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ComReg Quarterly Report shows there are 4.5 million mobile phone subscribers in Ireland

The Commission for Communications Regulation (ComReg) has published its Quarterly Report for the three months from July to September of 2006 (Q3). The Report shows that there are now almost 4.5 million active mobile subscriptions in Ireland - a penetration rate of 106%. Irish mobile subscribers talked for almost 1.8 billion minutes in Q3 2006, and sent 1.4 billion text messages during the quarter.

The report highlights a number of other key trends in the electronic communications market:

- The fixed line, mobile and cable broadcasting industry had a combined revenue of €1.1bn in Q3, 2006, or €4.3 billion on an annualised basis.
- Eircom's overall market share of the fixed line market was 72% this quarter, a further 2% drop in overall market share by revenue.
- Eircom's share of broadband subscriptions fell below 50% for this first time in this quarter. 49% of broadband subscribers are using an eircom-retailed DSL product. Other broadband platforms such as cable, fixed wireless, satellite and fibre increased their share of the broadband market to 27% of all broadband subscriptions.
- The broadband market continued to grow strongly in this quarter, with 436,000 broadband subscribers reported in the Irish market at the end of September 2006. This equates to a penetration rate of 10.3%, with 44% of all internet subscribers now using a broadband service. The report also includes a piece on new developments in broadband technologies and potential uses and applications of broadband in the future.
- Over 75,000 mobile subscribers switched their mobile operator without changing their number during Q3 2006. Almost 700,000 numbers have been ported between mobile networks since the introduction of mobile number portability in June 2003.
- Over 1 million households now subscribe to some form of pay TV service in Ireland, equivalent to 71% of TV households. Digital TV subscriptions using either satellite or digital cable services account for 70% of all pay TV subscriptions, and almost 50% of all TV households in Ireland.

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