



Commission for
Communications Regulation

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ComReg issues market report for Q1 2013

The Commission for Communications Regulation (ComReg) today released its Quarterly Report on the Electronic Communications market for the period (1 January to 31 March) Q1 2013.

Average broadband speeds continue to increase. In Q1 approximately 21.9% of all broadband subscriptions were equal to or greater than 10 Mbps, up from 19.1% since Q1 2012.

Broadband subscriptions (fixed and mobile) increased by 0.1% on the previous quarter and stood at 1,668,585 broadband subscriptions at the end of March.

The fixed Broadband penetration rate at the end of March was 24.6%. When mobile broadband is included, the penetration figure is 36.4%. The estimated household (fixed and mobile) broadband penetration rate at the end of Q 1 was 65%.

The mobile market accounted for approximately 72.2% of all voice and internet subscriptions (fixed and mobile), with fixed market subscriptions (voice and internet) representing the remaining 27.8%.

Total quarterly electronic communications revenues were €912.8 million for the period, decreasing by 2.1% compared to Q1 of 2012. Mobile voice and SMS revenues are decreasing while mobile data revenues are increasing.

Average Revenue Per User (ARPU) in Q1 2013 was €28 per month, down from €29 on the previous quarter. The drop in ARPU is due, in part, to lower priced mobile plans and increased sales of bundled products.

There were 5,432,182 mobile phone subscriptions at the end of March which was a decrease of 0.5% on the previous quarter. Ireland's mobile penetration rate for the quarter was 118.5%.

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