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For immediate release

ComReg Media Release

ComReg issues market report for Q3 2013

The Commission for Communications Regulation (ComReg) today released its Quarterly Report on the Electronic Communications market for the period (1 July to 31 September) Q3 2013.

Average broadband speeds continue to increase. In Q3 approximately 42.1% of all fixed broadband subscriptions were equal to or greater than 10 Mbps, up from 31.0% since Q3 2012. 32.5% of all fixed broadband subscriptions were equal or greater than 30 Mbps up from 19.9% in Q3 2012.

The estimated household (fixed and mobile) broadband penetration at the end of Q3 was 65%. Broadband subscriptions (fixed and mobile) increased by 1.0% compared to Q3 2012 and stood at 1,674,990 broadband subscriptions at the end of September. Broadband subscriptions based on Eircom's Next Generation Network (VDSL technology) are reported for the first time. ComReg estimates that there were 41,586 VDSL broadband subscriptions in Q3 2013.

The mobile market accounted for approximately 74.1% of all voice and internet subscriptions (fixed and mobile), with fixed market subscriptions (voice and internet) representing the remaining 25.9%.

The number of texts sent continues to decline as consumers mobile data usage intensifies. The total number of SMS messages sent by mobile users in Ireland was over 2.28 billion in Q3 2013, down 25.1% on Q3 2012. Data volumes continue to rise, increasing by 39.7% in the year to Q3 2013 to reach just over 10,500 terabytes.

ComReg estimates that industry revenues in Q3 2013 were €897.7 million which was a 0.2% increase since Q2 2013. Total industry revenues in the 12 months to September 2013 at €3.65 billion were down from over €3.79 billion over the previous 12 months.

In Q3 2013 Average Revenue Per User (ARPU) in the mobile sector was €26 per month, down from €29 compared to Q3 2012. The drop in ARPU is due, in part, to lower priced mobile plans and increased sales of bundled products, combined reductions in mobile roaming and termination rates.

There were 5,614,744 mobile phone subscriptions at the end of September which was an increase of 3.2% on the previous quarter. Ireland's mobile penetration rate for the quarter was 122.2%.

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