



Media Release- 10 April 2008

ComReg Business Survey reveals that adoption of mobile broadband is strong

The Commission for Communications Regulation (ComReg) today published the results of a business survey of the telecommunications needs of large Corporate firms and Small and Medium Enterprises (SMEs). The survey, of over 550 businesses in Ireland, was conducted on behalf of ComReg by Millward-Brown IMS in January and February 2008. The survey analyses the usage and attitudes of Irish business to information and communications technology (ICT) and is conducted twice a year.

The key findings include:

- Adoption of mobile broadband, via laptops using data cards and modems, is very strong among both SMEs (16%) and large Corporates (55%).
- Additionally, 24% of SMEs access the internet over mobile handsets, up from 15% in 2006.
- Mobile data services are rated as useful by 79% of businesses, with SMEs increasing in their appreciation.
- 87% of SMEs and 85% of large Corporates with broadband access state that they are satisfied with the download speeds they receive from their Internet Service Provider. However, 50% of SMEs and 21% of large Corporates do not know what contracted download speed is being provided by their broadband supplier.
- 82% of Irish businesses connected to the Internet have a broadband connection while just 6% solely use a narrowband connection.

Other highlights of the survey results include:

- Awareness and usage of VoIP has increased among both SMEs and large Corporates. 40% of Corporates are using VoIP compared with 9% of SMEs. This represents an increase of 11% and 4% respectively on the previous report.

- 28% of all businesses made a complaint to their fixed line telecoms provider in the previous 12 months.
- Corporates (33%) are more likely to switch fixed line phone supplier than SMEs (17%).
- There was high awareness of a new cap on international mobile roaming rates implemented via a recent EU Regulation.

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