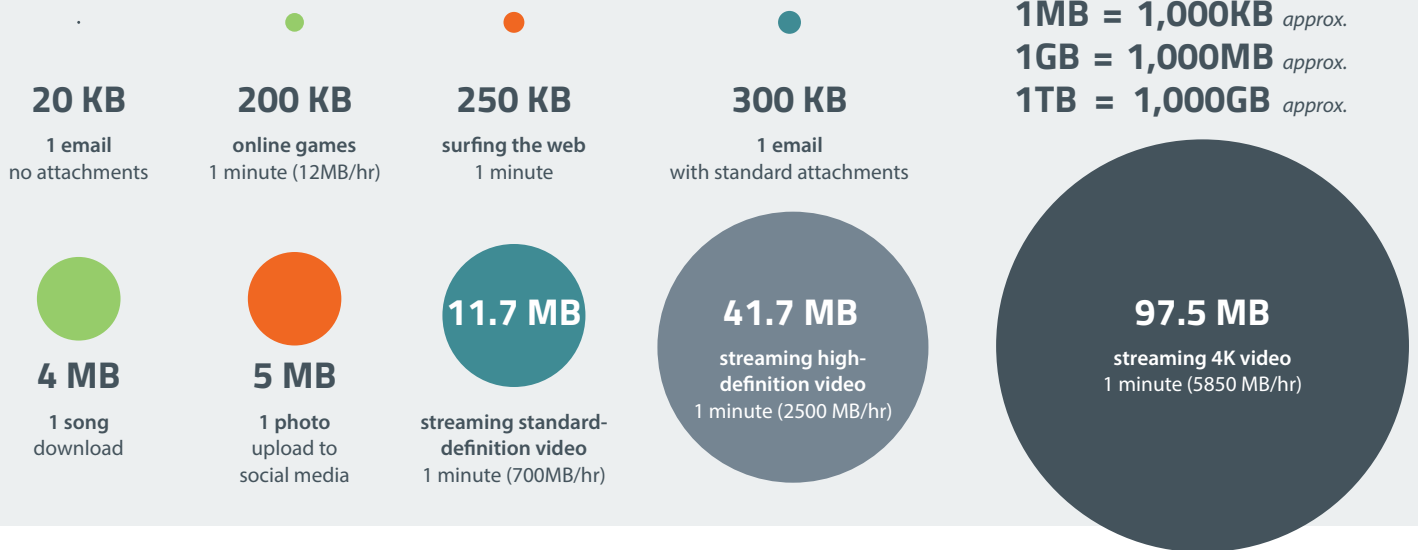# HOW MUCH DATA IS THAT?

Isotropic™
Connecting the Planet

Having a hard time putting your data consumption into context?

Check out these guidelines on data consumption for common online activities.

20 KB
1 email
no attachments

200 KB
online games
1 minute (12MB/hr)

250 KB
surfing the web
1 minute

300 KB
1 email
with standard attachments

1MB = 1,000KB *approx.*
1GB = 1,000MB *approx.*
1TB = 1,000GB *approx.*

4 MB
1 song
download

5 MB
1 photo
upload to
social media

11.7 MB
streaming standard-
definition video
1 minute (700MB/hr)

41.7 MB
streaming high-
definition video
1 minute (2500 MB/hr)

97.5 MB
streaming 4K video
1 minute (5850 MB/hr)

Area represents data consumption.
Source: AT&T

Tips to Manage Data Consumption

If you're using more data than you expect, check out these quick and easy ways to cut out some data usage.

1. **Turn off your iCloud.** Often running in the background, iCloud is one of the biggest data consumers for upload traffic. It can create massive congestion for all users on the network.

2. **Manage notifications.** Even notifications on your phone or tablet consume data. While some alerts are necessary, you should disable email and push notifications, automatic app updates, and your device's GPS when not in use.

3. **Close all apps.** Many open apps – especially those that provide location services – will continue to send and receive data when your phone or table is locked. Turning these apps off will conserve available data.

4. **Download music playlists in advance.** While audio doesn't use as much data as video, you can still go through a lot of bandwidth from morning to night with music streaming platforms. Download your playlists to conserve bandwidth for other priority applications.

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