

Media Release – 8 May 2009

## **ComReg consults on Local Loop Unbundling price reduction**

The Commission for Communications Regulation (ComReg) has today consulted on a proposal to reduce the price of the key Local Loop Unbundling (LLU) product by over 25%. The new proposed price would be €12.18 - down from its current level of €16.43.

LLU is the process which enables authorised operators to make use of the physical copper connections between a customer's house or premises and the local exchange, known as 'local loop'. It is usually used to provide broadband services. Experience in other countries suggests that LLU is an important driver of competition in the delivery of high speed broadband.

ComReg Chairperson, John Doherty, said 'ComReg believes that the successful implementation of these proposals will lead to greater competition and, ultimately, consumer benefits through increased choice and lower prices. The purpose of the consultation process launched today is to outline our proposal to reduce the price of the key LLU product and ensure that the views of all stakeholders are considered before a final decision is taken'.

For full details, please refer to ComReg Document 09/39 on ComReg's website at [www.comreg.ie](http://www.comreg.ie)

**ENDS**

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