



Commission for  
**Communications Regulation**

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For immediate release

## **ComReg Media Release**

# **ComReg issues market report for Q2 2014 – 59% of all mobile phones are Smartphones**

The Commission for Communications Regulation (ComReg) today released its Quarterly Report on the Electronic Communications market for the period (1 April to 30 June) Q2 2014.

Broadband subscriptions (fixed and mobile) decreased by 0.3% on the previous quarter and stood at 1.7 million broadband subscriptions at the end of June. The estimated household (fixed and mobile) broadband penetration rate at the end of Q2 was 67%.

The number of fixed phone subscriptions has increased by 5.2% since Q2 2013 to reach 1.57 million.

Average broadband speeds continue to increase. In Q2 2014 approximately 59.0% of all broadband subscriptions were equal to or greater than 10 Mbps, up from 37.5% and 40.1% of all broadband subscriptions were equal or greater than 30 Mbps up from 29.9% in Q2 2013.

Fixed voice traffic has declined while mobile voice traffic has increased this quarter. Fixed voice traffic has declined by 5.4% while mobile traffic increased by 2.4% compared to the previous quarter.

The total number of text messages sent by mobile users in Ireland was over 1.88 billion in Q2 2014, down 23.2% on Q2 2013. The number of multimedia messages (MMS) sent was down 6.1% compared to Q2 2013.

59.0% of all mobile voice subscriptions are Smartphones up 14.7% over the previous 12 months and data volumes continue to rise, increasing by 53.9% in the year to Q2 2014 to reach 15,724 terabytes.

Average Revenue Per User (Mobile) in Q2 2014 was €25 per month, down from €27 in Q2 2013. The drop in ARPU is due, in part, to cheaper mobile plans and increased sales of bundled products.

There were 5,626,484 mobile phone subscriptions at the end of June which was an increase of 0.1% on the previous quarter. Ireland's mobile penetration rate for the quarter was 122.0%.

**ENDS**

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