



Media Release – 21 June 2011

Communications market revenues decline but broadband subscriptions continue to increase

The Commission for Communications Regulation (ComReg) today released its Quarterly Report on the Irish telecommunications market for the period January to March 2011 (Q1).

When compared with the previous quarter total quarterly revenues (€949 million) declined by 5% but remained relatively unchanged on the previous year.

Total voice traffic (fixed and mobile) declined by 3.8% to just over 4.5 billion voice minutes this quarter.

Internet and broadband subscriptions increased to 1,655,107 and 1,624,503 respectively. Both cable and mobile broadband continued to drive total broadband growth. Mobile broadband now represents 36.4% of all broadband subscriptions, second only to Digital Subscriber Lines (44.9% of all broadband subscriptions). However, DSL subscriptions declined for the first time this quarter by 3,866.

Narrowband subscriptions continued to fall (to 40,604) and now represent 2.4% of all internet subscriptions.

The fixed broadband per capita penetration rate reached 23.1%. The total broadband per capita penetration rate (including mobile broadband) was 36.3%.

Consumer adoption of higher (advertised) broadband speeds continues, with 80.4% and 10.7% of all broadband subscriptions now in the 2 – 10Mbps and >10Mbps category compared to 78.9%, and 6.9%, this time last year.

Mobile subscriptions (including mobile broadband) increased to 5,412,551, up from 5,273,313 in the previous quarter.

It is estimated that approximately 73% of TV homes in Ireland received a digital TV service by May 2011.

The full report (ComReg document 11/44) is available on the ComReg website www.comreg.ie and data sets can be downloaded from www.comstat.ie

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