



Commission for
Communications Regulation

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ComReg Media Release

ComReg issues market report for Q4 2014

The Commission for Communications Regulation (ComReg) today released its Quarterly Report on the Electronic Communications market for the period (1 October to 31 December) Q4 2014.

Fixed Broadband subscriptions increased by 1.5% on the previous quarter with 5.8% annual growth and stood at 1.26 million broadband subscriptions at the end of December. The estimated household (fixed and mobile) broadband penetration rate at the end of Q4 was 80%. The number of fixed phone subscriptions has increased by 3.8% since Q4 2013 to reach over 1.58 million.

Average broadband speeds continue to increase. In Q4 2014 45.4% of all fixed broadband subscriptions were equal to or greater than 30 Mbps up from 35.2% in Q4 2013 and approximately 63.8% of all fixed broadband subscriptions were equal to or greater than 10 Mbps, up from 53.4% in Q4 2013.

Fixed voice traffic has declined while mobile voice traffic has increased this quarter. Fixed voice traffic has declined by 1.7% while mobile traffic increased by 4.1% compared to Q3 2014.

The total number of text messages sent by mobile users in Ireland was over 1.88 billion in Q4 2014, down 12.4% on Q4 2013. The number of multimedia messages (MMS) sent was up 6.6% compared to Q4 2013.

In Q4 2014 11% of all mobile subscribers actively used 4G mobile networks and data usage continues to rise, increasing by 82.7% in the year to Q4 2014.

In Q4 2014 mobile APRU was €25.1 per month, down from an ARPU of €26.2 per month in Q4 2013. This is likely to be a reflection of a number of factors such as those attributable to lower priced mobile plans, increased sales of bundled products and reductions in mobile roaming and termination rates.

Finally, this report marks 15 years since ComReg began to monitor the developments in electronic communications markets, through the Quarterly Report, during which time the sector has evolved considerably.

Notably in the year 2000, 22% of respondents identified themselves as Internet users with the majority accessing the Internet via 'dial up' service. In Q4 2014 80% of survey respondents used broadband services to access the Internet in the last three months.

In the year 2000, there were 1.7 million mobile telephone subscribers resulting in a penetration rate of 46% and by the end of 2014, this figure rose to 4.9 million with a penetration rate of 106.5% (this figure includes mobile phone subscriptions only.)

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