

Virgin makes mobile data unlimited through pandemic

All [Virgin Mobile](#) plans will have their data caps removed to support customers during the pandemic

The mobile arm of Virgin in Media Ireland said that all smartphone customers will have access to unlimited data.

Virgin Mobile said that as part of its plans to help customers through the pandemic all customers who have a data limit on their plan will now become unlimited and all those on unlimited plans will have the 80GB fair usage policy removed.

The unlimited access to data on both Virgin Media plans will run until 18 July 2021.

Data surge

“With the removal of any sort of data caps for our Virgin Mobile customers, today’s announcement should really help those who have come to rely on their phones to stay connected,” said Paul Higgins, vice-president for Commercial at Virgin Media in Ireland.

“The removal of the data limits and fair usage Policy from our mobile plans means you don’t have to worry about using up all your data on video calls, streaming apps or web browsing while we all do our best to stay at home.

“After an unforgettable year, not only did we see our broadband customers consume 84pc more information in December of 2020 than pre-Covid-19, we also saw a significant increase in demand on our mobile network. The unexpected shift towards working, living, learning and socialising from home drove record-breaking mobile traffic for Virgin Mobile customers with 47pc more data being used than in 2019.”

In 2020, Virgin Mobile customers relied on their smartphone plans more than ever due to nationwide restrictions, school closures and more and more of us working from home.

Compared to 2019, Virgin Mobile customers increased mobile data usage on the network by 47% with busy households using their smartphones to work out new ways to work, learn and play.

Total domestic call minutes increased 34% in 2020 and there were over 48 million texts sent on our network in 2020 also with January being the busiest month due to the New Year’s Wishes effect.

“Staying connected, informed, and entertained is more important than ever, and despite the

additional demand and challenges we've faced last year, our network has played a key role in keeping the country connected to the things and people that matter most," Higgins added.

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