

WN25-021 - Eir responses to ComReg's Clarification questions sent 02 September 2025

Q1. Part A of the discount scheme excludes the following two products from being eligible for the Part A discount: FTTH VUA 100MB and FTTH VUA 500MB Flexible Term.

a) Can Eircom set out the rationale for this exclusion?

Open eir response: These products are excluded from the discount scheme because:

- FTTH VUA 100MB is priced at the FTTC VUA price floor (€20.28), and any discount would risk breaching regulatory minimum pricing.
- The FTTH VUA 500MB Flexible Term product has been excluded from the proposed discount scheme as it is primarily designed for short-term or intermittent use. This product is often activated for limited durations, for example, in seasonal residences such as holiday homes; and then cancelled or paused, with usage resuming at a later time. Its flexible contract structure and usage pattern do not align with the long-term growth objectives of the discount scheme, which is intended to incentivise sustained FTTH adoption and network expansion.

b FTTH 500MB Flexible Term was launched on 23 March 2023. Can Eircom provide the current volume of FTTH VUA 500MB Flexible Term lines and separately also provide the current volume of FTTH Bitstream 500MB Flexible Term lines? For both can Eircom also provide a breakout of the Retail Service Providers (RSPs)? Apart from the current volumes can Eircom also provide the volumes as at 31 March 2024 (1 year post launch) and the volumes as at 31 March 2025 (2 years post launch)? [

c) FTTH 100MB was launched on 1 July 2025. Can Eircom provide the current volume of FTTH VUA 100MB lines and separately also provide the current volume of FTTH Bitstream 100MB lines? For both can Eircom also provide a breakout of the Retail Service Provider (RSP)? [

Q2 – Based on page 61 of the ARO Price List V37.1, the Part A growth calculation (both in terms of the base growth figure and the number of lines in the six-month eligibility) would include lines related to the FTTH VUA 100MB and FTTH VUA 500MB Flexible Term products. This does not appear to be specified in the Pricing Statement of Compliance (PCS). Can Eircom confirm the treatment of FTTH VUA 100MB and FTTH VUA 500MB Flexible Term products in the growth calculations?

Open eir response: Yes, FTTH VUA 100MB and 500MB Flexible Term lines are included in the **growth calculations** (i.e., base and growth figures) but are **excluded from receiving the discount**.

This ensures:

- A fair and comprehensive measure of FTTH growth
- That incentives are only applied to qualifying products

This treatment is consistent with the PCS methodology and aligns with the ARO Price List V37.1.

Q3 – Part A of the discount scheme refers to ‘FTTC to FTTH migrations’, which also captures migrations from copper broadband. Can Eircom provide further clarity on how it defines ‘FTTC to FTTH migrations’ for the purposes of Part A of the discount scheme? In particular, can Eircom confirm the following points:

a) Does this definition include lines where: a Retail Service Provider (RSP) migrates a customer it is currently supplying an FTTC connection to (on Openeir’s network) to an FTTH connection (on Openeir’s network)?

Open eir response: Yes, this includes migrations where an RSP moves a customer from FTTC to FTTH on the Open Eir network.

b) Does this definition include lines where: a RSP acquires a customer from a rival RSP and, in the process, migrates them from an FTTC connection (on Openeir’s network) to an FTTH connection (on Openeir’s network)?

Open eir response: Yes, it also includes migrations where a customer is acquired from another RSP and moved from FTTC to FTTH on Open Eir.

The definition encompasses all migrations from FTTC/copper broadband (on Open Eir’s network) to FTTH (on Open Eir’s network), regardless of whether the RSP remains the same.

Q4 – Can Eircom clarify how it defines ‘new FTTH connections’ for the purposes of Part A of the discount scheme?

Open eir response: “New FTTH connections” are defined as:

- Any FTTH service provisioned on Open Eir where the end user was not previously on FTTH
- Includes migrations from FTTC/copper

Excludes: FTTH-to-FTTH transfers (i.e., same premises with FTTH switching RSPs)

This ensures the discount targets genuine network growth.

Q5 – The Pricing Statement of Compliance is inconsistent in its description of which lines the Part A Discount would apply to. For example:

- Page 4 states: ‘This proposed discount applies to both FTTC to FTTH migrations and to all new FTTH connections’.
- Page 5 states: ‘only new FTTH connections qualify for the Part A discount’ and that ‘by rewarding the promotional discount to new connections only, the scheme ensures that financial incentives are targeted solely at genuine network growth’.
- Page 6 states: ‘However, only new FTTH connections qualify for the Part A discount’.

Page 60–61 of the ARO Price List suggests that both ‘new FTTH connections’ and ‘FTTC/copper broadband to FTTH migrations’ would be eligible for receipt of the Part A discount.

Can Eircom confirm which lines the Part A discount would apply to?

Open eir response: The Part A discount applies **only to new FTTH connections**, which includes:

- New customer activations on FTTH
- Migrations from FTTC/copper broadband

It **does not apply** to FTTH-to-FTTH transfers (on Open Eir’s network). The PCS references to “all new FTTH connections” and “FTTC to FTTH migrations” are consistent under this definition.

Q6 – Page 8 of the Pricing Statement of Compliance states, in relation to ‘smaller Access Seekers’ that ‘the discount scheme may incentivise FTTH growth at a greater level (in relative terms) in the context of FTTC to FTTH migration’. Can Eircom clarify what it means by this?

Open eir response: Smaller operators are particularly well-positioned to benefit from the FTTH discount scheme due to the structure and intent of both Part A and Part B. Many of these operators still maintain a relatively large proportion of their customer base on FTTC or copper broadband. The scheme's design, which rewards both overall FTTH growth and specifically incentivises migrations from FTTC/copper, allows these operators to convert their legacy base into FTTH connections and qualify for meaningful discounts.

The two-tiered structure of Part A (15% and 20% growth thresholds) ensures that even moderate growth is rewarded. This is especially important for smaller operators who may not have the scale to reach higher absolute volumes but can still achieve significant relative growth. By avoiding an "all-or-nothing" model, the scheme provides a fair and proportionate incentive.

Additionally, the scheme is non-discriminatory and applies equally to all Access Seekers. This ensures that smaller operators are not disadvantaged in terms of eligibility or discount application. In fact, the scheme may help level the playing field by enabling smaller players to compete more effectively in the FTTH market, particularly as the copper switch-off (CSO) approaches.

The tiered structure allows operators to grow FTTH connections on eir at the same time as growing FTTH connections on competing networks.

Part B – Migration Incentive

Q7 – Part B of the discount scheme excludes the following two products from being eligible for the Part A discount: FTTH VUA 100MB and FTTH VUA 500MB Flexible Term. Can Eircom set out the rationale for this exclusion [as per question 1 above]?

Open eir response: Same rationale as Q1:

- FTTH VUA 100MB and 500MB Flexible Term are excluded due to pricing constraints and product characteristics.

Q8 – Can Eircom confirm that the same definition of 'FTTC to FTTH migrations' and 'new FTTH connections' provided in response to questions 3 and 4 above also applies to Part B of the discount scheme?

Open eir response: Yes, the definitions of "FTTC to FTTH migrations" and "new FTTH connections" provided in Q3 and Q4 apply equally to Part B.

Q9 – Is the qualification criteria for Part B still based on the overall base (as per Part A of the discount scheme), i.e. there is not a separate qualification criterion for Part B, but rather it is purely about which lines receive the additional discount?

Open eir response: Correct. Part B does **not** have a separate qualification threshold. It is contingent on achieving the Part A growth targets. The €0.50 additional discount applies **only** to qualifying lines that are FTTC/copper migrations.

Q10 – On which lines would the additional €0.50 discount applied?

a) Is the additional discount only applied to FTTC/copper broadband migrated lines?

Open eir response: Yes, the additional discount applies **only** to FTTC/copper migrated lines.

b) If so, how could an operator achieve the cumulative discount outlined in Table 2 (supposing it is also confirmed that Part A only applies to 'new FTTH connections')?

Open eir response: Operators achieve the cumulative discount (€2.00 or €2.50) by:

- Meeting the Part A growth threshold
- Ensuring that some of the qualifying lines are FTTC/copper migrations

For example, if an operator achieves 20% growth and 60% of those lines are FTTC migrations, those lines receive €2.50/month; others receive €2.00/month.

Administration of the Scheme

Q11 – Page 7 of the Pricing Statement of Compliance states that 'Customers who upgrade or downgrade their FTTH profile during the promotional period from 01 June to 30 November 2026 and remain with the same wholesale customer will still qualify for the discount'.

a) Can Eircom confirm whether this applies if the customers upgrades or downgrades to either excluded product (i.e. to FTTH VUA 100MB or FTTH VUA 500MB Flexible Term).

Open eir response: If a customer upgrades/downgrades to an **excluded product** (100MB or 500MB Flexible Term), the discount **does not apply** to that line.

b) Can Eircom clarify what is meant by 'wholesale customer', i.e. is it the Retail Service Provider (RSP) that deals with the end user or a wholesale aggregator that is billed by Openeir?

Open eir response: "Wholesale customer" refers to the entity billed by Open Eir — typically a wholesale aggregator or RSP with direct commercial relationship.

Q12 – Page 7 of the Pricing Statement of Compliance states that 'if a customer switches to a different wholesale provider before the 24-month discount period concludes, they will be no longer eligible for the promotional discount'.

a) Can Eircom clarify what is meant by 'wholesale provider', i.e. is it the Retail Service Provider (RSP) that deals with the end user or a wholesale aggregator that is billed by Openeir?

Open eir response: "Wholesale provider" refers to the billed entity (aggregator or RSP).

b) Can Eircom confirm whether the discount is lost by the 'wholesale provider', (noting any reply to Q12(a)), on incremental lines that switch to other 'wholesale providers', or whether it is lost on all lines in receipt of the discount.

Open eir response: If a customer switches wholesale provider during the 24-month discount period:

- The discount is **lost for that individual line**
- Other lines under the original wholesale provider remain eligible

Annex to PCS

Q13 – Forecasting and Data

a) How has Eircom determined (i) the number and (ii) the mix of lines than 'can avail of FTTH' on page 7 of the Annex to the Pricing Statement of Compliance?

Open eir response: Eircom has determined the number and mix of lines that can avail of FTTH by analysing the addressable footprint of its FTTH network as of May 2026, in conjunction with operator-specific availability and historical service uptake. This analysis includes:

- Premises passed and serviceable: The number of premises where FTTH infrastructure is built and where service can be provisioned via the UG.
- Operator-specific access: The proportion of the FTTH footprint that is commercially available to each Access Seeker. For example, the Annex notes that [<] [>]

- Historical FTTH adoption patterns: Eircom has reviewed the take-up of FTTH services by different operators, including the impact of previous promotions (e.g., the 1Gb discount scheme launched in November 2024), to estimate the likely mix of FTTH profiles (e.g., 150Mb, 300Mb, 500Mb, 1Gb).
- Exclusion of FTTH-to-FTTH transfers: While these are included in the base and growth calculations for fairness and transparency, they are excluded from discount eligibility to ensure the scheme rewards genuine network growth.

This approach ensures that the forecasted number and mix of FTTH-eligible lines reflect both the technical availability of the network and the commercial behaviour of Access Seekers and end users

b) In particular, can Eircom explain any assumptions used in the calculations on page 7 of the Annex Pricing Statement of Compliance and what basis Eircom has used to forecast FTTH availability in the period beyond May 2025?

Open eir response: The forecast of FTTH availability beyond May 2025 is based on a set of forward-looking assumptions grounded in network rollout plans, regulatory developments, and market dynamics. These include:

- Continued FTTH rollout: Eircom assumes that its FTTH deployment will continue at pace through 2025 and into 2026, with substantial completion in key urban and suburban areas. This includes both in-fill and new build activity.
- Contraction of the FTTC base: By May 2026, Eircom forecasts that the FTTC base will have declined to approximately [<REDACTED]>. This reflects both natural attrition and proactive migration to FTTH.
- Copper Switch-Off (CSO) momentum: The scheme anticipates that CSO may have commenced or be imminent by mid-2026. This regulatory and operational shift is expected to accelerate FTTH migration, particularly among operators with legacy copper bases.
- Stable or growing demand for high-speed services: Eircom assumes that demand for higher-speed FTTH products (e.g., 500Mb and 1Gb) will continue to grow, driven by retail competition and evolving consumer expectations.
- No material delays in rollout or availability: The forecast assumes that there are no significant delays in FTTH build or serviceability due to external factors (e.g., supply chain, planning, or regulatory constraints).

These assumptions are consistent with the data and rationale presented in the Annex and underpin the financial and operational modelling of the proposed discount scheme.

c) Can Eircom share the underlying data and analysis that was used by Eircom to generate the tables on page 7 of the Annex to the Pricing Statement of Compliance?

Open eir response: Eircom will separately provide the underlying data and analysis used in the Annex tables