



Commission for
Communications Regulation

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ComReg issues market report for Q1 2014 – 57% 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 January to 31 March) Q1 2014.

Broadband subscriptions (fixed and mobile) increased by 0.7% on the previous quarter and stood at 1.7 million broadband subscriptions at the end of March. The estimated household (fixed and mobile) broadband penetration rate at the end of Q1 was 67%.

Average broadband speeds continue to increase. In Q1 2014 approximately 56.7% of all broadband subscriptions were equal to or greater than 10 Mbps, up from 32.2% and 37.7% of all broadband subscriptions were equal or greater than 30 Mbps up from 21.3% in Q1 2013.

Fixed voice and mobile voice traffic has declined this quarter. Fixed voice traffic has declined by 1.3% while mobile traffic declined by 0.8% compared to the previous quarter.

The total number of text messages sent by mobile users in Ireland was over 2.02 billion in Q1 2014, down 25.0% on Q1 2013. The number of multimedia messages (MMS) sent was down 7.4% compared to Q1 2013.

57.2% of all mobile voice subscriptions are Smartphones up 12.2% over the previous 12 months and data volumes continue to rise, increasing by 48.1% in the year to Q1 2014 to reach 13,897 terabytes.

Average Revenue Per User (ARPU) in Q1 2014 was €26 per month, down from €28 on the previous quarter. The drop in ARPU is due, in part, to cheaper mobile plans and increased sales of bundled products.

There were 5,619,777 mobile phone subscriptions at the end of March which was a decrease of 0.1% on the previous quarter. Ireland's mobile penetration rate for the quarter was 121.9%.

**Issued By Tom Butler
Public Affairs Manager, ComReg**

Ph: 01 8049639

Mobile: 087 2536358

tom.butler@comreg.ie