



Media Release - 22nd December 2009

Communications market revenues and volumes decline as consumers seek value by reducing communications spend

The Commission for Communications Regulation (ComReg) today released its Quarterly Report for July-September 2009 (Q3). Overall revenues continued to decline while total voice traffic was also down. Despite this trend, broadband subscriptions increased in the third quarter of 2009 driven mainly by mobile broadband additions.

The main points of the quarterly survey are:

Overall market revenues declined by 1.8% in Q3 to just over €996 million

Total voice traffic minutes declined by 0.5% in the quarter to over 4.5 billion minutes. Mobile minutes still represent the majority (56%) of these minutes

Total internet subscriptions increased to 1,517,449. Narrowband subscriptions (156,195) continued to fall as broadband subscriptions (fixed and mobile) increased by 4% to 1,361,254

The broadband per capita penetration rate is 30.5% (including mobile broadband) and 21.3% (excluding mobile broadband)

Mobile penetration per capita (including mobile broadband) was 117% and 108% excluding mobile broadband

Mobile phone average revenue per user (ARPU) declined to €37.88 per month in the quarter. In addition SMS volumes fell for the first time quarter on quarter by 4.1%

The report also includes a short technology piece on cloud computing

The full report (ComReg document 09/101) is available on the ComReg website www.comreg.ie

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