Is there a "Best" Mobile Network?

by Cheri Bowden

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Mobile phones are big business, everyone needs them for work, for their social lives, for emergencies and even, as the technology gets more and more incredulous, for recording videos, using as an interactive map, almost anything now seems to be do-able on a mobile phone. Customers are being fought over by a wide reaching gang of competing companies, each vying for your approval and cash, each trying to promote themselves as being simply The Best mobile phone service provider.

Amongst the minefield of opposing promotions it can be difficult to discern which ones are telling the truth, with the help of price comparison websites we can start to sort the wheat from the chaff. But can any one company be considered better than the rest, or should your decision be more based on what is the best mobile network for your personal needs?

The problem with assigning a single best network is that they each offer different perks. T-Mobile has the best bundle packages and boosters that mean cheaper roaming and international calls. Which sounds brilliant, but they do charge more for the internet than Three, who offer free instant messaging services online and can link up with most electronic goods to make your mobile internet experience that much better. Then, jumping straight out of the left field, Orange decided that, instead of competing for international calls or internet, they would just offer free cinema tickets once a week, so maybe Orange are the best network because, although your phone deal might be average, you get to go see films more!

It is therefore almost an impossible task to objectively rank the competing mobile networks to work out one that is categorically better than the rest. How it should be considered then is what is the best network for you personally, which perks will benefit you the most considering how you live your life.

For the avid cinema goer Orange could be the best deal, if you love to go to the cinema every week then getting tickets free will save you as much as Â£7 a week, which is no small amount. Then again, for the stay at home cinema-phobe to whom sitting in a darkened room surrounded by unruly strangers is their idea of hell, Orange's deal won't suit them at all.

So take the time to think about how you want to use your phone, any features you want to use more than others and look for the network that caters to you.

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