



An Coimisiún um
Rialáil Cumarsáide
Commission for
Communications Regulation

ComReg imposes urgent interim measures on Eircom to protect competition

Information Notice

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1. On 10 October 2025, ComReg was informed of a promotion due to be launched by Open eir, the wholesale business of Eircom Limited ('Eircom') on 13 October. The Promotion offers end-users a €50 gift card when signing up to fibre-to-the-home (FTTH) broadband on the Open eir fibre network through any one of a number of Eircom's retail partners. The €50 gift card can be claimed directly from Open eir by the end-user, regardless of the retail partner through which the fibre broadband service was ordered. The promotion appears to be targeted at c77,000 specific premises.
2. Eircom, as the operator with significant market power in the wholesale local access market, is subject to specific regulatory obligations set out in ComReg Decision D05/24 (ComReg 24/07) of 18 January 2024 including an obligation to notify and obtain the prior approval of ComReg for wholesale FTTH discounts and promotions.
3. This notification and approval process allows ComReg to assess proposed promotions or discounts to ensure that they will not have anti-competitive effects in the broadband market. Geographically targeted promotions are not permitted, as they can discourage efficient investment by rival operators and reduce competition over time.
4. Eircom did not notify ComReg of the Promotion and Eircom's failure to notify ComReg prevented that assessment from taking place. Given ComReg's concerns that the Promotion would not meet the requirements for approval, and as the promotion has already been launched and has been available to end users since 13 October 2025, on 17 October 2025, ComReg imposed on Eircom urgent interim measures in order to prevent or minimise the anti-competitive effects of the Promotion. Eircom has been told to stop registrations for the Promotion on its website, stop delivery of any related leaflets and other marketing activities in connection with the Promotion, and ensure that all its agents and partners stop promoting it.
5. In imposing the urgent interim measures on Eircom, ComReg is mindful not to inconvenience end-users who have already registered on the Open eir website with a view to availing of the Promotion and may have taken steps to order an FTTH connection on the Open eir network. There is, accordingly, nothing in the urgent interim measures imposed by ComReg that would prevent those users who registered for the promotion between 13 October and 17 October 2025 from receiving the €50 Gift Card in accordance with the terms and conditions of the Promotion.