

Media Release - 22 November 2005

## **ComReg publishes response to consultation on price control for Wholesale Broadband**

The Commission for Communications Regulations has today published its response to consultation and draft direction on how eircom's wholesale broadband product (known as bitstream) is to be priced.

Wholesale prices will be calculated by a formula based on eircom's retail prices. The consultation period will run until 21 December 2005. This is the final phase of the market review for the Wholesale Broadband Access market.

In a modern economy such as Ireland's, the mass-market adoption and utilisation of Broadband by consumers and businesses is crucial. The increasing availability and use of Broadband has a key role to play in ensuring the continued competitiveness of the economy.

Wholesale price control will provide greater predictability and transparency in the Broadband market, while also encouraging further innovation by promoting greater flexibility. This measure, coupled with other Broadband initiatives being undertaken by ComReg and the industry, aims to ensure that consumers have choice and access to Broadband.

### **Note for Editors**

*Wholesale bitstream is the service that eircom provides to other operators that allows other operators to provide retail broadband services over eircom's network.*

**ENDS**

### **Issued By**

**Tom Butler**  
**Public Affairs Manager, ComReg**  
**Ph: 01 804 9639 Mobile: 087 2536358**

**tom.butler@comreg.ie**