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For immediate release

## **ComReg Media Release**

# **ComReg Quarterly Report shows strong growth in take-up of smartphone and tablet PCs**

The Commission for Communications Regulation (ComReg) today released its Quarterly Report on the Irish telecommunications market for the period 1st October to 31<sup>st</sup> December 2012 (Q4).

Total quarterly electronic communications revenues (€958.9 million) increased marginally on the previous quarter (0.2%).

Total voice traffic (fixed and mobile) also declined by 0.2% to approximately 4.39 billion voice minutes this quarter. Mobile voice traffic was up by 0.5% while fixed voice traffic was down by 1.4%.

Internet subscriptions (1,688,543) increased as rises in cable (+5.8%), fibre/satellite (+5.2%) and DSL (+0.4%) subscriptions compensated for falls in FWA (-7.1%) and narrowband subscriptions (-13.9%). Mobile broadband subscriptions were relatively unchanged from last quarter.

The fixed broadband per capita penetration rate reached 23.4%. The total broadband per capita penetration rate (including mobile broadband) was 36.3%.

WiFi hotspots and minutes of use both increased this quarter. However, while the numbers of hotspots have declined compared to Q4 2010, minutes of use increased by 60% over the same period. This increase in WiFi traffic may be a reflection of increasing adoption of smartphone and tablet devices among Irish consumers. Approximately 42.7% of all mobile subscriptions were active smartphone and/or tablet users in Q4 2011 up from 38.7% last quarter.

Consumer adoption of higher (advertised) broadband speeds continues, with 18.7% of all broadband subscriptions now in the  $\geq 10$ Mbps category. The highest proportion of customers in the  $\geq 10$ Mbps category are using cable broadband.

Mobile subscriptions (including mobile broadband) stood at 5,499,790, up from 5,473,757 in the previous quarter.

It is estimated that approximately 76% of TV homes in Ireland received a digital TV service by January 2011. Approximately 3% of Irish TV homes had an Irish DTT service as of January 2012.

The full report (ComReg 12/20) is available on the ComReg website [www.comreg.ie](http://www.comreg.ie) and data sets can be downloaded from [www.comstat.ie](http://www.comstat.ie)

**ENDS**

**Issued By**

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

**Phone: 01 804 9639**

**Mobile: 087 2536358**

**Email: [tom.bulter@comreg.ie](mailto:tom.bulter@comreg.ie)**