

# AT&T: New Pricing Supportive Of Subscriber-Led Improvement At Wireless

By [Jonathan Chaplin](#) | October 31, 2019

**What's New:** AT&T has announced new wireless Unlimited pricing that lowers the price of entry-level Unlimited; this should help subscriber trends in the coming quarters across both churn and gross adds. Overall, we think the move is supportive of our bullish view on AT&T's wireless business, which should see sustainable churn declines driven by the company's deployment of 60MHz of greenfield capacity (for a detailed look at our churn thesis see [HERE](#)).

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Full 12-month historical recommendation changes are available on request

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