



Commission for  
**Communications Regulation**

## **Irish Communications Market**

### **Quarterly Key Data Report**

**Data as of Q1 2011**

<b>Document No:</b>	<b>11/44</b>
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### **Corrigendum to Q4 2010 Report**

- Fixed broadband revenues have been revised for the periods Q3 2010, and Q4 2010 from €73,671,631 and €77,659,349 to €74,438,851 and €78,530,079 respectively due to revised data received from a broadband operator.

### **Legal Disclaimer**

The information and statistics contained within this document are derived from a variety of sources, but are mostly reliant on data obtained from authorised operators.

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## Summary

Total broadband subscriptions reached 1,624,503 this quarter. Both fixed and mobile traffic volumes were down this quarter compared to the previous quarter. Overall industry revenues also decreased this quarter compared to the previous quarter, which included the Christmas period, returning to levels seen earlier in 2010. Total revenues in the twelve months to 31 March 2011 were €3.87 billion. Presented below is a tabular summary of this quarterly report.

Irish Quarterly Communications Market Data Q1 2011				
	Q1'11	Q4'10	Quarterly Change	Annual change
Total Market Revenues	€949,178,257	€998,933,385	-5.0%	0.0%
Fixed Line Revenues	€501,459,823	€512,162,009	-2.1%	+2.4%
Mobile Revenues	€400,146,318	€440,112,352	-9.1%	-3.0%
Broadcasting Revenues	€47,572,116	€46,659,024	+2.0%	+0.6%
Total Voice Traffic (Minutes)	4,533,686,456	4,710,918,371	-3.8%	-1.4%
Fixed Voice Traffic (Minutes)	1,753,416,940	1,897,468,096	-7.6%	-11.1%
Mobile Voice Traffic (Minutes)	2,780,269,516	2,813,449,274	-1.2%	+5.9%
Internet Subscriptions	1,655,107	1,646,420	+1.1%	+5.6%
Narrowband Subscriptions	40,604	54,617	-25.7%	-61.4%
Total Broadband Subscriptions	1,624,503	1,591,803	+2.1%	+10.4%
Fixed Broadband Subscriptions	1,033,135	1,019,964	+1.3%	+5.3%
Mobile Broadband Subscriptions (HSDPA)	591,368	571,839	+3.4%	+20.7%
Total Mobile Subscriptions (inc. HSDPA)	5,412,551	5,273,313	+2.6%	+5.2%

- Overall electronic communications network and service revenues at the end of March 2011 were just over €949 million for the quarter. Industry revenues decreased by 5.0% this quarter.
- Total voice traffic minutes decreased by 3.8% this quarter to just over 4.53 billion minutes. Mobile minutes form the majority of voice minutes at 61.3%, with fixed minutes representing the remaining 38.7%.
- This quarter, total internet subscriptions increased by 1.1% to reach 1,655,107.

- Falls in narrowband internet subscriptions continued this quarter (-25.7%), declining by 61.4% since Q1 2010. There are now a total of 40,604 narrowband subscriptions in Ireland as consumers continue to migrate to broadband and away from slower dial-up technologies.
- Broadband subscriptions (fixed and mobile) continued to increase (up 32,700), to reach a total of 1,624,503. This is a 10.4% increase on Q1 2010. The estimated broadband household penetration rate was 52% in Q1 2011. The fixed broadband per capita penetration rate reached 23.1%. The broadband per capita penetration rate (including mobile broadband) was 36.3%.
- At the end of March 2011 there were 5,412,551 mobile subscriptions (including HSDPA) in Ireland, an increase of 2.6% since Q4 2010. Mobile penetration was 121.0% (up from 115.4% in Q1 2010) including mobile broadband and 107.8% (up from 104.4% in Q1 2010) excluding mobile broadband.
- The amount of mobile numbers ported in Q1 2011 was 107,399. On average there were 93,496 numbers ported over the last 12 months.

Notes to data:

- Both Meteor and emobile brands are reported under the umbrella of eircom Group Mobile.
- Aggregated SB-WLR Performance Statistics, as supplied by Eircom, are published in accordance with ComReg Decision Notice (07/61) Section 6.6 (vii) in the appendix.
- In this report Irish population estimates from the Central Statistics Office (CSO) of 4,470,700 for April 2010 are used for the periods since Q4 2010. This compares to the CSO's April 2009 estimate of 4,459,300 which was used in previous periods. Population data is used to calculate per capita mobile and broadband penetration in Ireland. An estimated household number of 1,646,200 from the CSO is used since Q4 2010 which compares to 1,599,500 million used in previous periods. This household data is based on estimates from the Quarterly National Household Survey (QNHS). ComReg intends to revise the household figure on an annual basis using data from the QNHS.<sup>1</sup>

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<sup>1</sup> The CSO have undertaken a census in 2011 and ComReg will use the number of households from this census in its Quarterly Report, once published.



- A number of external sources are used for international comparisons. These include the Central Statistics Office, the EU Commission, Informa UK Ltd., and Teligen.
- In most cases data has been rounded to one decimal place in this report.
- Not all charts in this report sum exactly to 100% due to rounding.
- While quarter on quarter comparisons are made in the report, definitive conclusions with regard to trends cannot be drawn and year on year comparisons are used to improve the reliability of the analysis.
- Further explanations and descriptions of data supplied in this report can be found in the accompanying explanatory memorandum 11/44a.
- Extracts of data used in this report can be downloaded at [www.comstat.ie](http://www.comstat.ie)
- Data previously published may have been amended since publication. Any such amendments are noted in the corrigendum on page 5.

## 1. Overall Market Data

Data presented in this report is based on questionnaires completed by authorised operators for the period from 1<sup>st</sup> January 2011 to 31<sup>st</sup> March 2011. The report is based on submissions from 56 active operators.

### 1.1 Number of Authorisations

**Figure 1.1.1 - Total Number of Authorisations**

Total Authorisations	March 2011
No. of fixed and wireless authorisations	393
No. of mobile telephony authorisations	8
No. of broadcasting authorisations (incl. Cable TV, MMDS, Deflectors)	87
Total Number	488

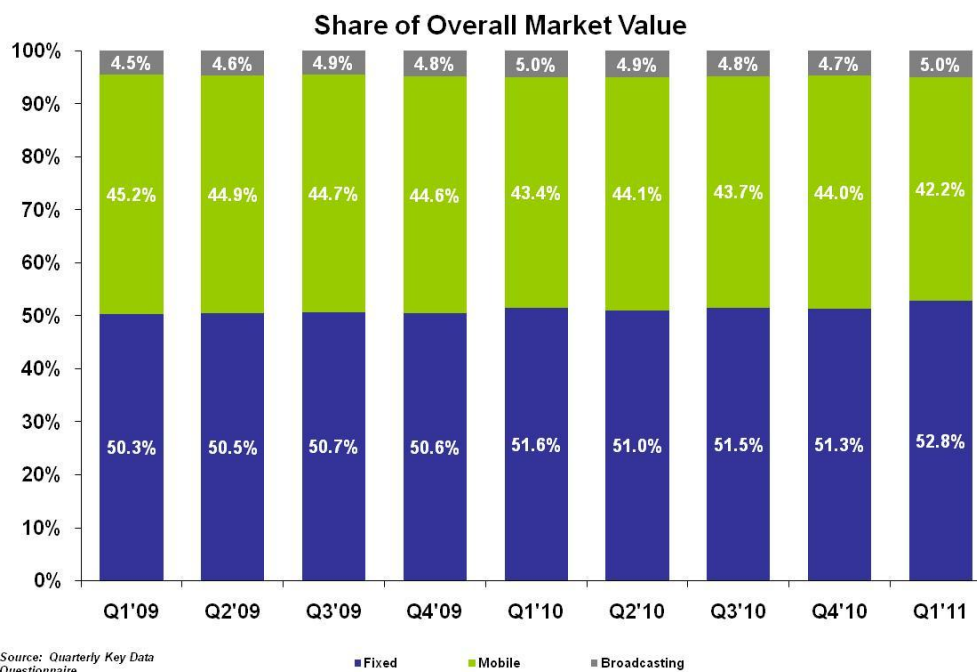
Before providing networks or services to third parties, operators are required to submit a notification to ComReg which is added to a central register of authorised operators. At the date of publication there were 488 authorised undertakings in Ireland.

It should be noted that the list above refers to the number of general authorisations granted by ComReg under the European Framework for Authorisations, and does not necessarily reflect the total number of commercially active organisations or entities currently operating in the market. The total includes a number of undertakings who are authorised to use licence-exempt spectrum for the provision of services.

## 1.2 Overall Electronic Communications Revenues<sup>2</sup>

Data presented in Figure 1.2.1 shows the proportion of industry revenue attributable to the provision of fixed line, mobile and cable broadcasting services.

**Figure 1.2.1 – Fixed, Mobile & Broadcasting as a % of Total Revenues**



According to Central Statistics Office data, Ireland’s Gross National Product for Q4 2010 was approximately €35.6 billion. Based on the Q4 2010 revenue data reported to ComReg by operators in the Irish communications sector, these revenues were approximately 2.8% of GNP in that quarter.

Overall electronic communications network and service revenues for Q1 2011 were just over €949 million. This was a 5.0% decrease on the previous quarter. Comparing Q1 2010 to Q1 2011, industry revenues have remained unchanged. Over the twelve months to March 2011, total revenues were under €3.9 billion.

Both fixed and mobile sectors of the overall electronic communications market experienced a decline in revenues this quarter.<sup>3</sup> Fixed revenues decreased by 2.1%, and mobile revenues decreased by 9.1%. On the other hand, broadcasting network revenues

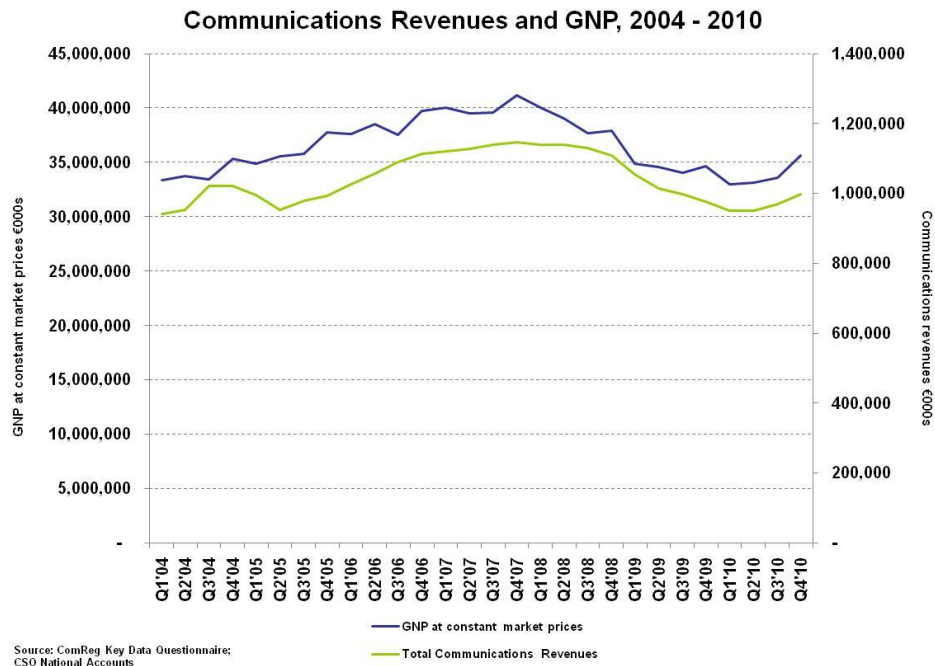
<sup>2</sup> Further detail on terms and definitions - ComReg Doc. 11/44a Explanatory Memorandum.

<sup>3</sup> This fall in revenues can be explained in part due to increased sales activity for Christmas (i.e. Q4 2010). For example, mobile handset sales typically rise in this period. For example, eircom group mobile note (in their results announcements 31 March 2011) that they tend to experience an increase in sales volumes in the weeks approaching Christmas.

increased by 2.0%. It should also be noted that the broadcasting network revenues in this report exclude Sky Ireland’s satellite revenues and all content related revenues.<sup>4</sup> Fixed line revenues accounted for 52.8% of total revenues, an increase in market share since the last quarter (51.3%). The mobile industry’s share of total revenues decreased since last quarter, from 44.0% to 42.2%. Broadcasting revenue’s market share increased from 4.7% last quarter to 5.0% this quarter.

Figure 1.2.2 shows that over the last 6 years changes in communications revenues have generally mirrored economic output. Between 2004 and 2010 gross national product reached a quarterly peak in Q4 2007 and fell thereafter, though there was a slight pick up in late 2010. Similarly, after a general decline in communications revenues there was a slight pick up in revenues in late 2010.

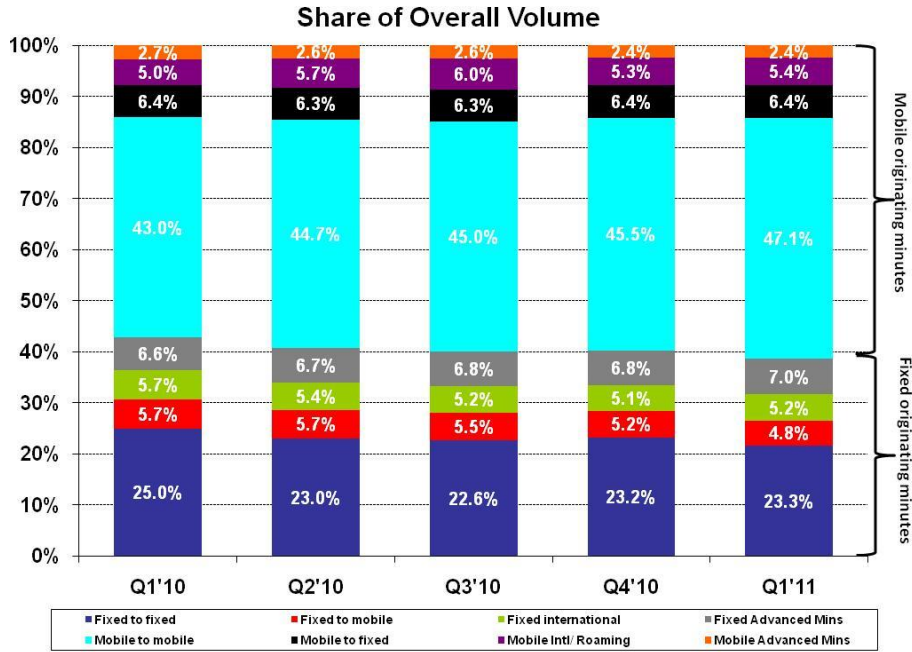
**Figure 1.2.2– Communications Revenues and GNP**



<sup>4</sup> ComReg only captures Cable/MMDS revenues from a number of TV providers for publication in the Quarterly Report under broadcasting revenues. The collection and publication of licence fee and/or television advertising revenues does not fall within ComReg’s remit and therefore neither is included in the broadcasting revenue figure.

**1.3 Overall Call Volumes**

**Figure 1.3.1 - Share of Total Voice Call Volumes (Minutes)<sup>5</sup>**



Source: Quarterly Key Data Questionnaire

Figure 1.3.1 profiles volumes of originating voice calls by call type on both fixed and mobile networks on a quarterly basis. Voice minutes for Q1 2011 totalled just over 4.5 billion minutes and there were almost 18.2 billion minutes in the twelve months to the end of March 2011. Total voice minutes decreased by 3.8% from the previous quarter and have fallen by 1.4% since Q1 2010.

Mobile originating voice minutes accounted for 61.3% of all voice minutes in Q1 2011 (compared to 59.7% last quarter) while traffic originating on a fixed line network accounted for the remaining 38.7% of all voice minutes (compared to 40.3% last quarter). Figure 1.3.2 shows the total voice traffic in Ireland at the end of Q1 2011.

**Figure 1.3.2 – Total Voice Traffic**

	Q1'11 Mins	Q4'10 – Q1'11 Growth	Q1'10 – Q1'11 Growth
<b>Fixed voice minutes</b>	<b>1,753,416,940</b>	<b>-7.6%<sup>6</sup></b>	<b>-11.1%</b>
<b>Mobile voice minutes</b>	<b>2,780,269,516</b>	<b>-1.2%</b>	<b>+5.9%</b>
<b>Total voice minutes</b>	<b>4,533,686,456</b>	<b>-3.8%</b>	<b>-1.4%</b>

<sup>5</sup> Fixed advanced minutes include premium rate services minutes, freephone minutes, VoB minutes, payphone minutes, operator services minutes, national and international virtual private network minutes. Mobile advanced minutes include premium rate services minutes and other mobile minutes such as voicemail, DQ, call completion minutes etc.

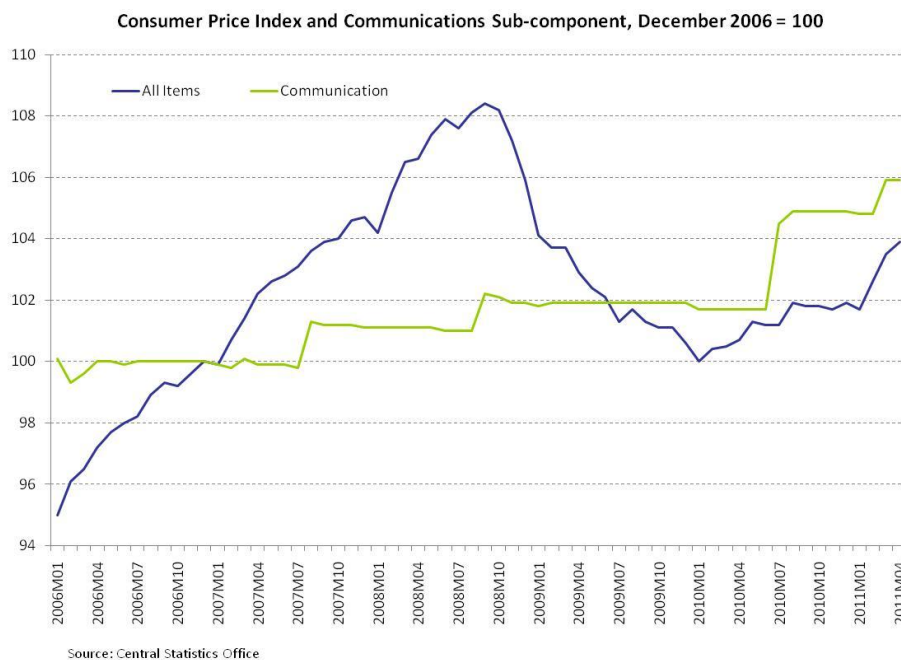
<sup>6</sup> This sharp decline in traffic volumes is discussed further on page 22.

### 1.4 Communications and the Consumer Price Index

Figure 1.4.1 shows the monthly change in the Consumer Price Index (CPI) and the communications sub-component from January 2006 to April 2011. The CSO weights communications as 3.34% of the total CPI.

Overall prices were increasing above communications prices between 2006 and 2009, but as the recession impacted, they subsequently fell below communication prices in late 2009. However, overall prices have been increasing again since 2010, but behind communications price increases. The communications price increase since 2010 is primarily due to increased charges by Eircom and mobile operators.<sup>7</sup>

**Figure 1.4.1 – Consumer Price Index and Communications Sub-Component**



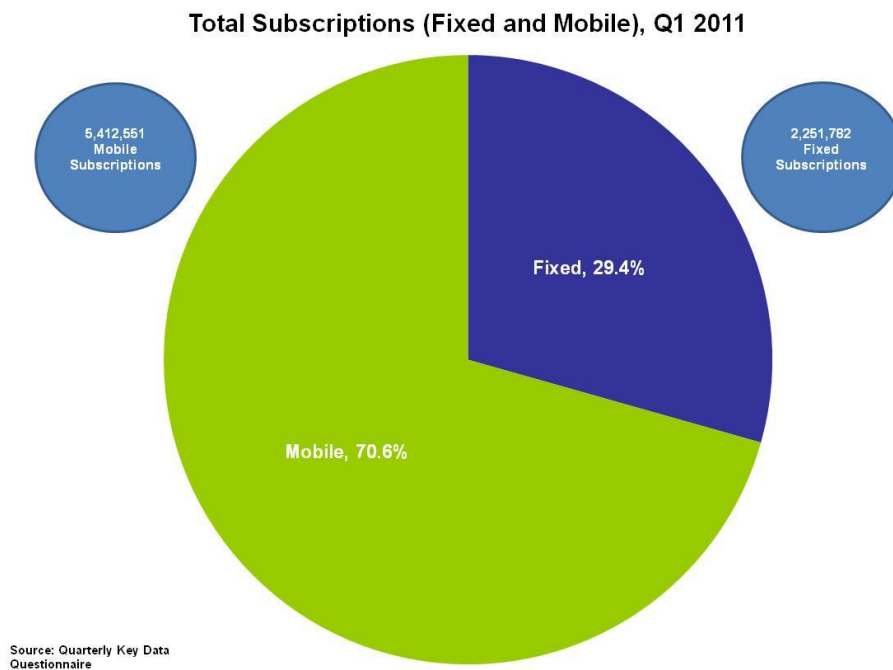
<sup>7</sup> O2 increased call connection charges from 5 cent to 9 cent on their pre-paid packages. For post-paid plans, the out of bundle or non-inclusive per minute costs are increasing by 2 cent. Text charges will increase from 10c to 11c. Meteor announced a similar increase which came into effect on August 12th and will therefore have an effect on the cost of the telecommunications basket. From Thursday, 1st July 2010, Eircom introduced call rounding for all "out of bundle" minutes. All minutes outside of package/bundle minutes are rounded up to the next minute instead of being billed on a per second basis. A call set up fee replaces the minimum call fee for customers on "small business" packages. The existing minimum fee charge of (5.33c ex. VAT) was replaced by a fixed call set up charge of (4.80c ex. VAT).

### 1.5 Fixed and Mobile Market Retail Voice, Internet and TV Subscriptions

Figure 1.5.1 shows the total number of mobile voice and data subscriptions (also reported in section 4.1) and the estimated number of fixed subscriptions to voice, internet and TV services in Ireland as of Q1 2011. This chart is intended to provide an idea of the total number of voice, TV and internet subscriptions in Ireland across both residential and business customers and across both fixed and mobile networks.

Customers purchasing either a single service or more than one service (as part of a bundle) are included in the fixed subscriptions category. The mobile market represents approximately 70.6% of all subscriptions (up slightly from 69.9% last quarter) with fixed line subscriptions representing the remaining 29.4% (down slightly from 30.1% last quarter). Please note that it is possible that a customer may have more than one subscription, particularly where a mobile customer has more than one SIM card or in the case of a business customer with multiple subscriptions across several offices.

**Figure 1.5.1 – Total Subscriptions (Fixed and Mobile), Q1 2011**



## 2. Fixed Market Data

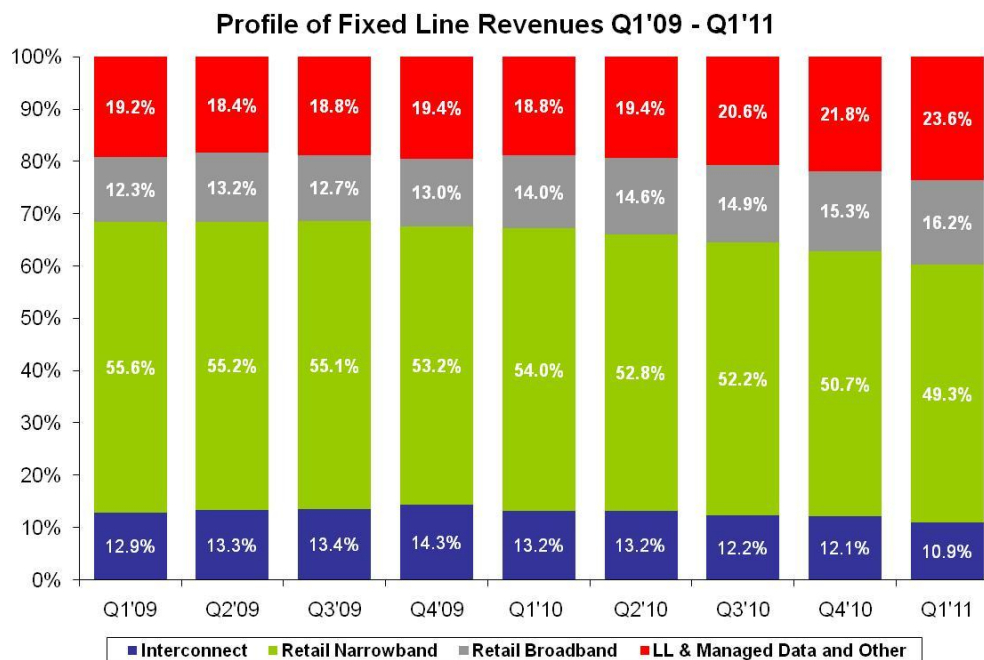
### 2.1 Total Fixed Line Revenues

Figure 2.1.1 shows the profile of fixed line wholesale and retail revenues in Ireland over the last two years. Total fixed line revenues for Q1 2011 were over €501 million. Despite a pick up in the second half of 2010, fixed line revenues have declined in line with fixed revenue declines in 2008, 2009 and the first half of 2010. However, despite the quarterly fall in fixed line revenues (-2.1%), fixed line revenues have increased by 2.4% since Q1 2010.

Though both interconnect and retail narrowband revenues have fallen since Q1 2010 (-15.7% and -6.4% respectively), retail broadband and leased line, managed and other services revenues have increased by 18.7% and 28.1% respectively.

Over the last year the proportion of fixed line revenues attributable to leased lines, managed data and other advanced data services increased by 4.7 percentage points and broadband revenues' market share has increased by 2.2 percentage points. Interconnect revenues' market share decreased by 2.3 percentage points, while the proportion of retail narrowband has fallen by 4.6 percentage points.

**Figure 2.1.1 – Profile of Fixed Line Revenues**



Source: Quarterly Key Data Questionnaire

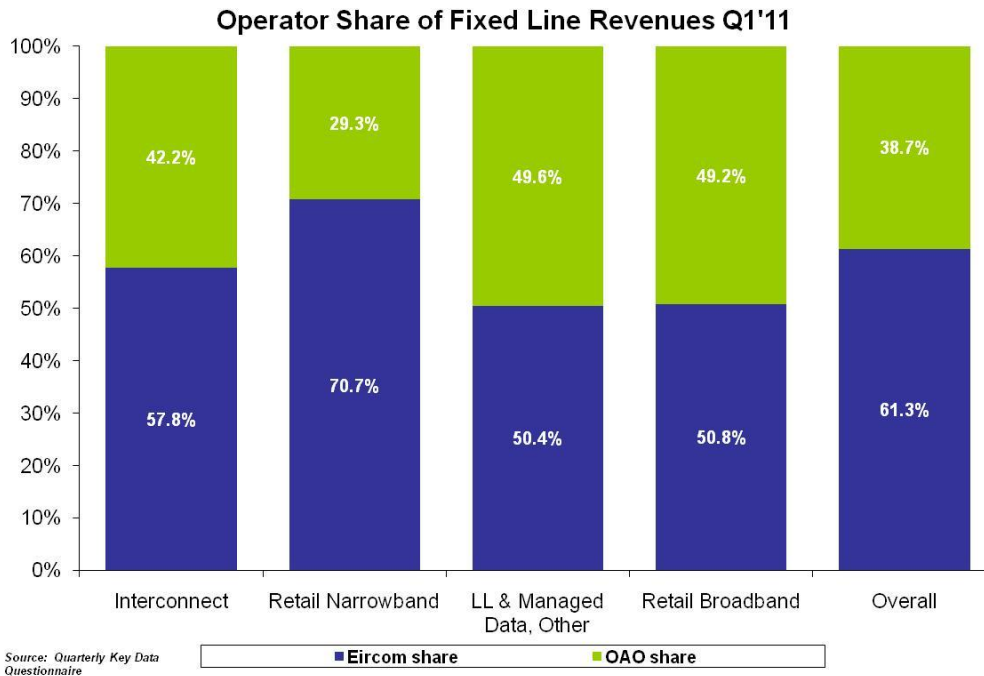


### 2.1.1 Authorised Operators’ Share of Overall Fixed Line Revenues

Figure 2.1.1.1, below, shows the market shares of the incumbent and other authorised operators (OAOs) in each of the fixed line service categories mentioned in figure 2.1.1. Market shares are grouped within a number of revenue categories to link related services and are based on both retail and wholesale revenues; this classification does not reflect the specific markets identified in ComReg’s Market Analysis process.

In Q1 2011 Eircom lost share to OAOs in each of the categories charted below. Eircom’s own publication, Third quarter and nine-month results announcement, 31 March 2011,<sup>8</sup> indicates that in the year to March 2011 Eircom’s fixed line revenues fell by 9%.

**Figure 2.1.1.1 – Operator Share of Fixed Line Revenues<sup>9</sup>**



8

<http://siteassets.eircom.net/assets/static/pdf/IR/ERCIF%203rd%20Quarter%20and%20Nine%20Month%20results%20report%20to%2031%20March%202011.pdf>  
[http://siteassets.eircom.net/assets/static/pdf/IR/eircom\\_2nd\\_Quarter\\_results\\_presentation\\_to\\_31\\_December\\_10.pdf](http://siteassets.eircom.net/assets/static/pdf/IR/eircom_2nd_Quarter_results_presentation_to_31_December_10.pdf)

9 Eircom’s retail broadband share includes DSL, FWA and Satellite revenues.

Eircom’s overall share of fixed line market revenue has declined this quarter to 61.3%. Figure 2.1.1.2, below, shows Eircom’s market share, rounded to the nearest percentage point, on a quarterly basis from Q1 2009 to Q1 2011.

**Figure 2.1.1.2 – Eircom’s Market Share**

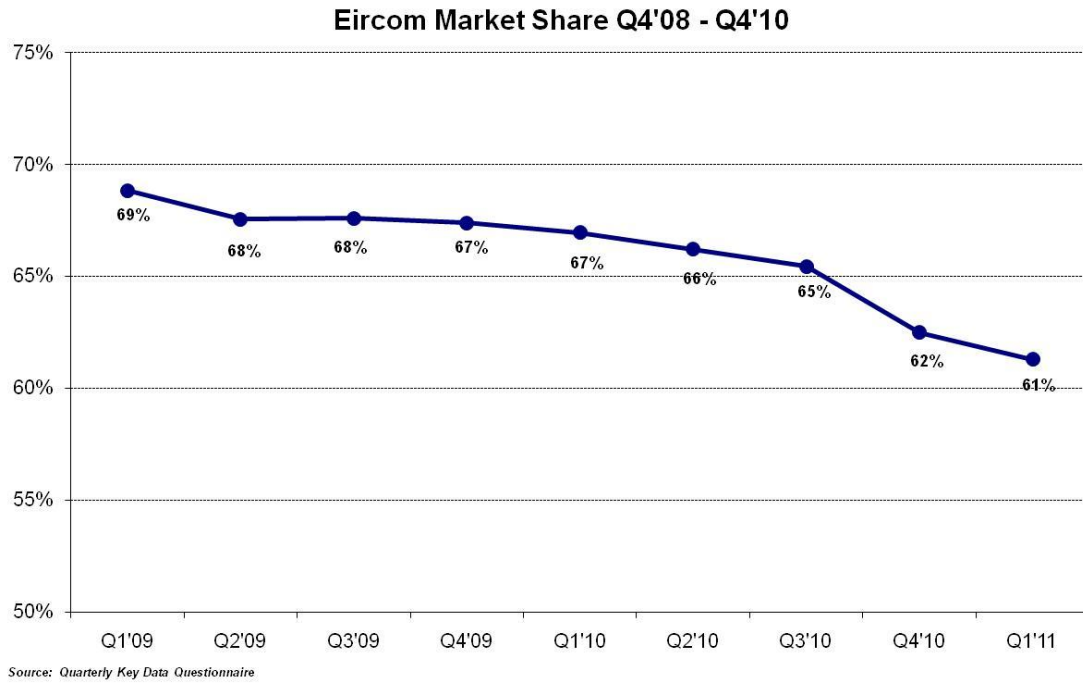
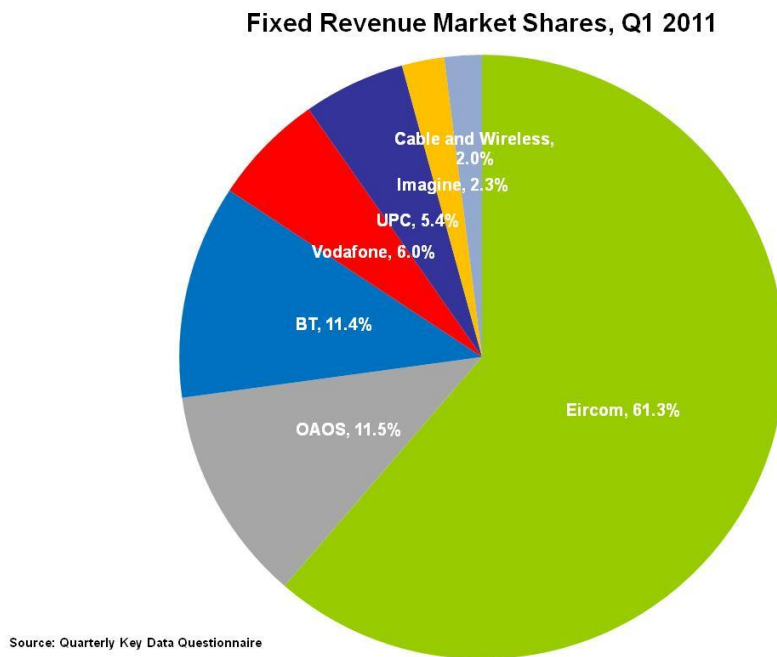


Figure 2.1.1.3 below outlines revenue market shares of the fixed market (of interconnect, retail narrowband, retail broadband and leased line, managed and other data revenues) held by the incumbent fixed line operator, OAOs with a minimum 2% market share, and all other OAOs. When making comparisons, it is important to note that the market shares presented below are based on shares across all fixed wholesale and retail revenue streams and some operators may not offer products and services across all segments of the market.

In Q1 2011, after Eircom, the largest revenue earning operator in the market with 61.3% market share, ComReg estimates that the next five largest operators (BT, Vodafone (fixed only), UPC, Imagine and Cable and Wireless) contribute a further 27.2% of industry revenue. This chart is presented as an additional analysis of the fixed market and should not be interpreted as a definitive statement of retail revenue market shares.

**Figure 2.1.1.3 – Fixed Revenue Market Shares**



## 2.2 Fixed Line Access Paths

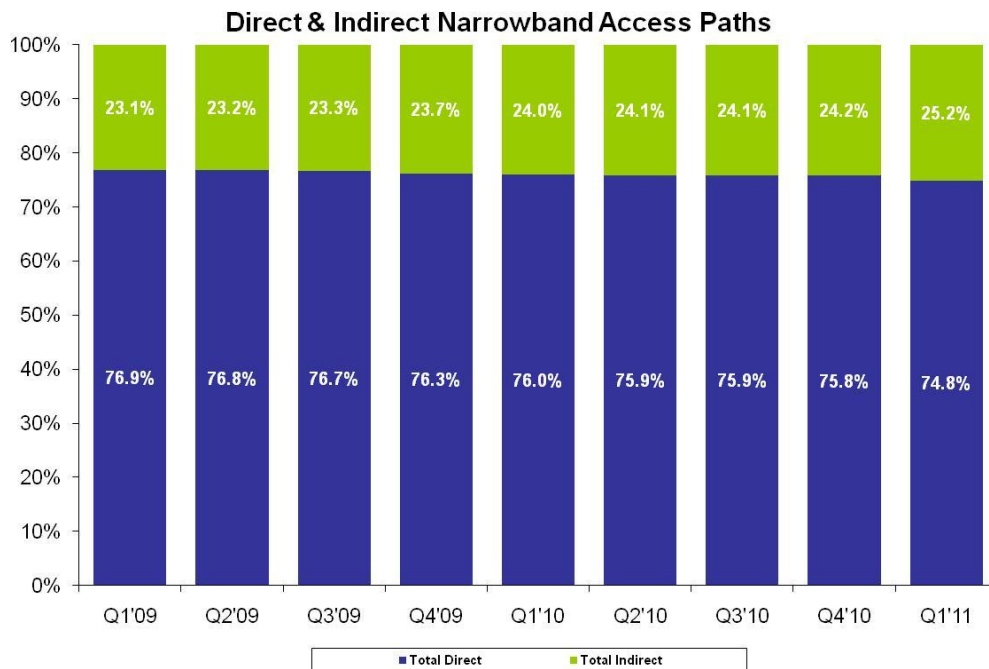
### 2.2.1 Access Paths

Figure 2.2.1.1 presents the total number of narrowband copper fixed access paths (PSTN and ISDN) broken out by direct and indirect access<sup>10</sup>. These paths are usually used for voice services and internet access. There were almost 1.83 million direct and indirect PSTN and ISDN access paths in the Irish market in Q1 2011.

This represents a decline of 5.3% since Q1 2010. This reduction in demand for fixed lines could be due to a number of reasons such as an increase in the number of business failures and exits, competition from other platforms and fixed line disconnections due to emigration.

In Q1 2011, indirect access accounted for 25.2% of all access paths in the fixed market, a one percentage point increase on the previous quarter.<sup>11</sup> While this chart shows the number of narrowband only access paths in Ireland, voice and data can also be supplied by other means such as broadband. Details on the broadband market in Ireland can be found in chapter 3 of this report.

**Figure 2.2.1.1 – Direct & Indirect Narrowband Fixed Access Paths**



Source: Quarterly Key Data Questionnaire

<sup>10</sup> Indirect access paths relate to telephone lines provided to customers by means of carrier pre-select only or wholesale line rental. Carrier pre-select allows the user to receive all or a portion of calls from one provider and line rental from another provider (usually Eircom). Wholesale line rental (also known as single billing) allows the user to receive every aspect of telephone service, including all calls and line rental from one single supplier.

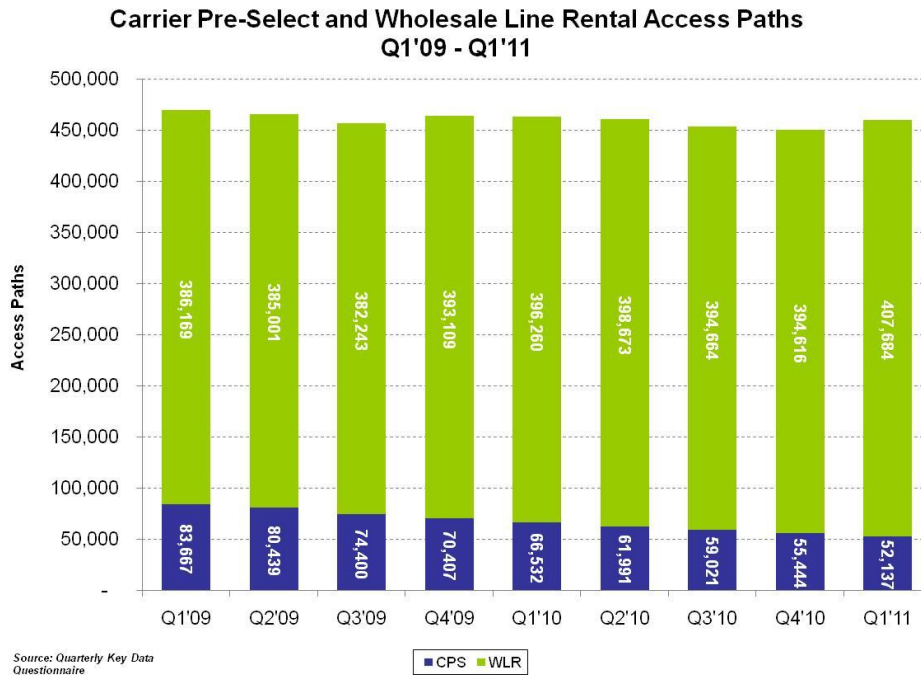
<sup>11</sup> Access paths are not synonymous with access lines as for example in the case of ISDN paths, there may be more than 1 path provided via a single ISDN line.

**2.2.2 Indirect Access Paths**

Figure 2.2.2.1 illustrates the overall number of PSTN and ISDN paths provided by means of either Carrier Pre-Selection (CPS) only or Wholesale Line Rental (WLR). In Q1 2011, there were 459,821 indirect access paths in Ireland. The number of indirect access paths increased by 2.2% this quarter but fell by 0.6% in the year to Q1 2011.

The data indicates that OAOs continue to migrate their customer base to single-bill services, i.e. WLR rather than CPS (i.e. calls only). WLR managed by OAOs now accounts for 88.7% of indirect access paths compared to 82.2% in Q1 2009. The share of CPS only indirect access paths has declined by 6.5 percentage points in the last two years.

**Figure 2.2.2.1 – Narrowband Indirect Access Paths**

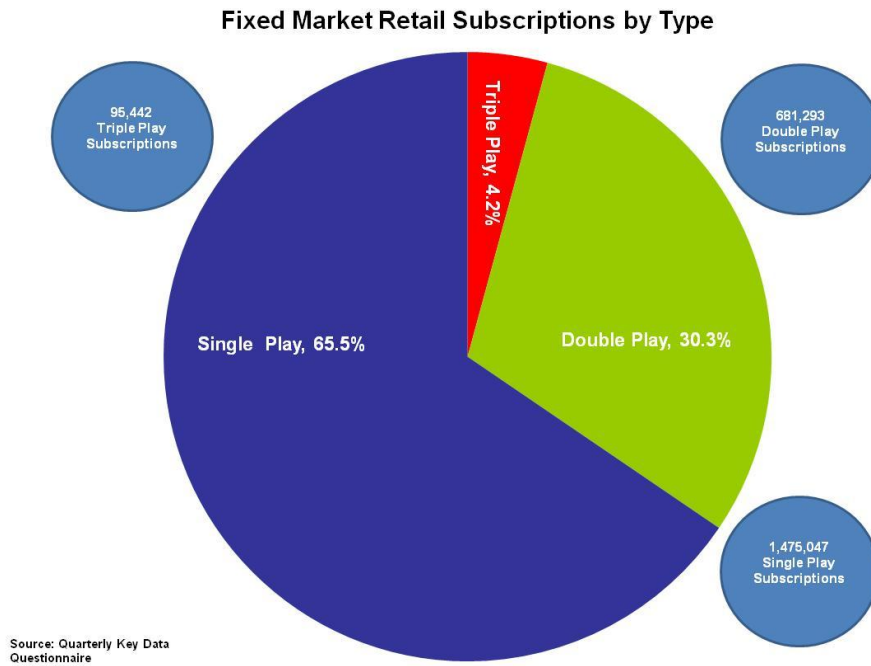


### 2.2.3 Fixed Market Retail Subscriptions by Type

Figure 2.2.3.1 shows the estimated proportion of retail customers or subscriptions to fixed line services (mobile networks are excluded) broken out by those with a single service and those taking a bundle of two or more services as of Q1 2011 (subscriptions mean a customer with at least one contract with an electronic communications service provider).<sup>12</sup>

It is estimated that there were 2.25 million fixed market retail subscriptions in Q1 2011 across both business customers and residential consumers (a business customer may have multiple subscriptions). 65.5% of these subscriptions were single play, 30.3% double play (a bundle of two services) and 4.2% triple play (a bundle of 3 services).

**Figure 2.2.3.1 – Fixed Market Retail Subscriptions by Type**



<sup>12</sup> Double play subscriptions can refer to either fixed telephony and internet or television or mobile telephony; television and the internet; mobile telephony and internet or television subscriptions. Triple play subscriptions can refer to fixed telephony and internet and television; fixed telephony and mobile telephony and internet; fixed telephony and mobile telephony and television; or, mobile telephony and internet and television subscriptions.

### **2.3 Fixed Voice Call Volumes**

Fixed voice traffic in Q1 2011 was just over 1.75 billion minutes, which was a 7.6% decrease on Q4 2010 and a fall of 11.1% since Q1 2010. The level of voice traffic this quarter is comparable to Q3 2010 as the large increase in traffic volumes during Q4 2010 (up from just over 1.78 billion minutes to almost 1.9 billion minutes) is likely to have reflected increased usage over the prolonged bad weather conditions towards the end of 2010.

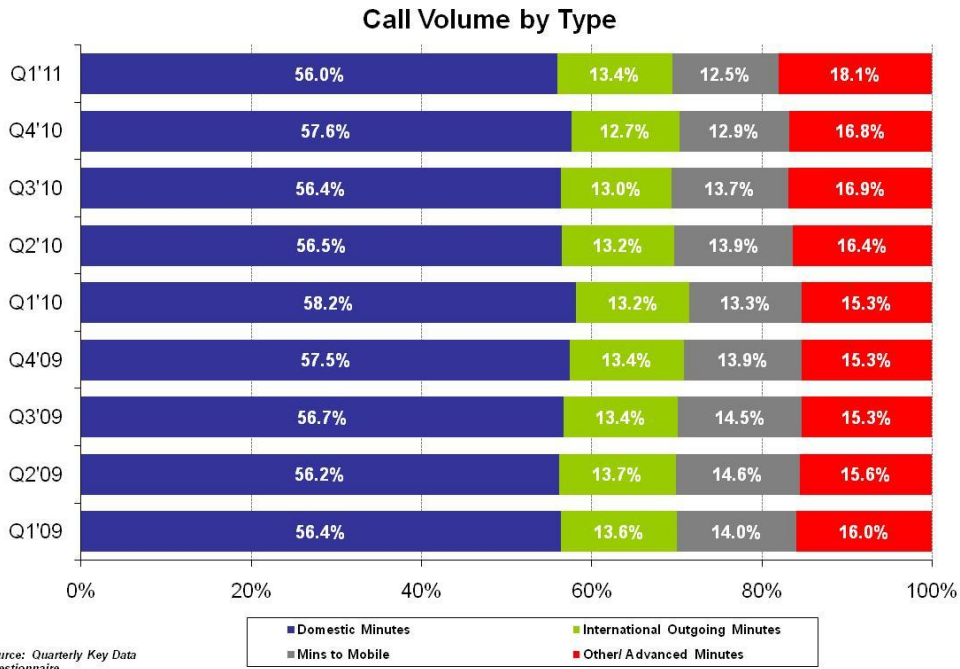
Voice over broadband (VoB) minutes account for approximately 5.6% of total fixed voice minutes up from 4.6% in Q3 2010. There were an estimated 160,000 managed VoB subscriptions in Ireland in Q1 2011 and almost 100 million managed VoB minutes.

The number of VoB subscriptions and minutes stated above most likely remain underestimated as VoB subscriptions and minutes quoted in this report represent managed VoB data (for example by Eircom and other providers such as Blueface) and do not include unmanaged VoB services by providers such as Skype.

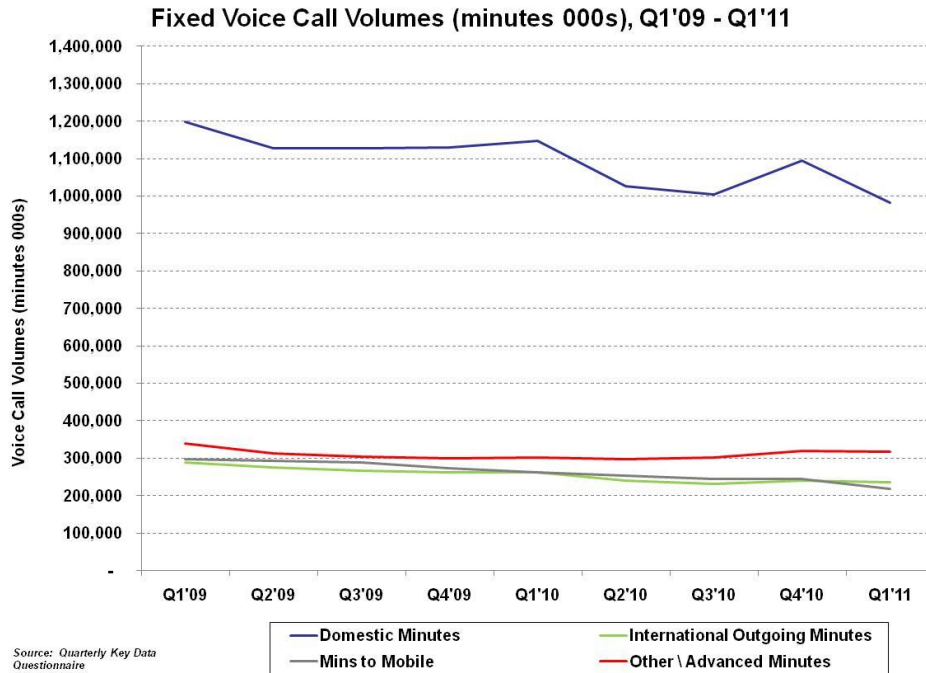
Domestic minutes now account for 56.0% of all fixed traffic. International outgoing minutes have a 13.4% market share of all fixed traffic. The market share of fixed to mobile minutes is 12.5% while other/advanced minutes (which include VoB minutes and premium rate calls) represent 18.1% of all fixed voice traffic.

Changes in the volumes and profile of fixed line traffic will continue to be monitored by ComReg for evidence of changes in fixed line usage, such as increased fixed-mobile substitution and voice over broadband substitution. Figures 2.3.1 and 2.3.2 illustrate trends in fixed voice call minutes since Q1 2009.

**Figure 2.3.1 – Fixed Voice Call Volume (Minutes)<sup>13</sup>**



**Figure 2.3.2 – Fixed Voice Call Volume (Minutes)**



13 Domestic Calls include local & national calls. Advanced service and other minutes include minutes to premium rate numbers, freephone numbers, callsave, operator services, VoB minutes, VPN minutes, payphones and other services.



## 2.4 PSTN Pricing Data

ComReg uses independently-collated Teligen data using an OECD-approved methodology to examine the relative costs of a number of specific baskets of national and international telecoms services for both residential and business users. The data presented includes EU countries for which data is available<sup>14</sup>.

Using this methodology, data is presented in Euro Purchasing Power Parities (PPPs). The latter provides an indication of the cost of telecoms services in countries analysed in relation to the cost of all other products and services. The basket methodologies are reviewed and revised periodically, the latest of which was in early 2010.

For the PSTN baskets, only the incumbent operator is covered. Discounts are incorporated and only tariffs presented as current tariffs on the operator web pages are considered. Nonrecurring charges (installation of a service) are discounted over 5 years and other fixed costs are included such as line rental and any other additional charges. Fixed, mobile and international calls are included in the baskets. For more detailed information please see ComReg's accompanying Memorandum, document 11/44a.

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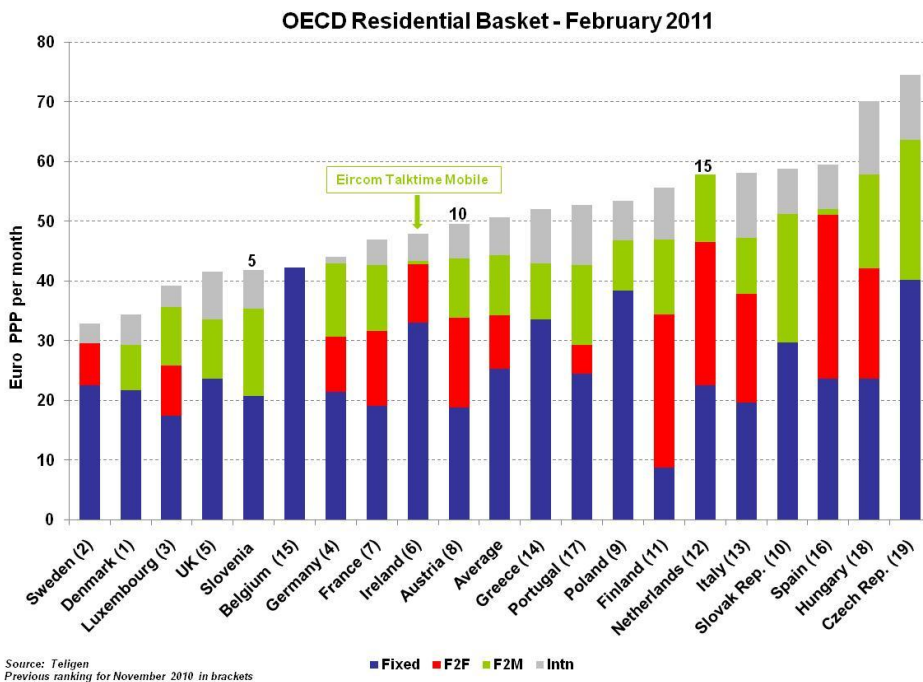
<sup>14</sup> This will be determined by whether the EU country is also an OECD member.

**2.4.1 OECD Residential PSTN Basket**

Figure 2.4.1.1 illustrates Ireland’s ranking, alongside another 19 EU countries, for residential calls, based on a basket of 140 calls per month. This chart is based on a comparison of the cheapest incumbent package available for a specific customer usage profile. In many cases this will be a bundled service which will include both line rental and a “bundle” of call minutes for a fixed monthly charge.

It should therefore be noted that the “fixed” element in this basket is not an indication of the cost of basic line rental. In February 2011 Ireland ranked in 9<sup>th</sup> position, two places ahead of the average of the benchmarked countries in terms of the most competitive pricing for this basket. The Irish package used for this comparison was Eircom’s Talktime Mobile, which was 5.4% cheaper than the average for the European countries charted.

**Figure 2.4.1.1 - OECD Residential PSTN Basket – February 2011<sup>15</sup>**



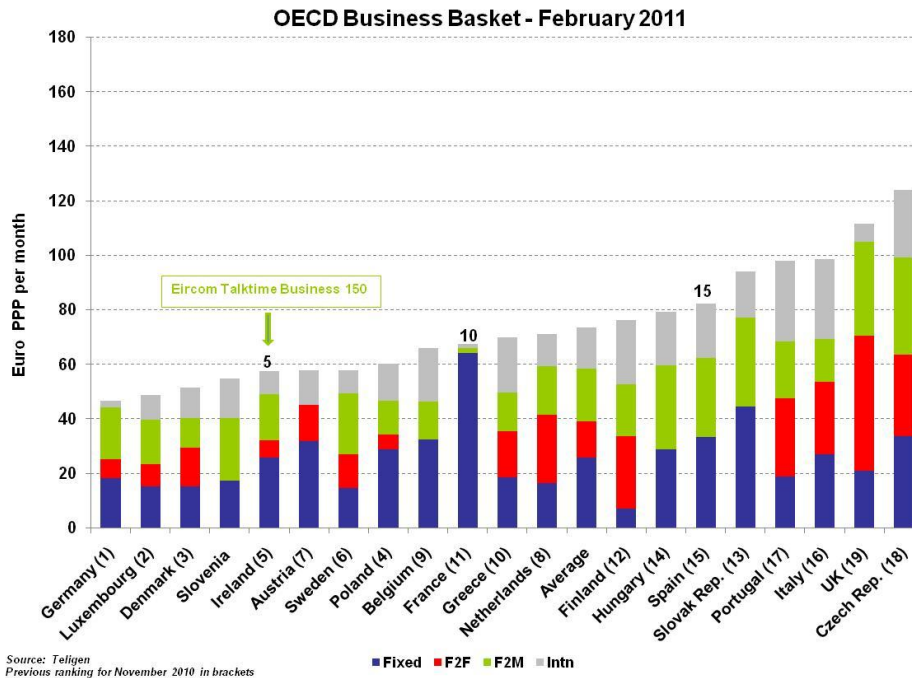
15 Residential tariffs include VAT. VAT rates vary between member states.

### 2.4.2 OECD Business PSTN Basket

Figure 2.4.2.1 illustrates Ireland’s ranking, alongside another 19 EU countries, for business calls, based on a basket of 260 calls per month, which also includes a fixed charge for access as part of a bundled service.

It should be noted that the “fixed” element in this basket is not an indication of the cost of basic line rental. As of February 2011 Ireland was approximately 22.1% lower than the average of the 20 countries benchmarked and is in 5<sup>th</sup> position, eight places ahead of the group average. The Irish package used for this comparison was Eircom’s Talktime Business 150.

**Figure 2.4.2.1 - OECD Business PSTN Basket – February 2011**



### 3. Internet and Broadband

#### 3.1 Total Internet Subscriptions

At the end of March 2011, there were over 1.66 million active internet subscriptions in Ireland. This is a 1.1% increase on the previous quarter and a 5.6% increase on March 2010. Narrowband subscriptions have continued to decline, falling by 14,013 this quarter. This represents a 25.7% decline since the last quarter and a fall of 61.4% since March 2010. Narrowband now accounts for just 2.4% of all internet subscriptions compared to 6.7% in Q1 2010.

Cable, and mobile subscriptions increased this quarter. Although the data indicates that FWA subscriptions increased this quarter, it should be noted that FWA subscriptions include an additional estimate of 2,000 subscriptions this quarter. The operators included in ComReg's data collection are determined based on a minimum turnover threshold. In the case of FWA, this means that there are broadband subscriptions in existence, additional to those previously reported by ComReg. It is estimated that this could be in the region of 2,000 subscriptions. ComReg will update this additional estimate on an annual basis.

For the first time total DSL subscriptions have declined. DSL subscriptions had been slowing previous to this overall decline. Other subscriptions (satellite and fibre) also decreased marginally this quarter (-1.2%). Figure 3.1.1 shows the total number of narrowband and broadband internet subscriptions in Ireland as of Q4 2010.

**Figure 3.1.1 – Total Number of Active Internet Subscriptions**

<b>Subscription Type</b>	<b>Q1'11 Subs</b>	<b>Quarterly Growth Q4'10 – Q1'11</b>	<b>Year-on-Year Growth Q1'10 – Q1'11</b>
<b>Total Narrowband</b>	<b>40,604</b>	<b>-25.7%</b>	<b>-61.4%</b>
<b>DSL Broadband<sup>16</sup></b>	<b>729,890</b>	<b>-0.5%</b>	<b>+0.8%</b>
<b>Mobile Broadband</b>	<b>591,368</b>	<b>+3.4%</b>	<b>+20.7%</b>
<b>Cable Broadband</b>	<b>218,519</b>	<b>+7.9%</b>	<b>+33.7%</b>
<b>FWA Broadband<sup>17</sup></b>	<b>75,529</b>	<b>+1.7%</b>	<b>-11.6%</b>
<b>Other Broadband<sup>18</sup></b>	<b>9,197</b>	<b>-1.2%</b>	<b>+12.0%</b>
<b>Total Internet Subscriptions</b>	<b>1,665,107</b>	<b>+1.1%</b>	<b>+5.6%</b>

16 DSL refers to a digital subscriber line, the means by which broadband speeds (i.e. in excess of 144k downstream) are delivered over the copper telecoms network.

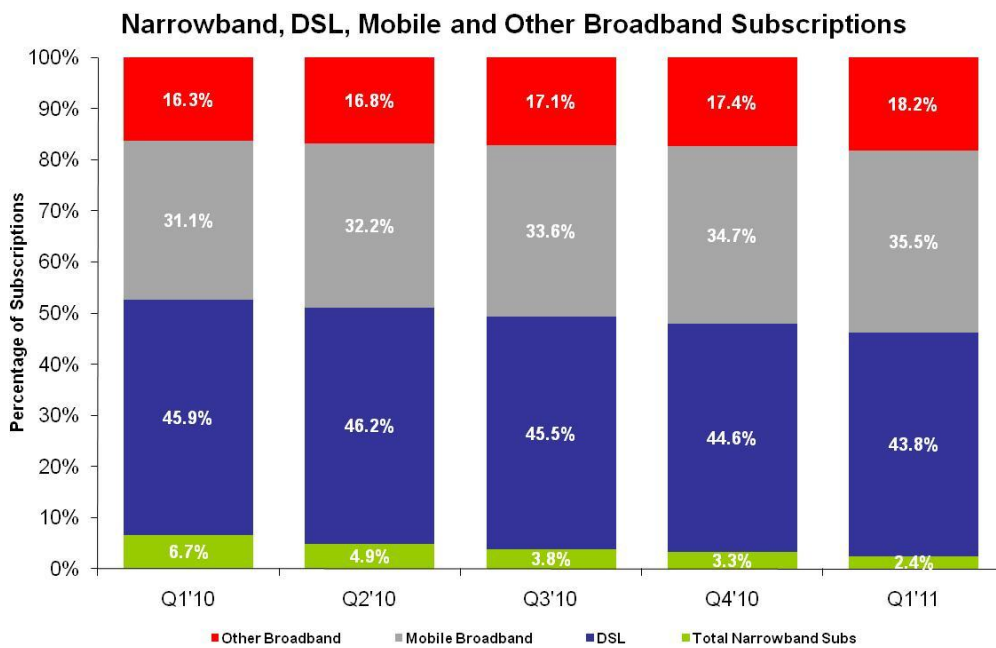
17 FWA subscriptions include an estimate of 2,000 this quarter. This is based on subscriptions to relatively small FWA firms who are not required to submit a questionnaire response to ComReg as they do not meet ComReg's minimum turnover threshold. ComReg will update this additional estimate on an annual basis.

18 Other Broadband includes fibre, and satellite broadband connections.

Figure 3.1.2 profiles internet subscriptions in Ireland using the classifications of subscription type outlined in Figure 3.1.1. The market share of narrowband subscriptions has fallen by 4.3 percentage points between Q1 2010 and Q1 2011.

Broadband subscriptions accounted for 97.6% of all internet subscriptions in Q1 2011 compared to 93.3% in Q1 2010. DSL subscriptions account for the single largest majority of internet subscriptions (43.8%) though its share has declined by 2.1 percentage points over the last year. Mobile broadband subscriptions have continued to grow and now account for 35.5% of all internet subscriptions.

**Figure 3.1.2 – Profile of Active Internet Subscriptions**



Source: Quarterly Key Data Questionnaire

Figure 3.1.3 shows the change in total internet subscriptions, narrowband subscriptions and broadband subscriptions since Q1 2010. Broadband subscriptions exceeded narrowband subscriptions for the first time in Q1 2007. Narrowband subscriptions have been accelerating in decline on a yearly basis since 2004. In the last year alone, narrowband subscriptions have declined from 105,098 to 40,604 subscriptions (-61.4%).

**Figure 3.1.3 – Total Internet Subscriptions**

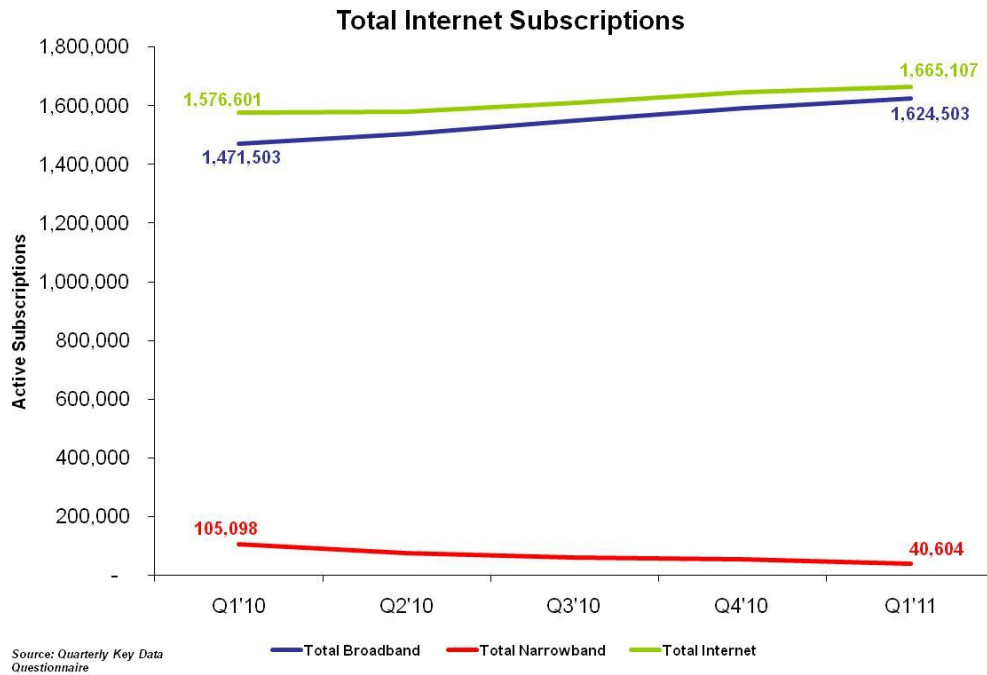
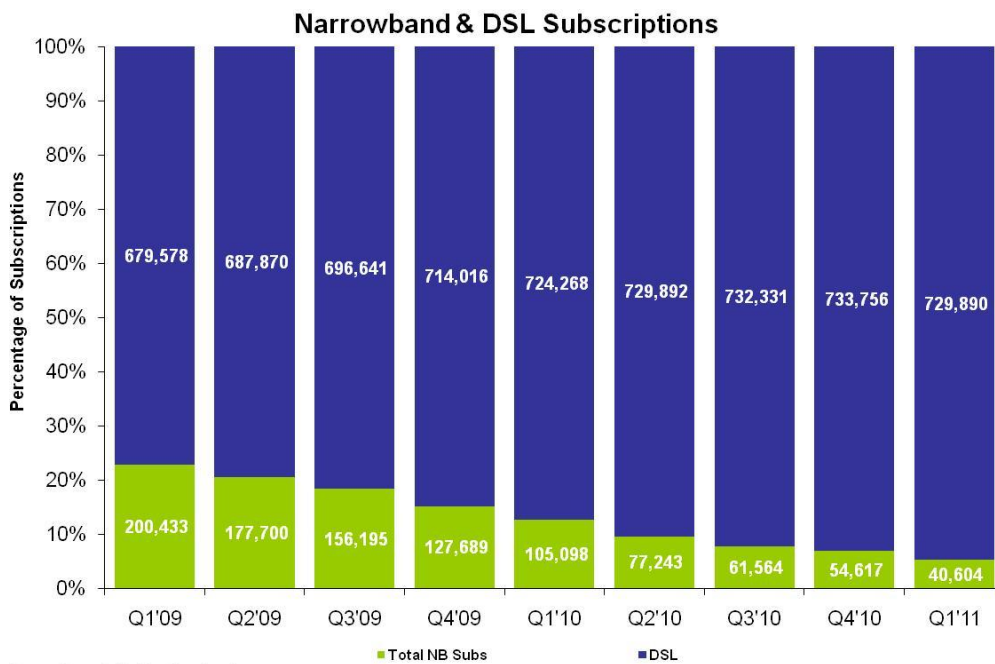


Figure 3.1.4 profiles only those internet subscriptions delivered over the copper telecoms network. It shows narrowband and DSL subscriptions. There were 770,494 active internet subscriptions over the copper telecoms network at the end of March 2011. This was a decrease of 58,872 (-7.1%) in the total number of copper-based subscriptions since Q1 2010.

This decline has been driven by the continued decline in narrowband subscriptions. DSL accounted for 94.7% of copper-based internet subscriptions in Q1 2011 compared to 87.3% in Q1 2010 with the remainder accounted for by narrowband subscriptions.

**Figure 3.1.4 – Profile of Copper Based Internet Subscriptions**



Source: Quarterly Key Data Questionnaire

### 3.2 Provision of DSL Access

Figure 3.2.1 examines the provision of DSL access. DSL broadband services are provided to consumers by operators using three alternative methods of access. DSL may be provided directly to the consumer by Eircom using direct access to its network; this accounted for 67.2% of all DSL subscriptions in Q1 2011. Retail DSL may also be provided by alternative operators (OAOs) who use either wholesale bitstream, which enables OAOs to resell another operator’s DSL service, or by offering DSL-based broadband using local-loop unbundling (LLU).

In Q1 2011, 25.8% of all DSL lines were provided by OAOs using wholesale bitstream. In absolute terms there were 187,157 wholesale bitstream lines in Q1 2011, an increase of 2.5% on the previous quarter but a decrease of 9.4% since Q1 2010. The quarterly increase in bitstream lines partially reverses a decline as OAOs increase migration of customers to LLU. The remaining 7.2% of DSL lines were provided to subscribers by OAOs using local-loop unbundling. In Q1 2011 there were 52,332 local loops unbundled up from 22,033 in Q1 2010. Eircom’s market share of retail DSL lines has declined by 1.3 percentage points over the last year.

**Figure 3.2.1 - Provision of DSL Access**

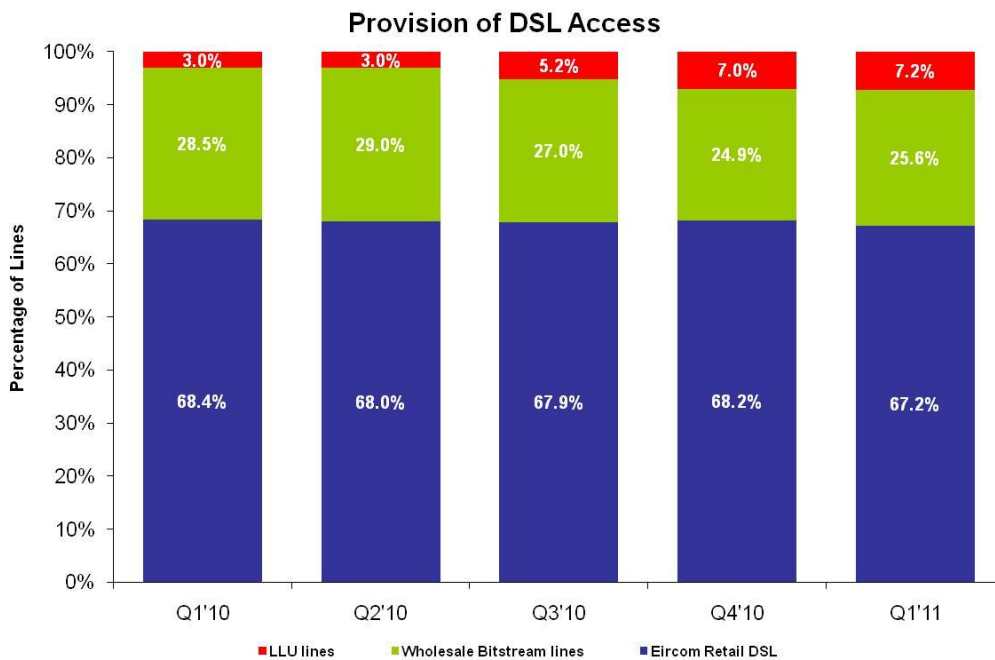
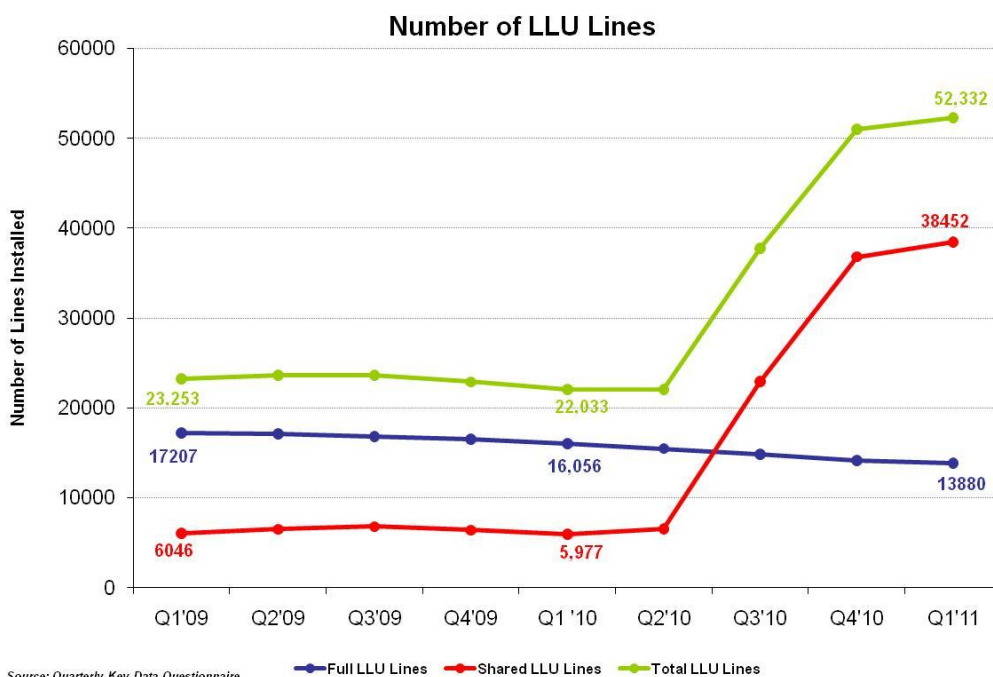




Figure 3.2.2 shows the number of unbundled lines classified by shared and full<sup>19</sup> status. Between Q1 2009 and Q1 2011 the total number of LLU lines increased by 125.1%. Growth in total LLU lines slowed this quarter, after relative substantial growth in the previous two quarters. Total LLU lines increased by 2.6% this quarter due to an increase in shared lines (+4.4%). Full LLU lines continued to decline, falling by 2.1% this quarter.

ComReg notes that some alternative operators are actively migrating customers to LLU from Bitstream lines. ComReg hopes that the number of LLU lines will continue to increase following its decision<sup>20</sup> to reduce wholesale line share charges from €8.41 to €0.77 and the unbundled local loop and sub-loop unbundled price from €16.43 and €14.83 per month to €12.41 and €10.53 respectively.<sup>21</sup> In addition, prompted by ComReg, Eircom reviewed the processes and related costs of ancillary charges for LLU and Bitstream. These charges relate to connections, disconnections and migrations. This review included a review of the migration process between the various services, i.e. from Bitstream to Line Share (or LLU) and from Line Share to LLU, and the related cost reductions. Eircom reduced these charges with effect from 1 April 2011; which represents reductions ranging from 18% to 75%.<sup>22</sup>

**Figure 3.2.2 – Number of Local Loops Unbundled**



19 Full LLU and shared LLU are two ways a copper loop may be unbundled. While full LLU assigns the entire copper loop to the leasing operator, shared LLU enables other operators and the incumbent to share the same line. With shared access consumers can acquire voice and data services from an operator or alternatively data services alone while retaining the voice services of the incumbent.

20 Decision D4/09 available at [http://www.comreg.ie/\\_fileupload/publications/ComReg0966.pdf](http://www.comreg.ie/_fileupload/publications/ComReg0966.pdf)

21 Response to Consultations and Final Decision: Local Loop Unbundling (LLU) and Sub-Loop Unbundling (SLU) Maximum Monthly Rental Charges available at [http://www.comreg.ie/\\_fileupload/publications/ComReg1010.pdf](http://www.comreg.ie/_fileupload/publications/ComReg1010.pdf)

22 [http://www.comreg.ie/\\_fileupload/publications/ComReg\\_1120.pdf](http://www.comreg.ie/_fileupload/publications/ComReg_1120.pdf)

### 3.3 Provision of Broadband Services

At the end of March 2011, there were 1,624,503 broadband subscriptions in Ireland. This represents a growth rate of 2.1% this quarter and 10.4% growth since Q1 2010.

Cable showed the strongest growth again this quarter, and over the last year, up by 7.9% and 33.7% respectively. FWA<sup>23</sup> subscriptions declined by 11.6% over the last year. The other subscriptions category (satellite and fibre) increased by 12% over the last year while mobile broadband grew by 20.7% over the same period.

**Figure 3.3.1 – Broadband Subscriptions<sup>24</sup> and Growth Rates by Platform**

<b>Platform</b>	<b>Q1'11 Subs</b>	<b>Quarterly Growth Q4'10-Q1'11</b>	<b>Year-on-Year Growth Q1'10-Q1'11</b>
<b>DSL</b>	<b>729,890</b>	<b>-0.5%</b>	<b>+0.8%</b>
<b>Cable</b>	<b>218,519</b>	<b>+7.9%</b>	<b>+33.7%</b>
<b>FWA</b>	<b>75,529</b>	<b>+1.7%</b>	<b>-11.6%</b>
<b>Other<sup>25</sup></b>	<b>9,197</b>	<b>-1.2%</b>	<b>+12.0%</b>
<b>Sub-Total</b>	<b>1,033,315</b>	<b>+1.3%</b>	<b>+5.3%</b>
<b>Mobile Broadband</b>	<b>591,368</b>	<b>+3.4%</b>	<b>+20.7%</b>
<b>Total</b>	<b>1,624,503</b>	<b>+2.1%</b>	<b>+10.4%</b>

DSL remains the largest broadband access platform in terms of subscriptions. DSL accounts for 44.9% of all broadband subscriptions, a 4.3 percentage point decrease since Q1 2010. Of the remaining broadband subscriptions, mobile broadband accounts for 36.4%, a 3.1 percentage point increase since Q1 2010. Cable has 13.5% of the market, which is a 2.3 percentage point increase on Q1 2010. FWA accounts for 4.6% of broadband subscriptions, down 1.2 percentage points on Q1 2010. Satellite and fibre broadband subscriptions combined account for the remaining 0.6% of the market.

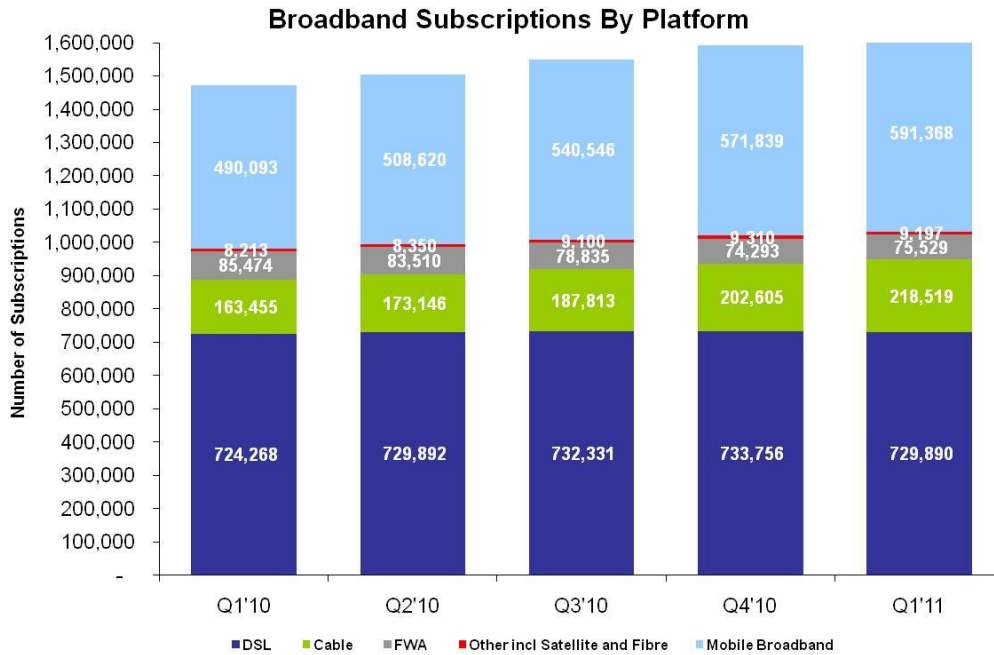
23 It should be noted that FWA subscriptions include an estimate of 2,000 this quarter. This is based on subscriptions to relatively small FWA firms who are not required to submit a questionnaire response to ComReg as they do not meet ComReg's minimum turnover threshold. ComReg will update this additional estimate on an annual basis.

24 ComReg notes that the data provided in this section relates to active subscriptions reported by operators. It takes into account multiple active subscriptions to broadband offerings by individual subscribers.

25 Other Broadband includes Satellite and Optical Fibre broadband subscriptions.

Figure 3.3.2 illustrates the split by type of broadband subscriptions in the Irish market since Q1 2010, while Figure 3.3.3 shows the contribution of each of these platforms to broadband growth in percentage terms. In Q1 2011 45.2% of total broadband net additions were mobile, down from the previous quarter, while cable’s contribution to net additions (36.9%) continues to grow. For the first time, DSL contributed negatively to broadband growth (-9.0%).

**Figure 3.3.2 – Broadband Subscriptions by Platform**



**Figure 3.3.3 – Broadband Subscriptions by Platform – Contribution to Growth**

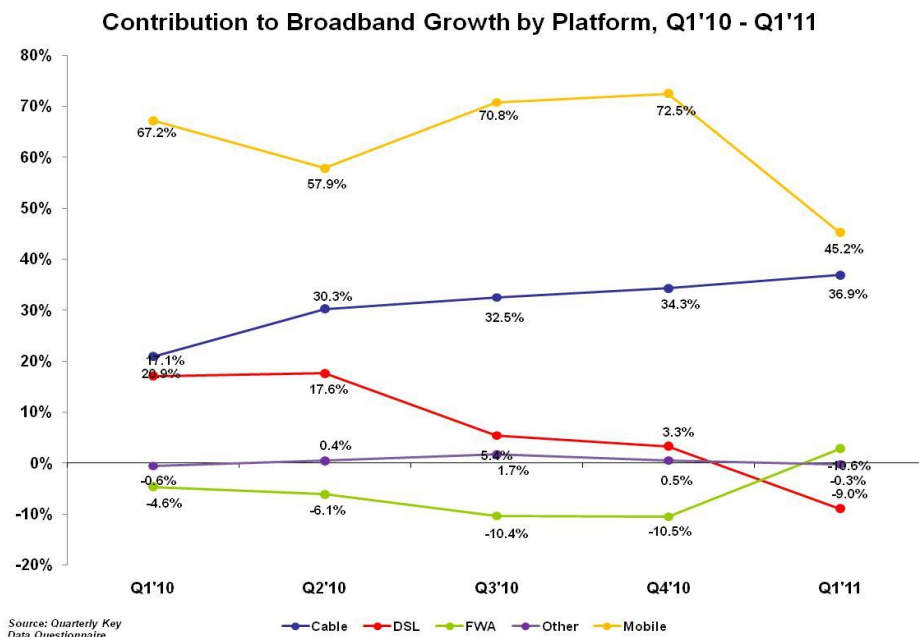


Figure 3.3.4 provides an estimate of the proportion of business and residential subscriptions to DSL, cable, fixed wireless, mobile broadband, fibre and satellite broadband services. In Q1 2011 83.2% (up from 82.1% in Q1 2010) of broadband subscriptions on all platforms were classed as residential broadband subscriptions. The platform with the highest percentage proportion of residential to business subscriptions is cable broadband, while the FWA platform has the highest percentage of business customers, marginally more than other (satellite and fibre) subscriptions.

**Figure 3.3.4 – Broadband Subscriptions by Subscription Type**

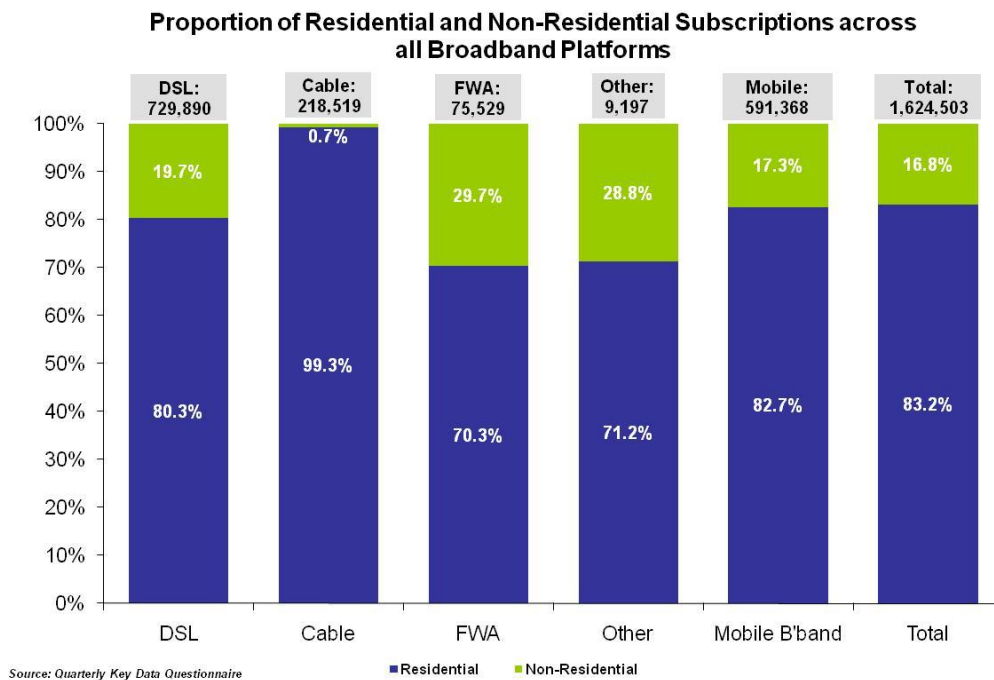


Figure 3.3.5 illustrates the breakdown of broadband subscriptions by contracted speed across all broadband platforms (including mobile broadband). The trend of customers moving to higher speeds continued in Q1 2011 with speeds of  $\geq 2$ Mbps increasing at the expense of the other lower category speeds. In total, approximately 10.7% of broadband subscriptions were  $\geq 10$ Mbps. This equates to approximately 12.1% of residential subscriptions and 3.8% business subscriptions.

The data suggest that both residential and business users are more likely to subscribe to packages of between 2Mbps - 10Mbps. Many larger firms access their broadband services over leased lines. Leased lines are not included in these charts. Leased line speeds can range up to speeds in excess of 1 gigabyte per second.

**Figure 3.3.5 – Broadband Subscriptions by Contracted Download Speeds and Subscription Type**

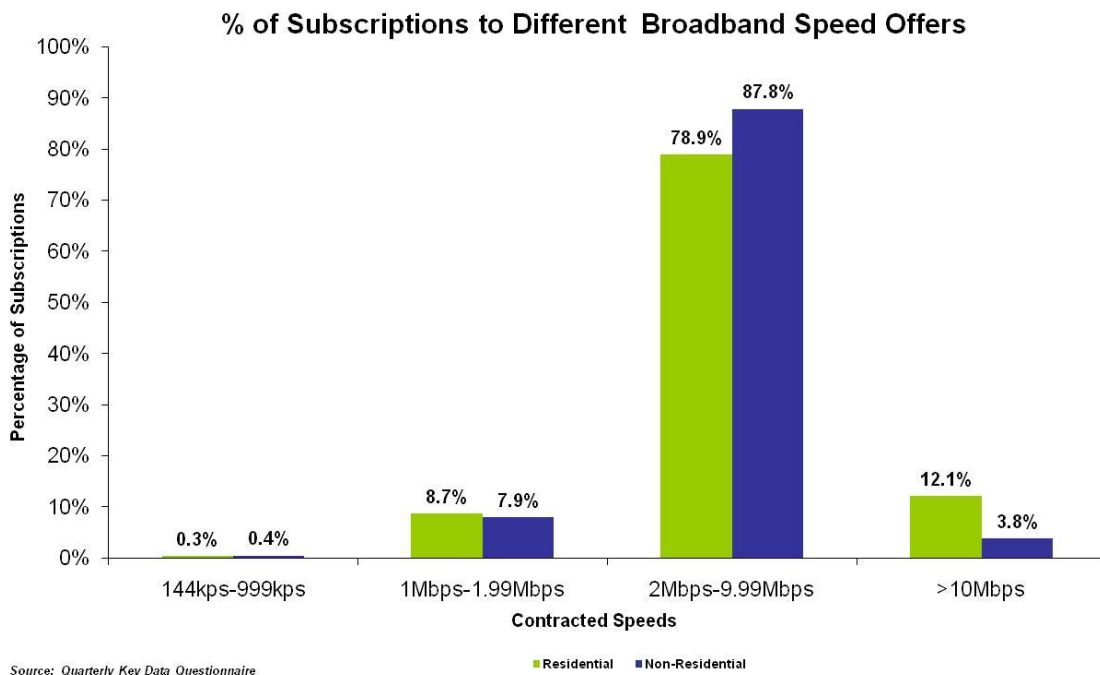


Figure 3.3.6 shows the change in broadband subscriptions by contracted downloaded speeds between Q1'10 and Q1'11. Subscriptions in the lower speed categories, <2Mbps, have continued to decline. Subscriptions in higher speed categories, >=2Mbps have increased. 80.4% of all broadband subscriptions are now in the 2Mbps-9.99Mbps category, while 10.7% are in the >10Mbps category. Based on operator data, ComReg estimate approximately 1.3% of total broadband subscriptions are above 30Mbps.

**Figure 3.3.6 – Broadband Subscriptions by Contracted Download Speeds**

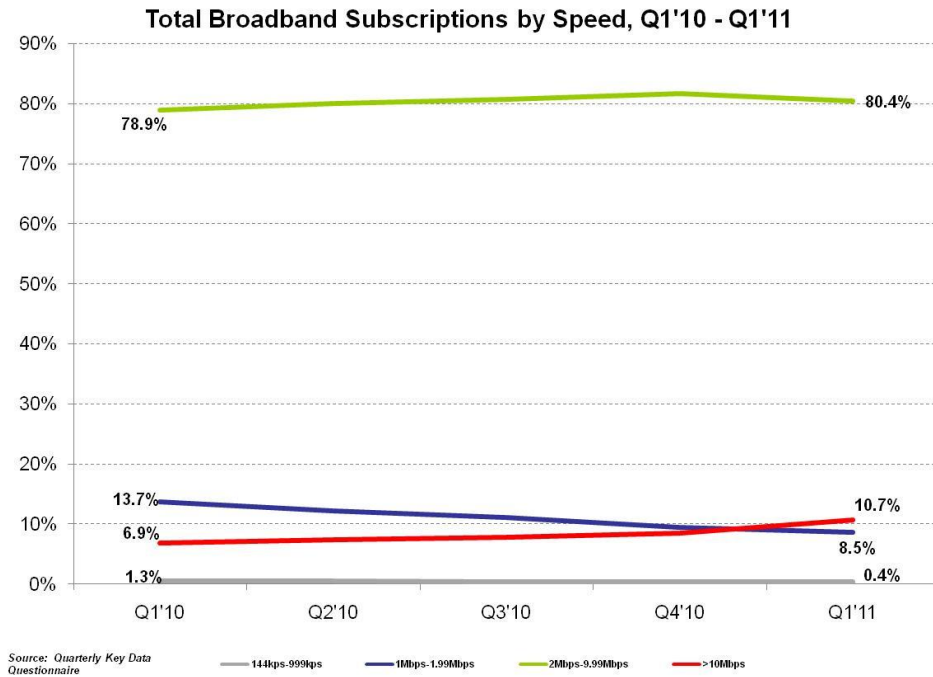


Figure 3.3.7 illustrates Eircom’s market share of fixed broadband subscriptions when compared to other authorised operators’ (OAO) share of overall fixed broadband subscriptions (DSL, cable, FWA, satellite, and fibre broadband subscriptions). In Q1 2011 Eircom’s market share was 47.5% and OAOs had the remaining 52.5% of broadband subscriptions.

**Figure 3.3.7 – Market Share of Fixed Broadband Market**

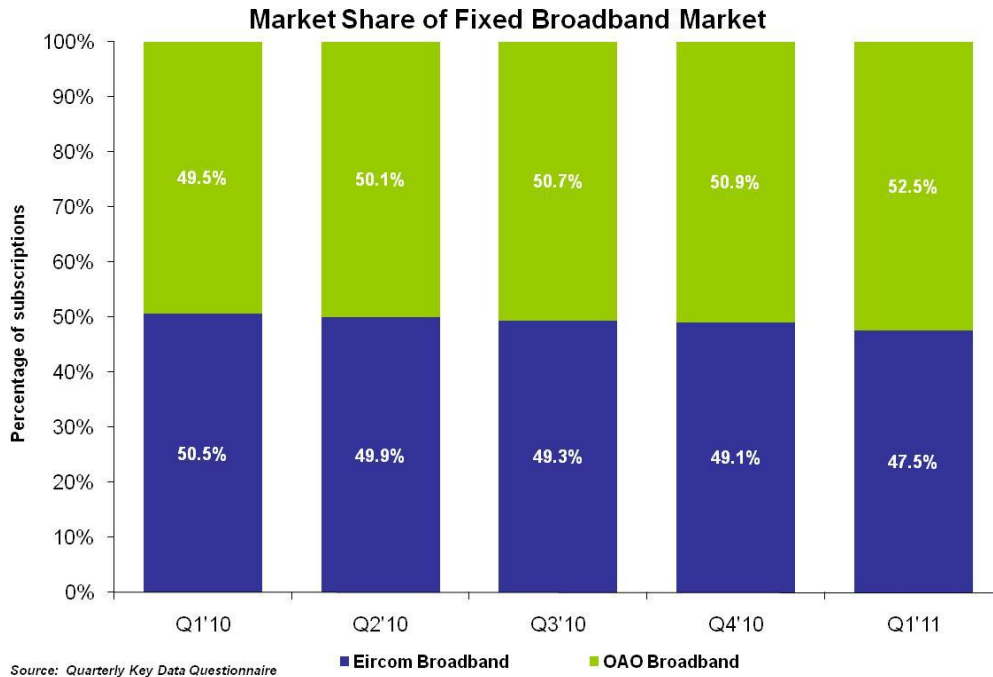


Figure 3.3.8 provides the market share of fixed broadband operators by number of subscriptions. DSL, cable modem, FWA, satellite and fibre subscriptions are all used to calculate the fixed broadband market shares.

Operators with a market share of 2% or more are shown in the chart below. All those operators with less than 2% of total fixed broadband subscriptions are then grouped together under OAOs.

According to the data received from operators for Q1 2011, Eircom had 47.5% of total fixed broadband subscriptions, followed by UPC which had 20.9% of subscriptions. Vodafone had a 16.4% market share (excluding mobile broadband subscriptions), while Imagine had 5.1% and Digiweb had 2.8%. All other operators combined accounted for the remaining 7.3% of the fixed broadband subscriptions.

**Figure 3.3.8 – Subscription Market Share of Fixed Broadband Market**

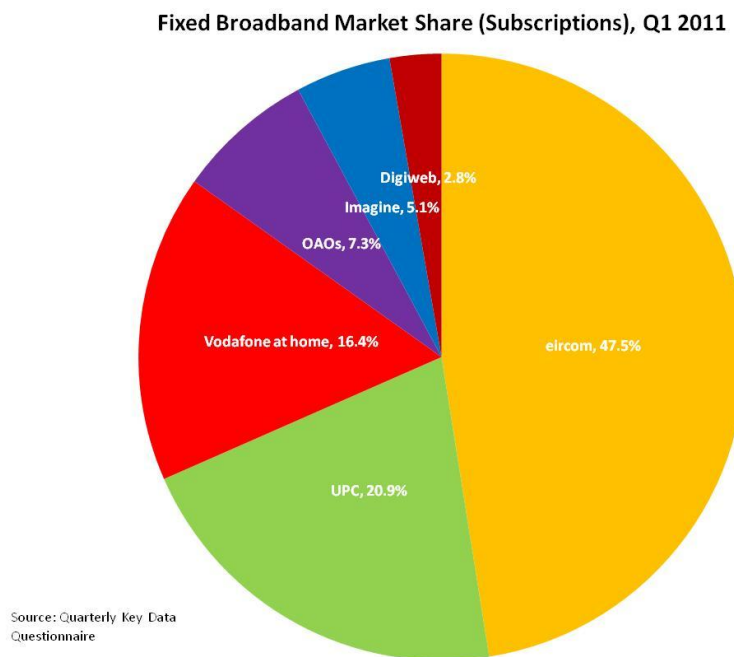
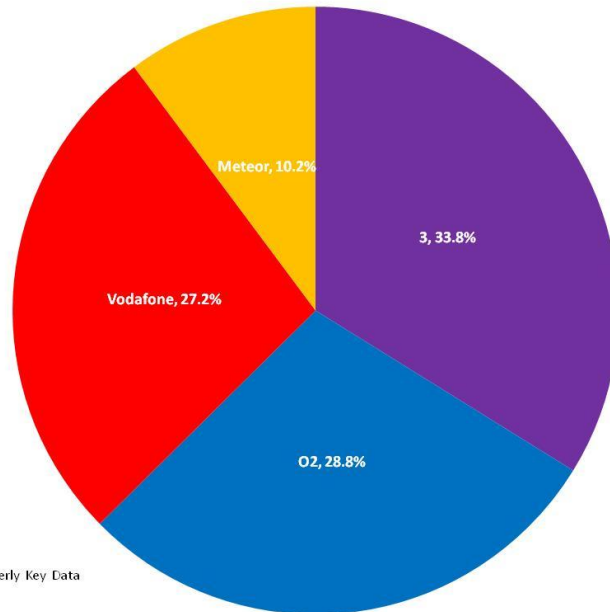




Figure 3.3.9 shows the market share of mobile broadband operators by subscriptions. As of Q1 2011, 3 had the largest share with 33.8%,<sup>26</sup> down from 36.1% in Q1 2010. O2 had a market share of 28.8% up from 28.2% in Q1 2010. Vodafone’s market share was 27.2%, down from 27.8% one year previously while Meteor had a market share of 10.2% up from 7.9% in Q1 2010.

**Figure 3.3.9 – Subscription Market Share of Mobile Broadband Market**

Mobile Broadband Market Shares (Subscriptions), Q1 2011



<sup>26</sup> 3’s national broadband scheme subscriptions are included in this data.

### 3.4 Broadband Penetration

ComReg uses the OECD, or European Commission data where possible to compare internet and broadband penetration benchmarks for European countries. The data presented below is based on the most recently published statistics at the time of publication.

The total number of broadband subscriptions in Ireland for Q1 2011 was 1,624,503.

Using fixed residential broadband subscriptions only (i.e. excluding business subscriptions and mobile broadband subscriptions), the estimated broadband household penetration rate (there are 1,646,200 households in Ireland using CSO data) as of Q1 2011 is 52%.

Based on the total number of broadband subscriptions in Ireland for Q1 2011, the broadband per capita penetration rate (including mobile broadband) was 36.3% compared to 35.6% in the previous quarter. When mobile broadband is excluded, the penetration rate is 23.1%, up from 22.8% in Q4 2010. These figures are based on a population of 4,470,700 from Central Statistics Office (CSO) data.<sup>27</sup>

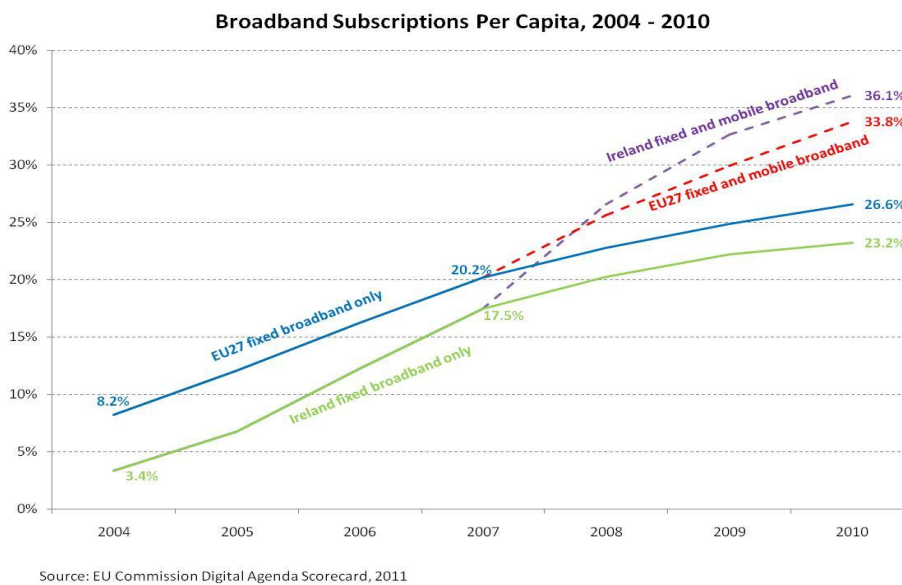
It should be noted that ComReg reports dedicated mobile broadband subscriptions (i.e. on the basis of mobile dongles/datacards) only. Mobile broadband subscriptions over a handset are not included. Therefore, the total number of mobile broadband users (i.e. dedicated and handset mobile broadband subscriptions) will be higher than stated in this report. On the other hand, a broadband subscriber may have both a fixed and mobile broadband subscription and therefore, a broadband penetration rate based on both mobile and fixed subscriptions may overestimate the penetration rate.

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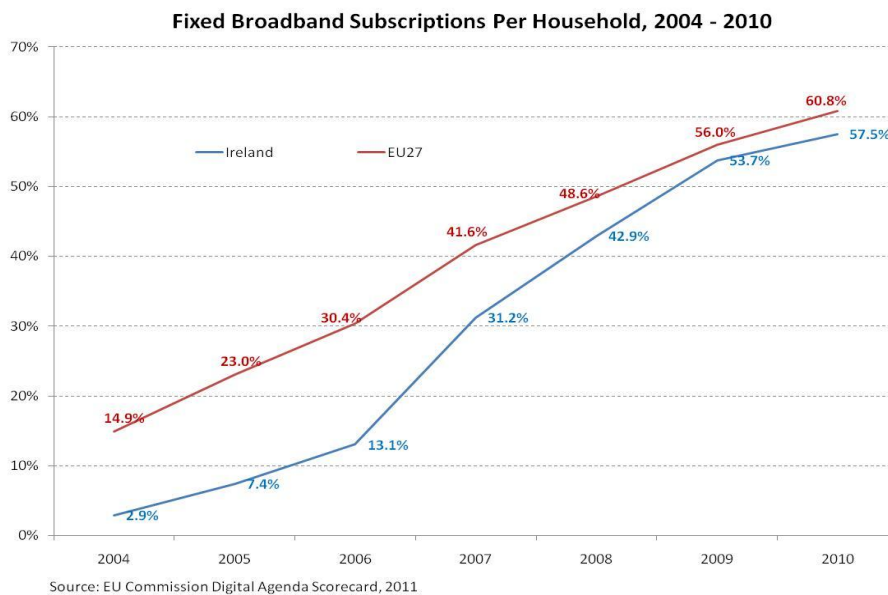
<sup>27</sup> <http://www.cso.ie/releasespublications/documents/population/current/popmig.pdf>

Figures 3.4.1 and 3.4.2 show fixed and mobile broadband subscriptions per capita and fixed broadband subscriptions per household based on data sourced from the EU’s Digital Agenda Scorecard. Ireland’s fixed broadband per capita penetration rate (23.2%) remains behind the EU27 average of 26.6%. However, including mobile broadband, Ireland’s penetration rate (36.1%) is above the EU27 average of 33.8%. Ireland’s fixed broadband household penetration rate (57.5%) is close to the EU27 average penetration rate (60.8%). The household broadband penetration rate has narrowed with the EU27 average from 12 to 3.2 percentage points over the last 6 years.

**Figure 3.4.1 – Broadband Subscriptions per Capita, 2004 - 2010**



**Figure 3.4.2 – Fixed Broadband Subscriptions per Household, 2004 - 2010**



### 3.5 WiFi Broadband Access

While Wifi originally emerged as an alternative to share broadband connectivity in the home and provide access to nomadic laptop users in airports etc. it is now being used by a broader range of players with different business models and needs which include in home connectivity, outdoor access for nomadic users, off-loading and coverage alternative for mobile operators, and business innovation.

ComReg presents data on the WiFi market based on the number of public WiFi hotspots and access points located nationally. Internet hotspots are typically public wireless access points where a computer, usually a laptop, or other portable device such as an iPhone can connect to the internet. A WiFi hotspot can be made up of one or more WiFi access points<sup>28</sup>. WiFi hotspots tend to be found in airports, hotel lobbies and cafés and restaurants. In most cases, the user pays for high-speed internet access at an access point, based either on a vouchered payment for a specific amount of time online or a recurring monthly subscription. There are a number of providers of these services in Ireland including Bitbuzz, Eircom and BT Ireland.

The number of WiFi hotspots fell this quarter and has fallen by 20.7% over the last year. In Q1 2011 there were just under 33.5 million WiFi minutes used in Ireland, a decrease of 2.5% from the previous quarter but an overall increase of 38.1% since Q1 2010. The number of WiFi access points also decreased slightly this quarter. This may suggest that as businesses which offer WiFi hotspots and access points close as a result of the recession there are fewer locations for WiFi consumers to utilise WiFi. Eircom is looking to quadruple its network of Wi-Fi hotspots from 1,000 presently to 4,000 by 2013 due to the strong uptake of smartphones and tablets in Ireland. The 4,000 hotspots are expected to be deployed by 2013 with a particular focus on high density population areas.<sup>29</sup>

**Figure 3.5.1 – WiFi Hotspots, Access Points and Minutes of Use**

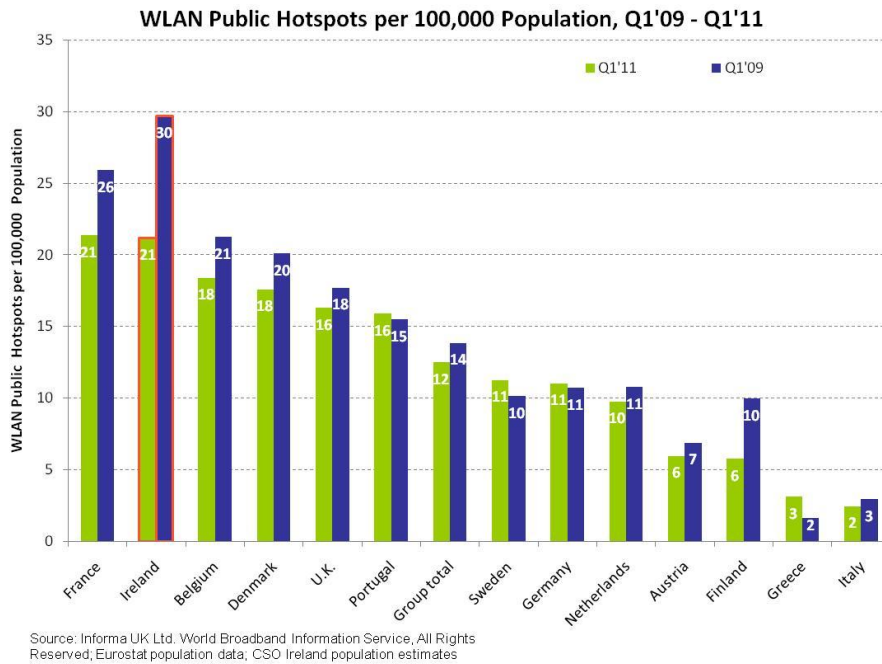
	<b>Q1 2011</b>	<b>Q4'10-Q1'11 Growth</b>	<b>Q1'10-Q1'11 Growth</b>
<b>WiFi Hotspots</b>	<b>1,038</b>	<b>-5.3%</b>	<b>-20.7%</b>
<b>WiFi Access Points</b>	<b>2,992</b>	<b>-17.9%</b>	<b>-17.8%</b>
<b>WiFi Minutes of Use</b>	<b>32,446,353</b>	<b>-2.5%</b>	<b>+38.1%</b>

<sup>28</sup> Hotspots are typically public locations at which broadband internet access can be obtained. At these hotspots, users with a computer (usually a laptop) can wirelessly connect to the internet either for free or on payment of a fee. Typical locations for such hotspots include cafes and restaurants, hotels and airports. In general terms, more than one access point can be found at a hotspot.

<sup>29</sup> [http://siteassets.eircom.net/assets/static/pdf/IR/ERCIF\\_2nd\\_quarter\\_results\\_report\\_to\\_31\\_December\\_10.pdf](http://siteassets.eircom.net/assets/static/pdf/IR/ERCIF_2nd_quarter_results_report_to_31_December_10.pdf)

Figure 3.5.2 shows a comparison of WLAN public hotspots among EU countries based on data sourced from Informa. Ireland and France had the joint highest number of hotspots per 100,000 population among the countries benchmarked in Q1 2011. However, among both countries there has been a fall off in the number of hotspots compared to two years previous. This seems to be the general trend among the countries benchmarked in figure 3.5.2.

**Figure 3.5.2 – WLAN Public Hotspots per capita**



### **3.6 Broadband Pricing Data**<sup>30</sup>

In this report broadband tariff baskets have been supplied by Teligen using their T-Connect product for fixed broadband comparisons and their T-Wireless product for mobile broadband comparisons.

The speed categories were chosen for these operators across all benchmarked countries to ensure that a meaningful comparison can be made between packages in terms of contracted speeds offered. Operators' broadband packages are compared on the assumption that their products should be available nationally. The prices represented in each basket are based on the lowest priced tariffs available for those baskets. Packages which limit usage with speed restrictions when usage exceeds allowance are included.

Further information on the composition of the broadband basket can be found in the Explanatory Memorandum which accompanies this report.<sup>31</sup>

#### **T-Connect (Fixed Broadband Baskets)**

In order to ensure that services can be adequately compared, the benchmarking model prices a range of DSL and cable services based on defined usage of 30 hours per month, with each session assumed to last for 30 minutes for residential consumers while a usage of 100 hours per month with a 60 minute average session for business consumers is assumed.

While broadband is an always-on product, the assumption of an average user profile ensures that packages are comparable across countries. It further assumes a download usage of 5 Gigabytes every month for each service for residential consumers and 20 Gigabytes every month for business consumers. Upload and download speeds (based on contracted speeds) are also analysed.

The data presented in the following charts illustrates the cheapest product available in each country from the dominant market player (Eircom for Ireland), one DSL operator (Imagine for Ireland) and the dominant cable operator (i.e. UPC for Ireland) under these usage assumptions.

These packages are based on advertised download speeds. The charts below represent speed categories of 1-4 Mbps in the residential market, all residential speeds and 4-10 Mbps in the business market.

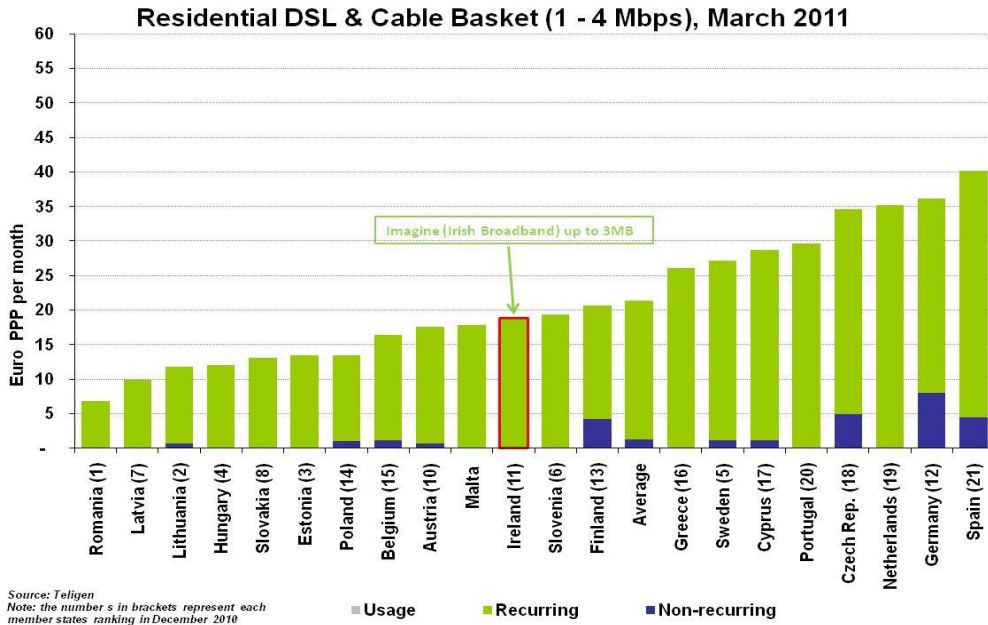
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<sup>30</sup> This section does not include broadband tariff packages that are offered as special promotions. All residential tariffs are inclusive of VAT but all business tariffs are exclusive of VAT. VAT rates vary between Member States.

<sup>31</sup> ComReg Document 11/44a

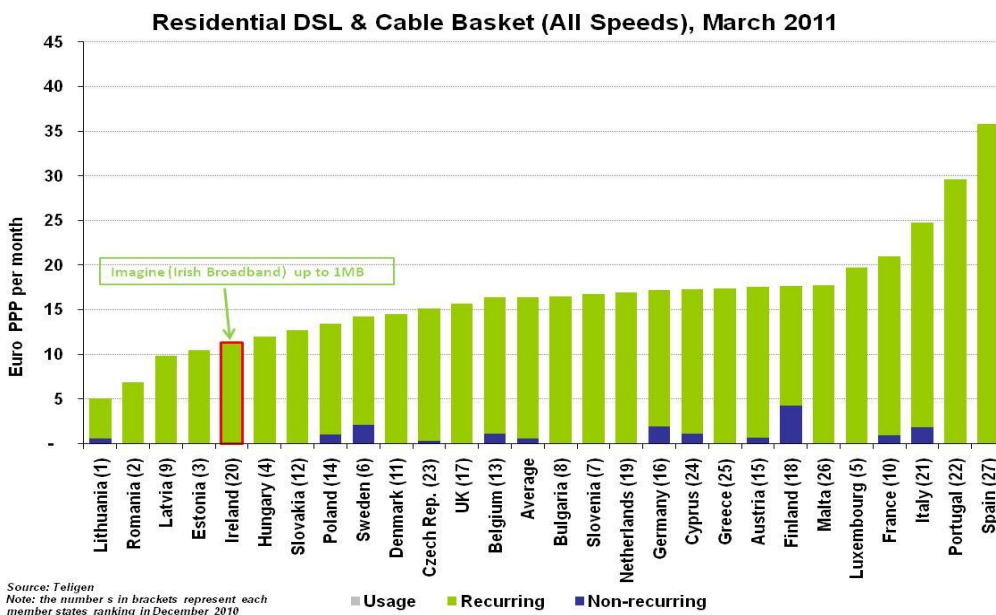
The lowest monthly residential DSL & cable pricing for the 1-4 Mbps speed category are charted in figure 3.6.1. Ireland ranks in 11<sup>th</sup> place among this group of 21 European countries. Ireland is three places ahead of, and 12% lower than, the benchmarked country average. The pricing for Ireland is based on Imagine’s (Irish Broadband) up to 3MB package.

**Figure 3.6.1 - Residential DSL & Cable Basket (1-4 Mbps)**



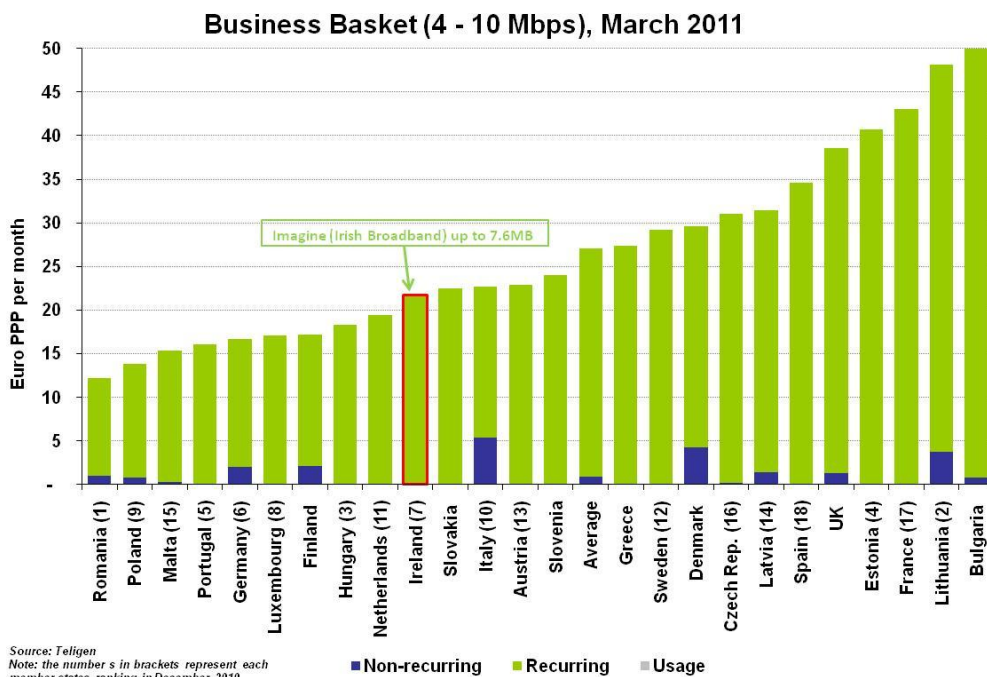
The lowest monthly residential DSL & cable pricing for all speeds are charted in figure 3.6.2. Ireland ranks in 5<sup>th</sup> place in this group of 27 European countries. Ireland is 9 places ahead of, and 31.3%% cheaper than the benchmarked country average. The pricing for Ireland is based on Imagine’s (Irish Broadband) up to 1MB package.

**Figure 3.6.2 - Residential DSL & Cable Basket (All Speeds)**



The lowest monthly business pricing for DSL and cable in the 4-10 Mbps speed category is charted in figure 3.6.3. Ireland ranks in 10<sup>th</sup> place among this group of 25 European countries. Ireland is 5 places ahead of, and 19.5% lower than the benchmarked country average. The pricing for Ireland is based on Imagine’s (Irish Broadband) up to 7.6Mb package.

**Figure 3.6.3 – Business DSL and Cable Basket (4-10Mbps)**



**T-Connect (Mobile Broadband Baskets)**

This benchmarking model prices a range of mobile broadband services for PC, tablet and standalone tariffs. All Irish mobile network operators are included in the model. These packages are based on advertised download speeds.

The pre-pay residential basket is based on a usage profile of 8 hours and 1.5GB downloaded per month and the post-pay residential basket is based on a usage profile of 15 hours and 3GB download per month. For business customers the basket chosen is based on a usage profile of 4 hours and 0.6GB downloaded per month.

These baskets have been chosen to be representative of the market on the basis of the average size of monthly downloads among mobile broadband consumers in Ireland.



Figure 3.6.4 shows that out of the 15 European countries benchmarked, Ireland ranks in 5<sup>th</sup> place for the most competitive pricing, 5 places ahead of the benchmarked country average. The pricing for Ireland is based on O2’s pre-pay SIM package. Ireland’s pricing is approximately 44.9% cheaper than the benchmarked country average.

**Figure 3.6.4 – Pre-Pay Residential Mobile Broadband Basket (All Speeds)**

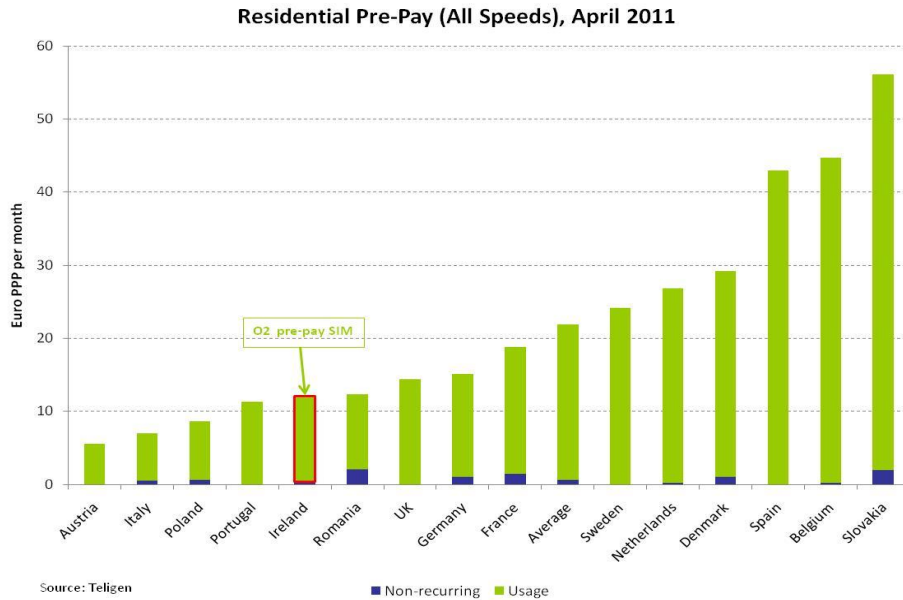


Figure 3.6.5 compares post-pay residential mobile broadband tariffs. Ireland ranks in 5<sup>th</sup> place among the 15 benchmarked European countries, seven places ahead of the benchmarked country average. Ireland’s pricing is based on Meteor’s Broadband to Go 1MB package and is approximately 46.8% cheaper than the benchmarked country average.

**Figure 3.6.5 – Post-Pay Residential Mobile Broadband Basket (All Speeds)**

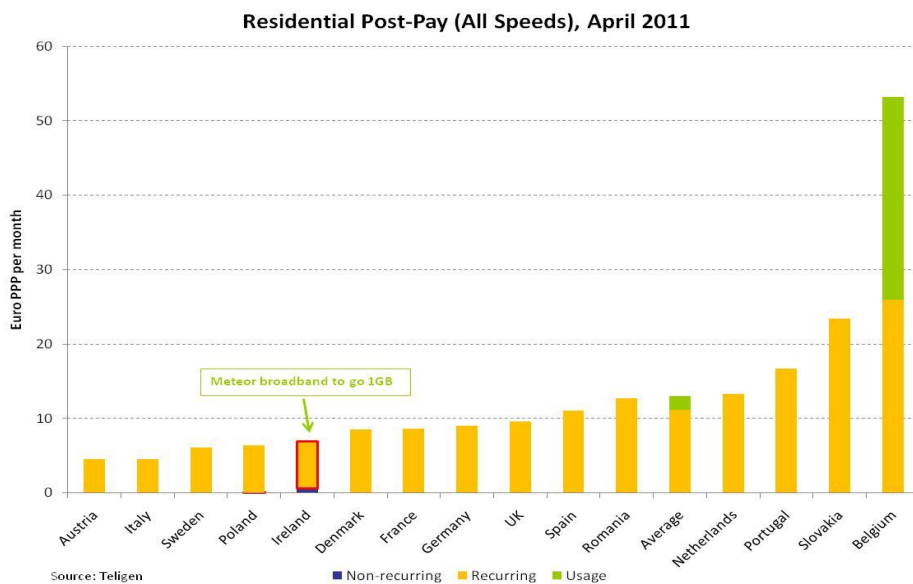
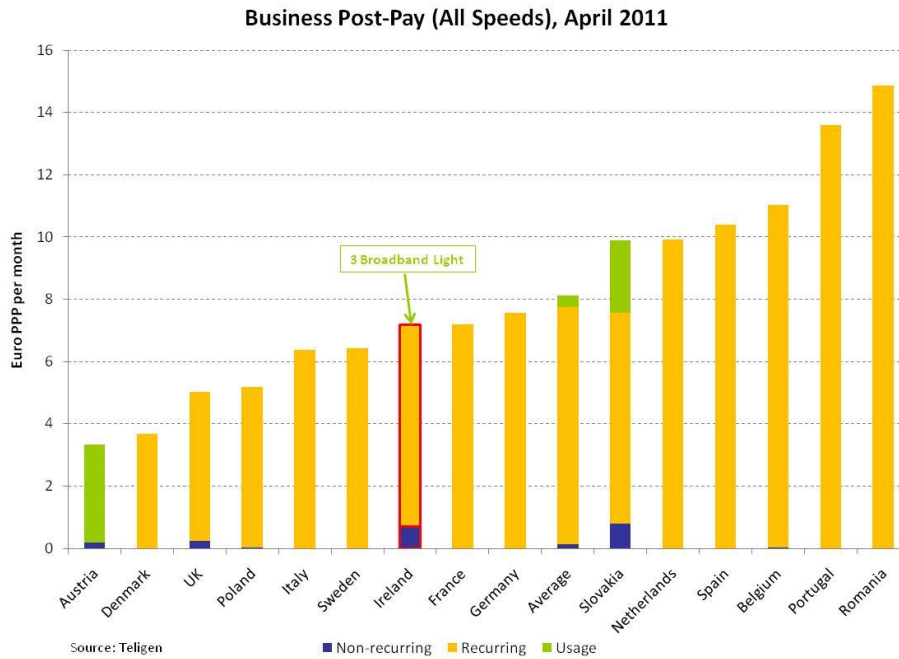


Figure 3.6.6 compares the pricing for a post-pay business mobile broadband basket among 15 European countries. Ireland ranks in 7<sup>th</sup> place among these countries, 3 places ahead of and 11.5% cheaper than the benchmarked country average. Ireland’s pricing is based on 3’s Broadband Light package.

**Figure 3.6.6 – Post-Pay Business Mobile Broadband Basket (All Speeds)**

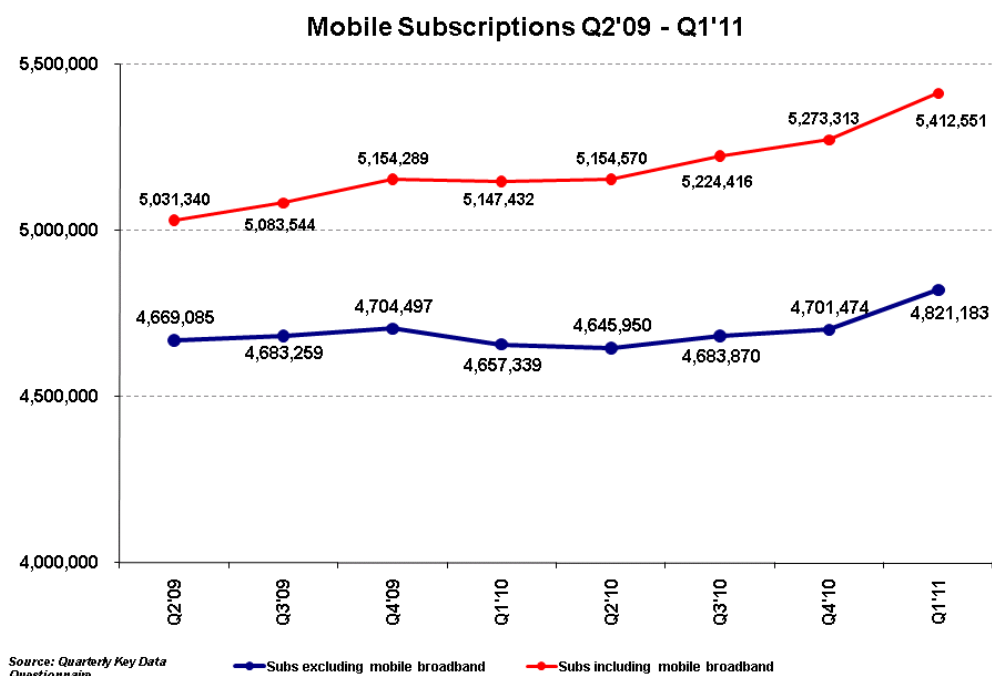


## 4. Mobile Market Data

### 4.1 Number of Subscriptions and Penetration Rate<sup>32 33</sup>

At the end of March 2011 there were 5,412,551 mobile subscriptions in Ireland. Mobile broadband subscriptions are included in this figure. If mobile broadband subscriptions (591,368 this quarter) are excluded, the total number of mobile subscriptions in Ireland was 4,821,183. Total mobile subscriptions have increased this quarter by 2.6% and mobile broadband subscriptions have increased by 3.4%. In the year to March 2011 total mobile subscriptions are up by 5.2% while mobile broadband subscriptions have grown by 20.7%.

Figure 4.1.1 – Mobile Subscriptions



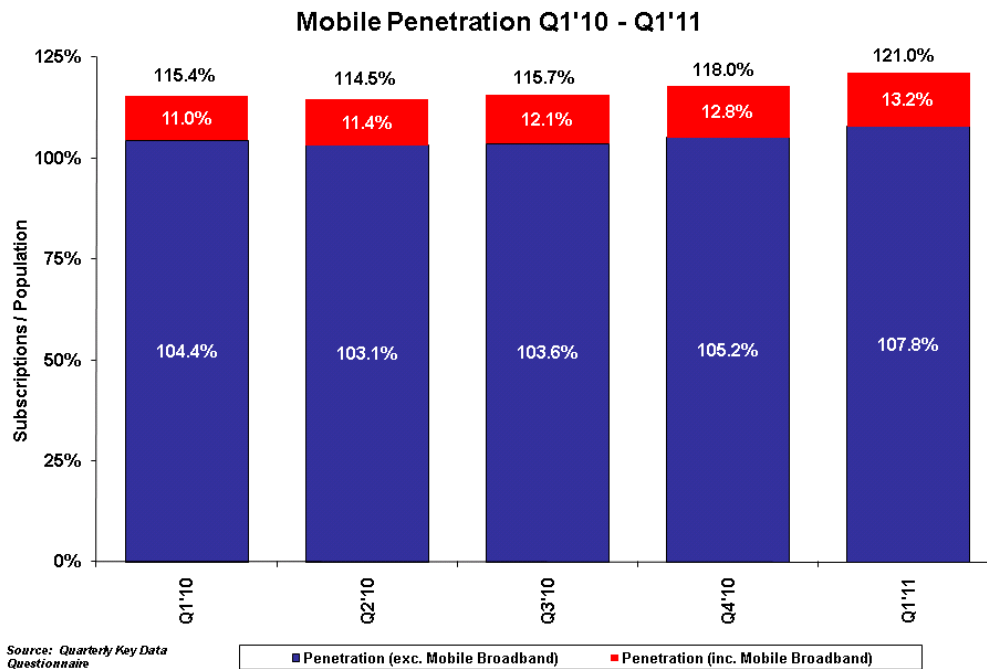
<sup>32</sup> Mobile subscriptions do not include data from MVNOs Postfone and Just mobile.

<sup>33</sup> One operator has reported that its previous definition accounted for those who had an outgoing event (call, SMS, MMS, internet usage) in previous ninety days but did not account for those who had a paid-for top-up only. Preliminary estimate that inclusion of this latter group of customers in line with ComReg clarified definition adds approximately 133k prepay subscribers compared to earlier definition used by the operator.

Figure 4.1.2 charts mobile penetration since Q1 2010 and shows that at the end of March 2011, mobile penetration, based on a population of 4,470,700 (using a CSO April 2010 estimate), was 121.0% including mobile broadband and 107.8% excluding mobile broadband. Mobile penetration is recognised as the standard metric internationally to measure the adoption of mobile services, and is calculated based on the number of active SIM cards per 100 of the population.

Given that some mobile users may have used more than one active SIM card during the period, there is likely to be some over-estimation of actual individual mobile penetration using this metric. ComReg’s calculation of mobile subscriptions includes active SIMs bundled with mobile broadband datacards and USB modems for internet access via laptops/PCs as well as SIM cards used in mobile phones for voice and data services.

**Figure 4.1.2 – Irish Mobile Penetration Rate**



## 4.2 The Profile of Mobile Subscriptions in Ireland

Mobile users pay for their mobile service by either purchasing pre-paid credit, or by receiving a monthly bill from their mobile operator, described in this report as a post-paid payment option.

Figure 4.2.1 illustrates the mobile subscription base (including mobile broadband) in Ireland classified by the proportion of pre-paid and post-paid subscriptions on both 2G and 3G networks at the end of March 2011. 35.2% of subscriptions were post-paid, up from 34.1% one year previously and up from 32% at the start of 2009, representing a continued (albeit relatively marginal) increase in post-paid subscriptions at the expense of pre-paid subscriptions.

**Figure 4.2.1 – Profile of Pre-Paid and Post-Paid Subscriptions**

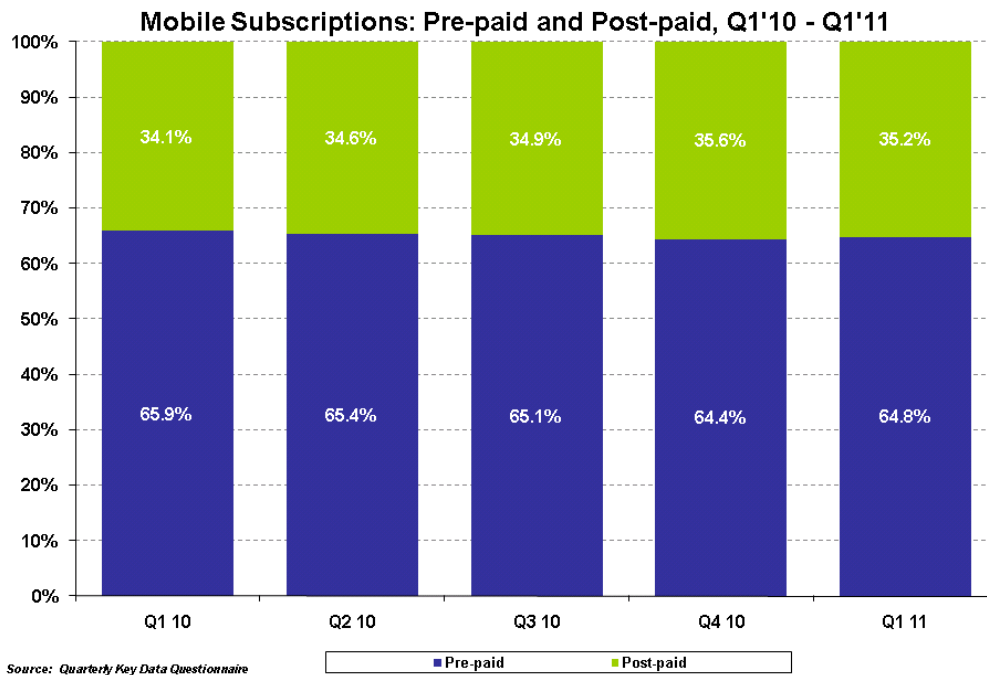


Figure 4.2.2 shows the pre-paid and post-paid subscription profile for each of the mobile operators in the Irish market. Mobile broadband subscriptions are included in this data. As of Q1 2011, 67.8% of Vodafone’s subscriptions are pre-paid. O2 has 56.2% pre-paid subscriptions, eircom Group Mobile has 81.8% pre-paid subscriptions, and 27.3% of 3’s mobile subscriptions are pre-paid. Tesco Mobile’s entire subscription base is pre-paid.

**Figure 4.2.2 – Profile of Pre-Paid and Post-Paid Subscriptions by Operator**

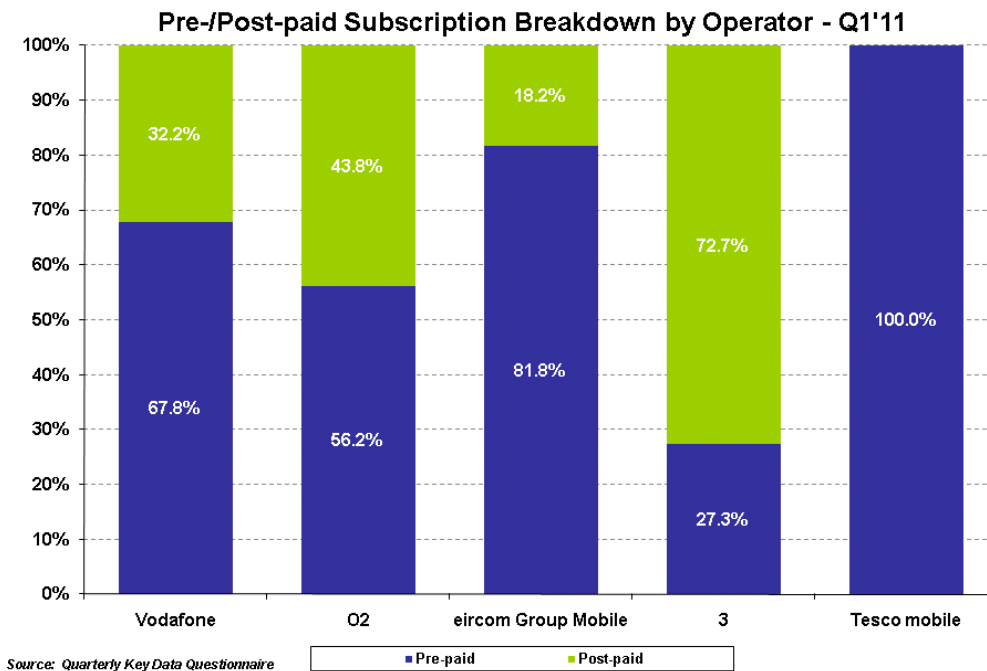
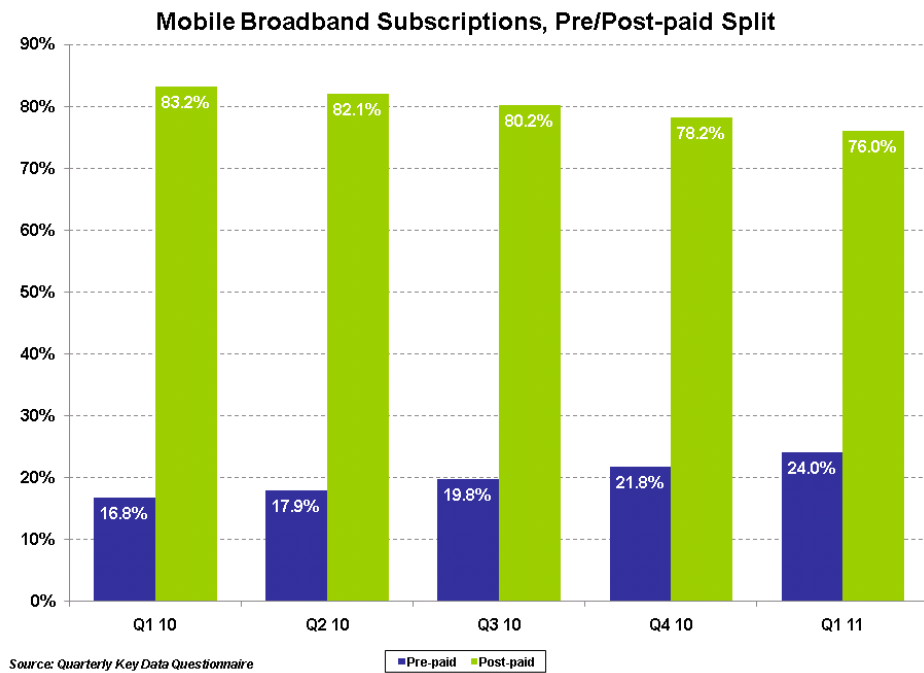


Figure 4.2.3 shows the split between pre-paid and post-paid mobile broadband subscriptions between Q1 2010 and Q1 2011. 76% of all mobile broadband subscriptions were post-paid at the end of March 2011, down from 83.2% one year previously. Interestingly, the trend towards a rise in pre-paid mobile broadband subscriptions contrasts with a rise in post-paid non-mobile broadband subscriptions.

**Figure 4.2.3 – Profile of Pre-Paid and Post-Paid Mobile Broadband Subscriptions**

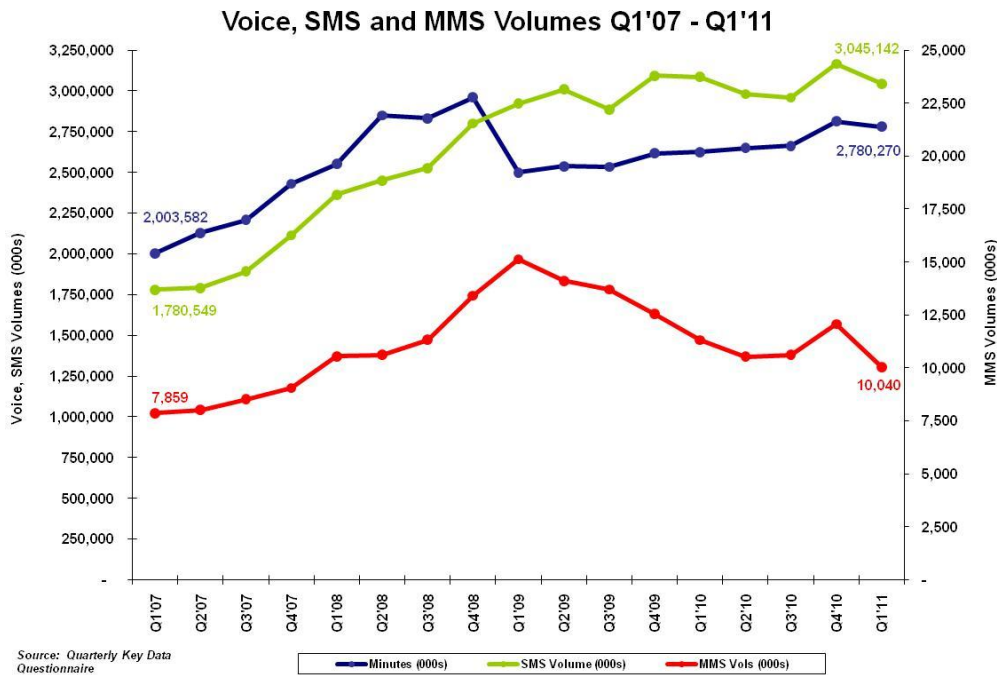


### 4.3 Mobile Volumes

Figure 4.3.1 illustrates the growth in voice minutes, SMS, and MMS (Multimedia Messaging Service) messages sent over mobile networks since Q1 2007. Total retail mobile voice traffic totalled just below 2.8 billion minutes in Q1 2011, a decrease of 1.2% on the previous quarter, but an increase of 5.9% since Q1 2010.

The total number of SMS messages sent by mobile users in Ireland was over 3 billion in Q1 2011, down 3.8% on the previous quarter and down by 1.3% since Q1 2010. The number of multimedia messages (MMS) sent decreased this quarter after some growth in the final quarter of 2010. Compared with Q4 2010 the number of MMS sent in Q1 2011 was down by 16.8% and down by 11.2% compared to Q1 2010. There were just over 10 million MMS messages sent during Q1 2011.

**Figure 4.3.1 – SMS, MMS and Call Minute Volumes<sup>34</sup>**



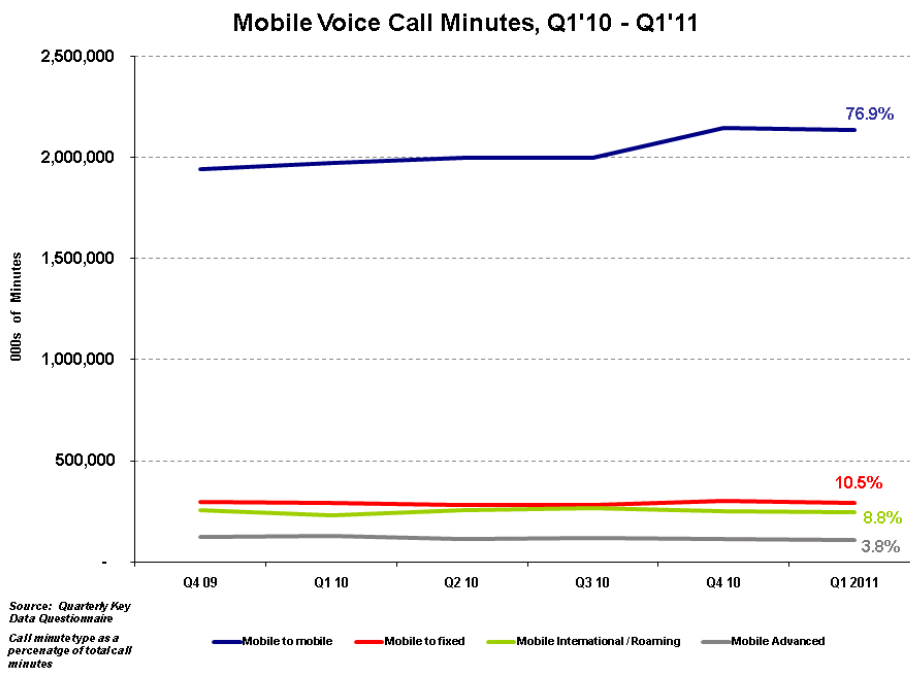
Source: Quarterly Key Data Questionnaire

<sup>34</sup> It should be noted that prior to Q1 2009 some mobile data minutes were included under mobile advanced minutes. As these volumes are not based on voice calls, they were removed in Q1 2009 as they had a downward impact on overall mobile voice traffic.



Figure 4.3.2 illustrates the share of types of mobile voice call minutes. As of Q1 2011, over three quarters of all mobile voice minutes were classified as mobile-to-mobile (on-net and off-net); almost 11% of mobile voice minutes were to fixed line phones, while the remaining approximate 13% are classified as international roaming and advanced voice minutes, which include calls to premium rate services. These percentages have remained relatively stable over the last two years.

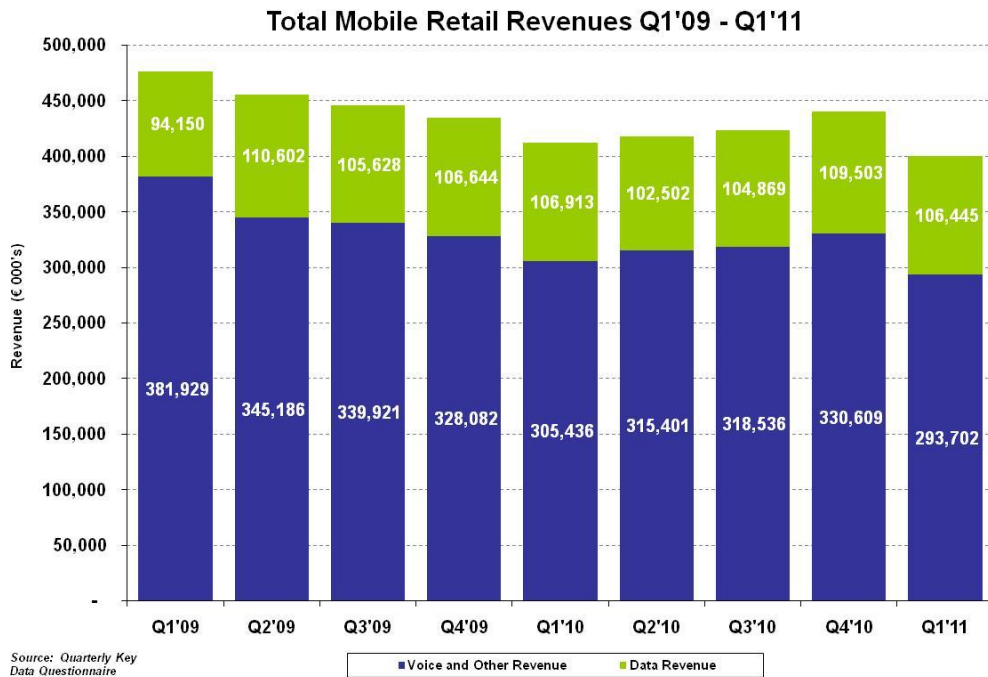
**Figure 4.3.2 – Voice Call Minute Volumes by Type**



### 4.4 Mobile Revenues

Figure 4.4.1 shows that mobile retail revenues for the quarter were just over €400 million at the end of Q1 2011, down by 9.1% on Q4 2011. Both data revenues<sup>35</sup> and voice and other revenues<sup>36</sup> have decreased this quarter, down 11.2% and 2.8% respectively since last quarter. Since Q1 2010, voice revenues are down by 3.8% and data revenues are down slightly by 0.4%.

**Figure 4.4.1 – Total Mobile Retail Revenues**



35 Messaging revenues (SMS and MMS) and mobile broadband and mobile internet services revenues.

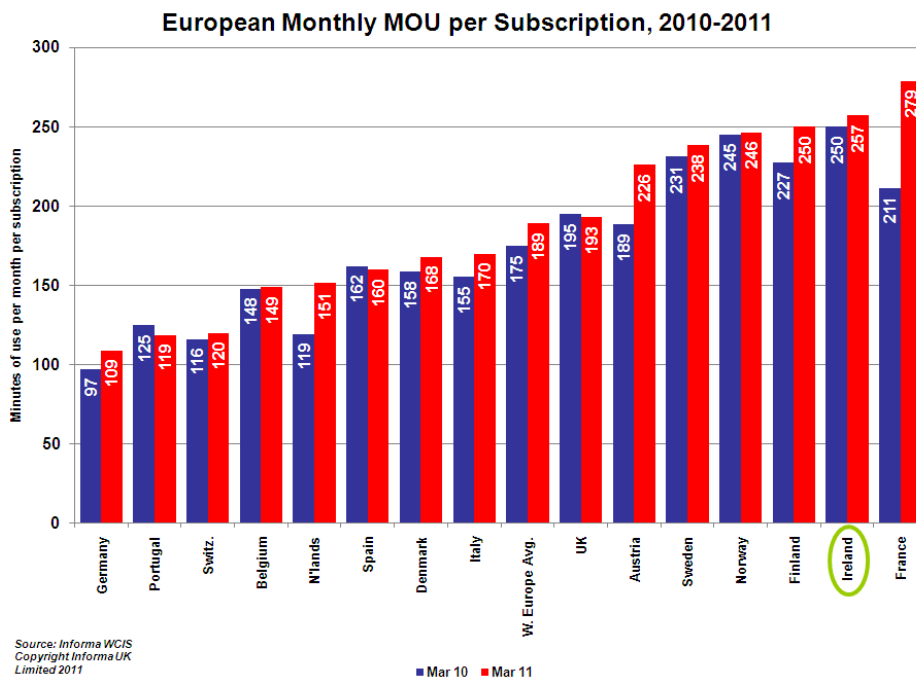
36 Please note that since Q2'09 the voice and other category revenues includes voice call revenues and net handset sales revenues, connection and rental charges, premium rate SMS and MMS revenues, roaming SMS, MMS and data revenues. Handset sales revenues prior to Q2'09 were reported on a gross revenue basis.

### 4.5 Average Monthly Minutes of Use (MOU) and Average Monthly Revenue per User

The most frequently used metric to determine levels of mobile telephony usage is monthly minutes of use. ComReg has collected monthly minutes of use from all operators in the Irish market since Q1 2007. Further information on the definition and calculation of average minutes of use by ComReg is detailed in the explanatory memorandum which accompanies this report.<sup>37</sup> Based on the data collected from operators, the average minutes of use in Ireland for Q1 2011 was 247 minutes per month, up 2.5% on the same period in 2010.

Figure 4.5.1 uses Informa data to compare monthly Minutes of Use per subscription for fifteen European countries including Ireland between March 2010 and March 2011. The data suggest that Irish mobile subscribers are heavy users in comparison to most other European countries’ users; approximately 35% more monthly minutes than the European average.

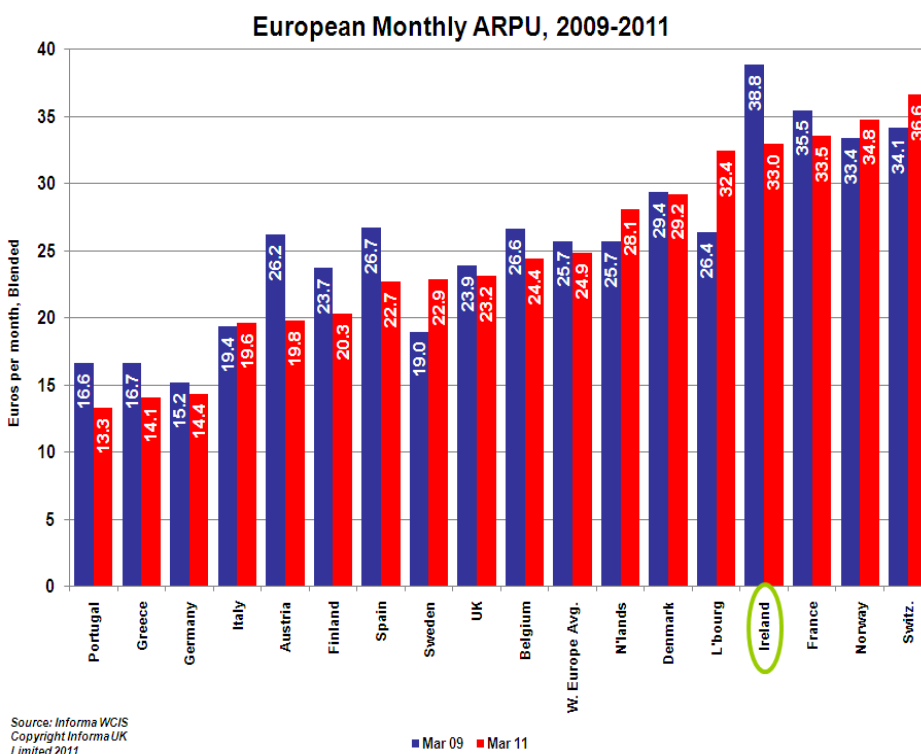
**Figure 4.5.1 – European Minutes of Use**



Mobile ARPU is a function of both the price of mobile services and the level of usage of mobile services. In Q1 2011 mobile APRU was circa €33 per month compared to approximately €34 per month in the last quarter of 2010 and approximately €38 in Q1 2009. This decline in ARPU is likely to be a reflection of a number of factors such as those attributable to adverse economic conditions in Ireland (e.g. reduced consumer spending), better priced mobile plans and reductions in mobile termination rates among other factors.

Figure 4.5.2 uses Informa data to compare monthly Average Revenue per User for seventeen European countries including Ireland between March 2009 and March 2011. The data suggest that on average Irish subscribers spend approximately 30% more than a hypothetical average European mobile subscriber would spend. This is obviously correlated with higher levels of usage by Irish subscribers as illustrated in figure 4.5.1.

**Figure 4.5.2 – European Monthly ARPU**

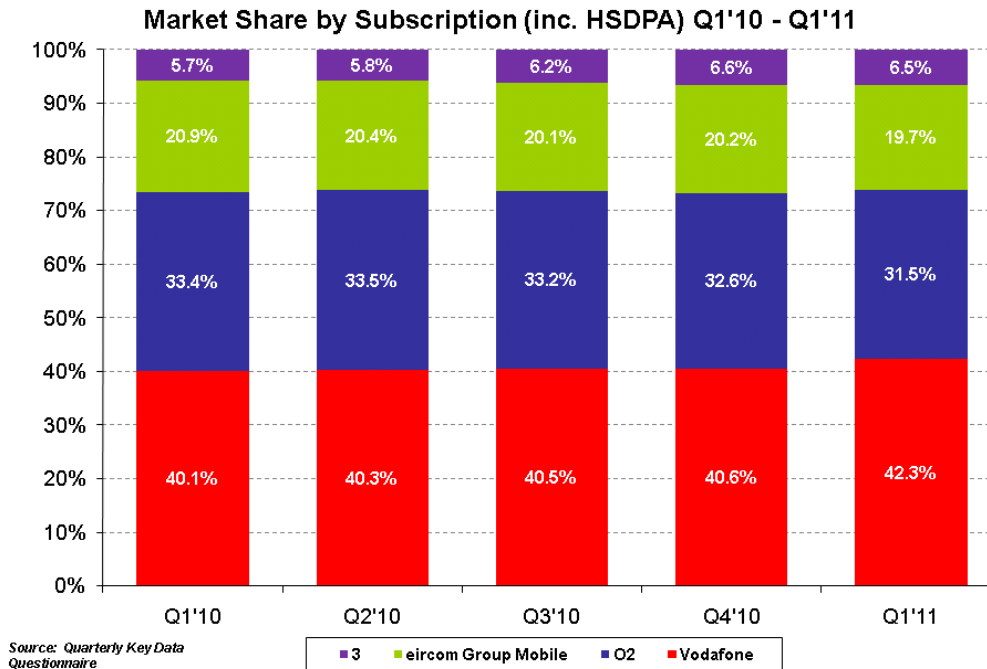


**4.6 Competition in the Mobile Market**

Figures 4.6.1 and 4.6.2 outline mobile market shares based on the number of active subscriptions reported by each operator. Figure 4.6.1 includes mobile broadband while figure 4.6.2 excludes mobile broadband. Tesco Mobile’s subscription data is excluded from figures 4.6.1 and 4.6.2. Vodafone continues to have the highest market share

including and excluding mobile broadband (42.3% and 44.2%), followed by O2 (31.5% and 31.9%), eircom Group Mobile (19.7% and 20.8%) and 3 (6.5% and 3.1%).

**Figure 4.6.1 – Market Share – Number of Subscriptions (inc. mobile broadband)**



**Figure 4.6.2 – Market Share – Number of Subscriptions (ex. mobile broadband)**

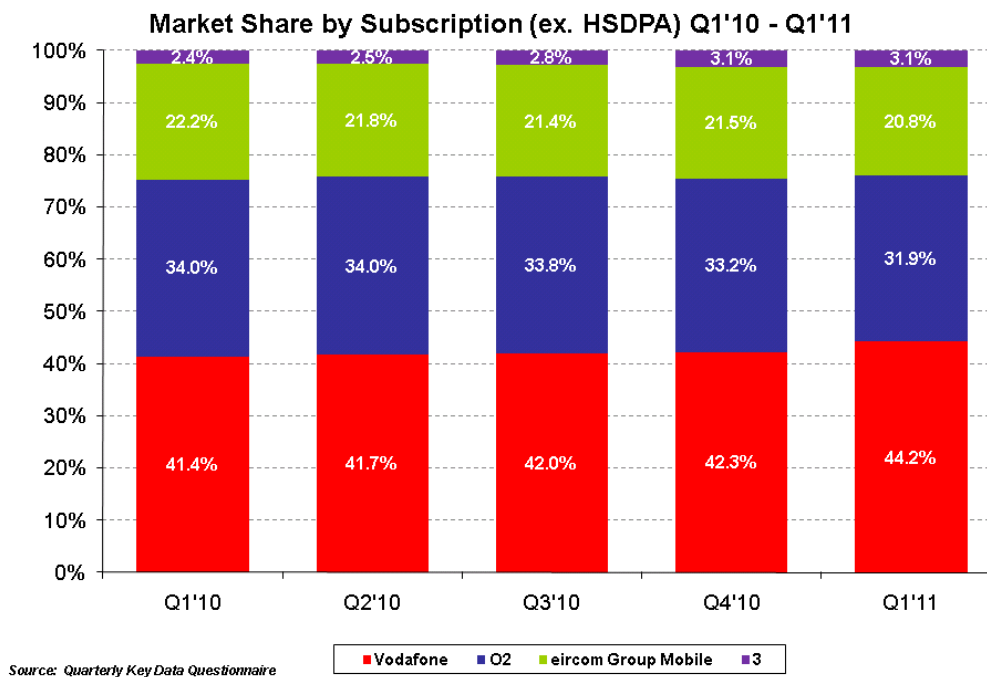
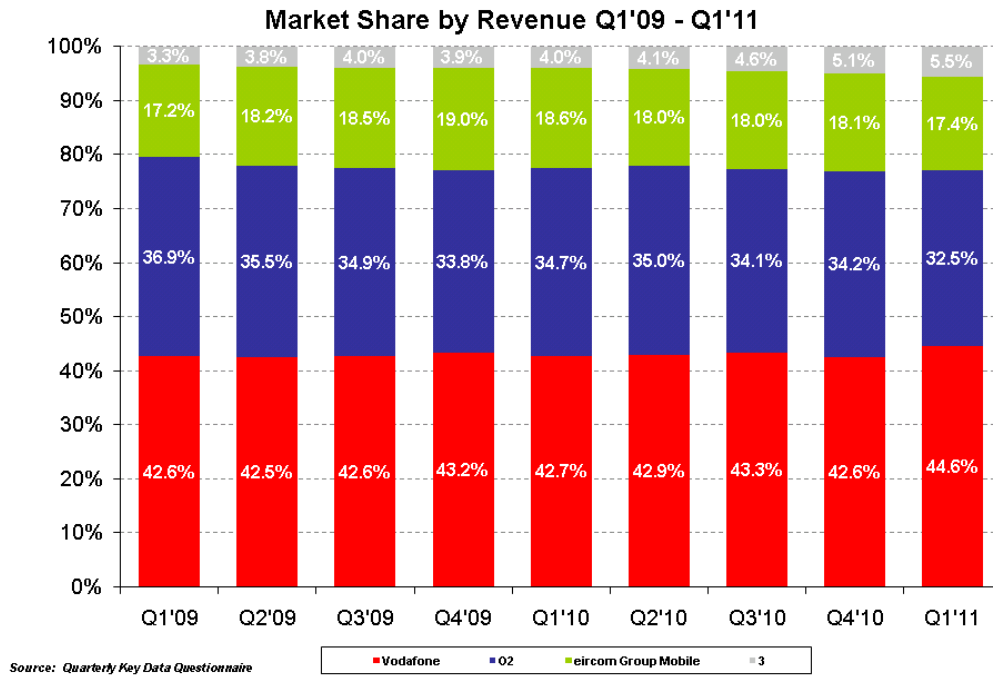


Figure 4.6.3 provides an analysis of market shares by revenue for mobile operators in the Irish market. Tesco Mobile is not included in this chart. Vodafone’s market share is up by two percentage points this quarter and O2’s market share is down by 1.7 percentage points in the first quarter of 2011. Eircom Group Mobile’s market share has fallen by 0.7 percentage points while 3’s market share by revenue is up by 0.4 percentage points.

**Figure 4.6.3 – Revenue Market Share**

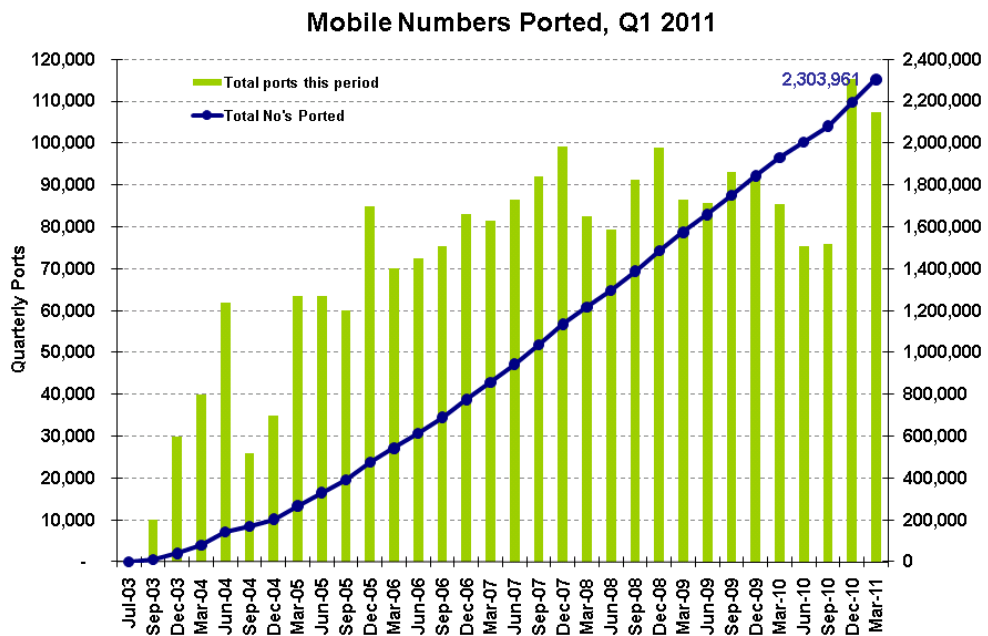


### 4.7 Switching in the Mobile Market

Figure 4.7.1 illustrates the cumulative total of mobile numbers ported between Irish mobile operators since the launch of Mobile Number Portability (MNP) in June 2003. MNP allows consumers to switch mobile operator while retaining their mobile number.

Almost two and a half million numbers have been ported since June 2003. In the quarter to March 2011, 107,399 numbers were ported between operators (373,983 numbers in the twelve months to March 2011). Over the last 12 months an average of 93,496 numbers have been ported each quarter, which works out at approximately 31,000 mobile numbers ported every month between March 2010 and March 2011.

**Figure 4.7.1 – Cumulative Mobile Numbers Ported**



Source: Quarterly Key Data Questionnaire

#### 4.8 Mobile Pricing Data<sup>38</sup>

The OECD mobile pricing basket definitions have been updated by Teligen and were adopted by the OECD in March 2010. These definitions have been derived from data provided by operators and regulators in OECD countries, and have been reviewed by the OECD country authorities.

The OECD mobile baskets include at least 2 operators for each country. If these cover less than 50% of subscriptions in any country, additional operators may be included as well. All of the most common packages are included for each operator. This means that the current update covers over 3,555 packages across the 34 OECD countries. Both pre-paid and post-paid packages are included.

Mobile offers used are typically 2G and 3G services with the main focus on voice. The basket methodologies can be used to compare different types of offers such as pre-paid, post-paid or SIM-only plans. The new methodology used by the OECD/Teligen is based on the following baskets of calls:

<b>Baskets</b>
30 calls per month
100 calls per month
300 calls per month
900 calls per month
40 calls per month pre-paid basket
400 messages per month basket

The Teligen mobile baskets presented in this Quarterly Report, termed as “low user”, “medium user” and “high user” are, based on the 30 calls, 100 calls and 300 calls per month baskets respectively described above. They are calculated and analysed independently by Teligen, using an OECD methodology which includes PPPs (Purchasing Power Parities) to reflect the real cost of mobile services compared to all other costs within a country.

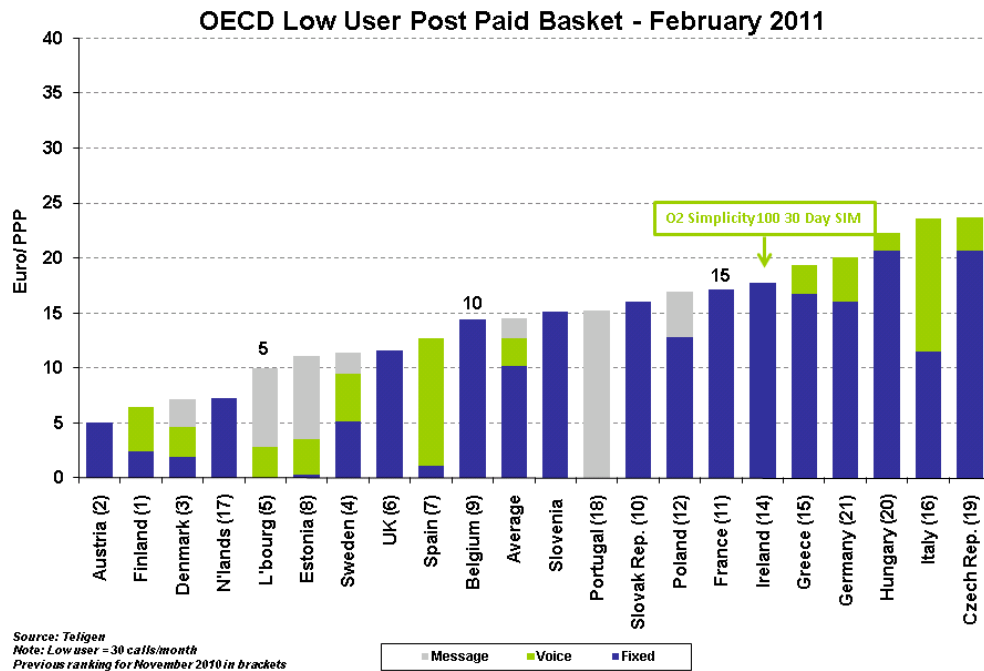
<sup>38</sup> The ‘Fixed’ component of price refers to the standard charges imposed by operators, regardless of the amount of calls made (i.e. connection and rental). Teligen’s calculation of this Figure is made up of: Installation Charge/5 + Rental charge for 1 year. The ‘Voice’ component of price refers to the charges imposed by operators, arising from the number of voice calls made by the user, while “Message” refers to the charges imposed by operators, arising from the number of SMS and MMS messages sent by the user.



### 4.8.1 Low User Post Paid Mobile Basket<sup>39</sup>

For the “low user” post paid mobile basket, Ireland ranks in 16<sup>th</sup> position among the European countries benchmarked, down two places since November 2010. Ireland is six places behind the average cost of the benchmarked countries for this basket and is 22.5% more expensive than the average. The Irish package represented here is O2’s Simplicity 100 30-day package.

**Figure 4.8.1.1 - OECD Low User Post Paid Mobile Basket (30 calls)**

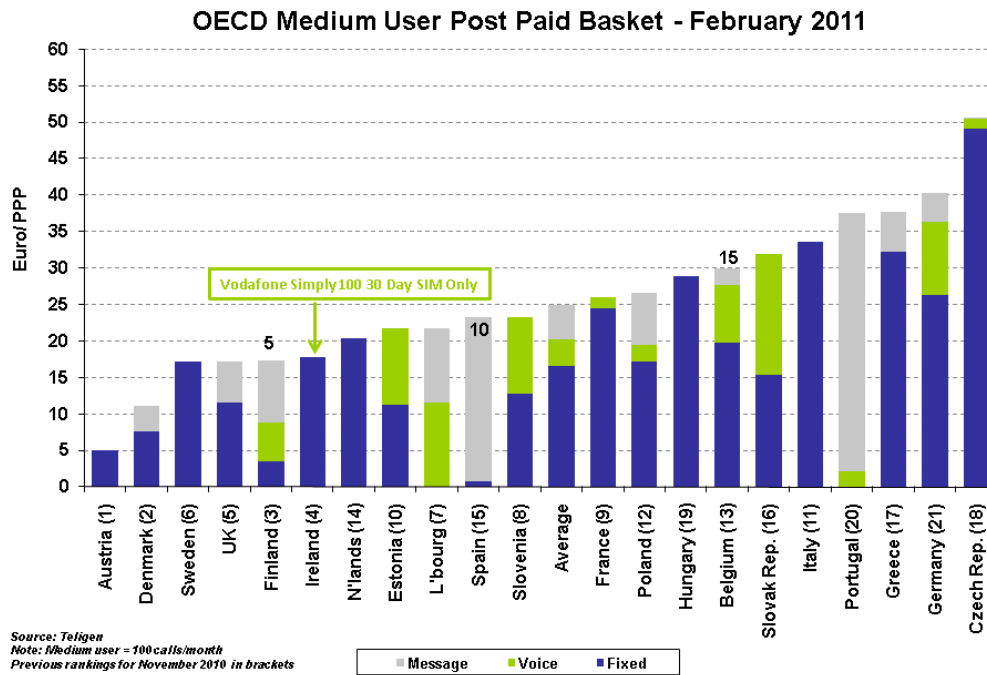


39 All tariffs are inclusive of VAT, rates will vary between Member States

### 4.8.2 Medium User Post Paid Mobile Basket

For the medium user post paid mobile basket, Ireland ranks in 6<sup>th</sup> position out of the European countries benchmarked, down two places since November 2010. Ireland is six places ahead of, and 28.9% cheaper than, the average. The package used for Ireland is Vodafone’s Simply 100 30 day package.

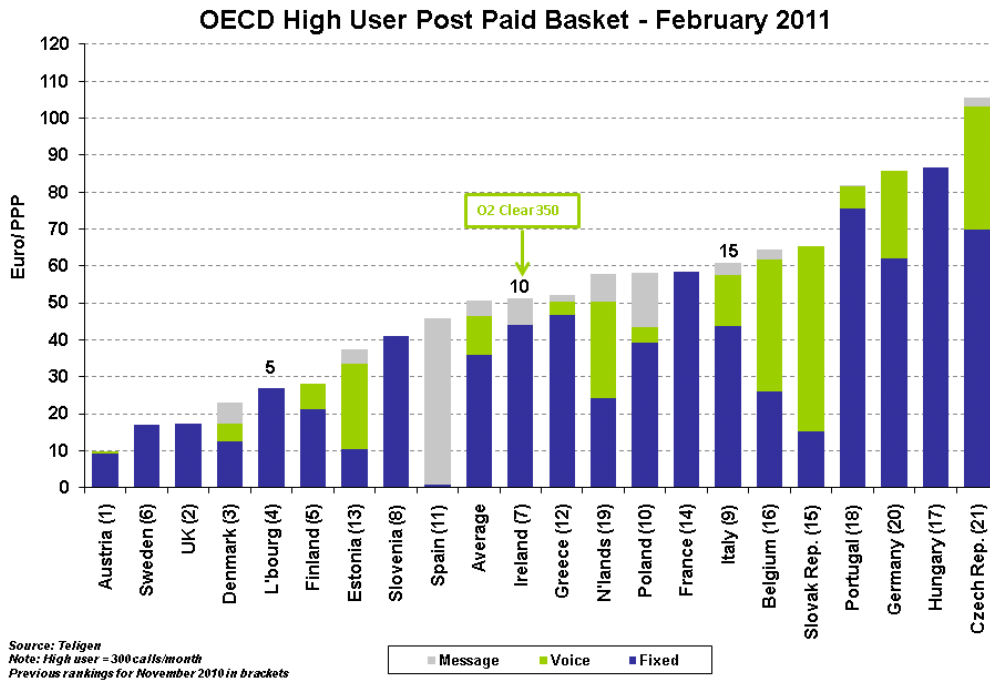
**Figure 4.8.2.1 - OECD Medium User Post Paid Mobile Basket (100 calls)**



### 4.8.3 High User Post Paid Mobile Basket

Ireland ranks in 10<sup>th</sup> place among the European countries benchmarked in the high user post paid mobile basket, down three places since November 2010. The Irish package in this basket is O2’s Clear 350 package. Ireland is one place behind, and 1% more expensive than, the average of the countries benchmarked.

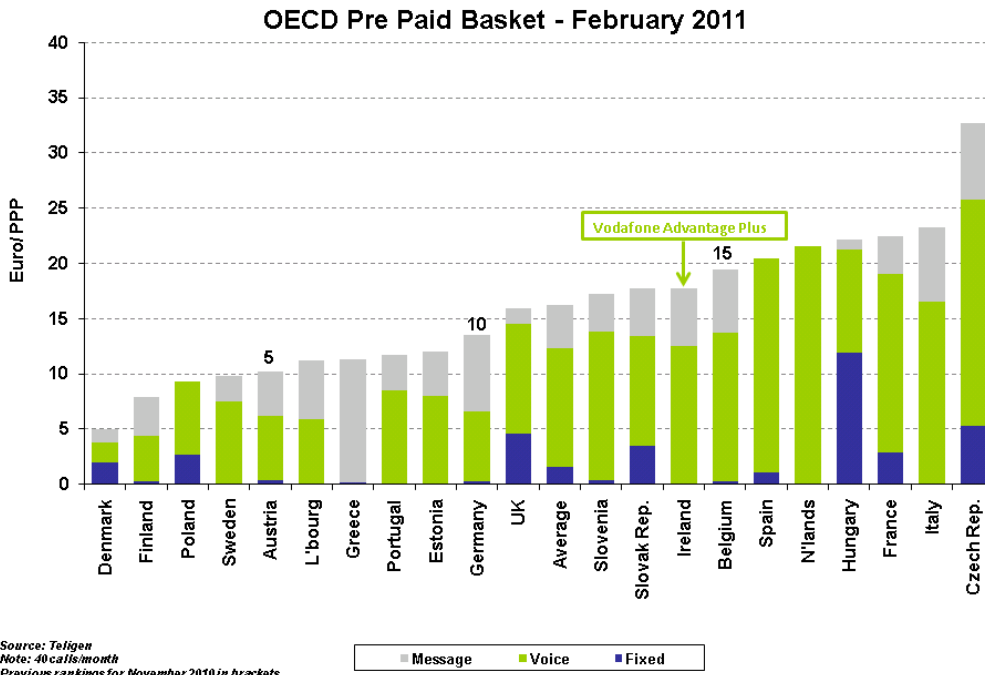
**Figure 4.8.3.1 - OECD High User Post Paid Mobile Basket (300 calls)**



### 4.8.4 Pre-Paid Mobile Basket

In the pre-paid mobile basket, Ireland is in 14<sup>th</sup> position among the benchmarked European countries. The package used for Ireland in this basket is Vodafone's Advantage Plus package. Ireland is three places behind the average of the countries benchmarked and the cost of this basket in Ireland is approximately 9.6% more expensive than the average.

**Figure 4.8.4.1 - OECD Pre-Paid Mobile Basket (40 calls)**



## 5. Broadcasting

### 5.1 Overall Broadcasting Market

Data from the Nielsen TV Audience Measurement (TAM) Establishment Survey was first used in the Q4 2009 Quarterly Report for the broadcasting analysis in order to provide a comprehensive view of the TV market in Ireland.<sup>40</sup> The survey indicates that there are 1,592,000 TV homes in Ireland, which represents a 96.3% penetration rate of all households using a base of 1,653,000 households. Figure 5.1.1 shows the estimated number of TV homes by reception type between May 2009 and May 2011 on the basis of the reception method through which the highest number of TV channels is received. Homes which receive Irish terrestrial TV channels only have declined by 7.6% between May 2009 and May 2011. While multi-terrestrial TV homes and analogue cable/satellite TV homes declined significantly over the period, by approximately 38.3% and 62.5% respectively, multi-total TV homes increased by 2.1% due to increases in digital cable/satellite TV homes (30.1%).<sup>41</sup>

**Figure 5.1.1 – TV Homes by Reception Type**

	May 2011	May 2009	May 2011 as % of Total TV Homes	% Change May '09 – May '11
Reception	(000s)	(000s)	%	% change
Irish Terrestrial	207	224	13.01%	-7.58%
Multi Total	1,384	1,356	86.98%	+2.06%
Multi Terrestrial	113	183	7.10%	-38.25%
Cable/Sat Analogue	103	275	6.47%	-62.54%
Cable/Sat Digital	1,168	898	73.41%	+30.06%
Total Cable/Sat	1,272	1,173	79.94%	+8.43%
<b>Total TV Homes</b>	<b>1,591</b>	<b>1,580</b>		<b>+0.7%</b>
<b>RECEPTION:</b> This is determined by the channels the home receives.				
<b>Multi Total:</b> Made up of Multi Terrestrial homes plus Cable/Satellite homes and is therefore any home which receives more than just the four Irish terrestrial channels (RTÉ1, RTÉ2, TV3, TG4).				
<b>Irish Terrestrial:</b> Homes which only receive the four Irish terrestrial channels (RTÉ1, RTÉ2, TV3, TG4).				
<b>Multi Terrestrial:</b> Homes which receive at least one of the UK channels (BBC, UTV, Channel 4, HTV, S4C, Channel 5), but do not receive any Cable/Satellite channels.				
<b>Cable/Satellite:</b> Homes which receive any Cable/Satellite channels (Sky One, Sky News, Sports channels, MTV, E4, Movie channels, etc.).				
<b>Digital:</b> Have digital reception either via satellite dish or cable service.				

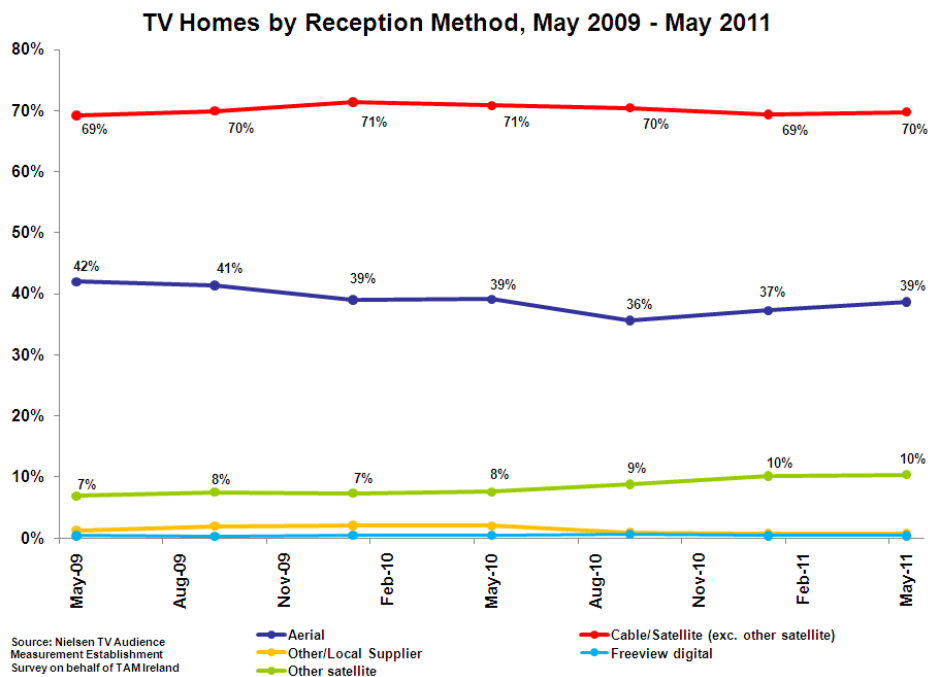
**Source: Nielsen TV Audience Measurement Establishment Survey on behalf of TAM Ireland**

40 The Establishment Survey is a survey produced by Nielsen TV Audience Measurement (fieldwork is carried out by Behaviours and Attitudes) on behalf of Television Audience Measurement Ireland Ltd (a TV ratings body). The Establishment Survey covers areas such as ownership of TV related equipment, method of TV reception and demographics of TV household individuals such as age etc.

41 MMDS (Multichannel Multipoint Distribution Service) is included under cable/satellite. MMDS is a wireless telecommunications technology, used usually in sparsely populated rural areas, where laying cables is not economically viable.

Figure 5.1.2 charts TV homes by reception method<sup>42</sup> from May 2009 to May 2011. The percentage of cable/satellite TV homes (this does not include other satellite i.e. respondents who said 'don't know' and satellites that receive foreign language stations including freesat) has remained relatively stable over the last two years between 69% - 71%, while those homes that receive TV by terrestrial aerial have fallen by three percentage points. Television homes that subscribe to other satellite services besides Sky have been increasing over the period, while other/local supplier (deflector/relay services) reception methods have fallen over the two year period.

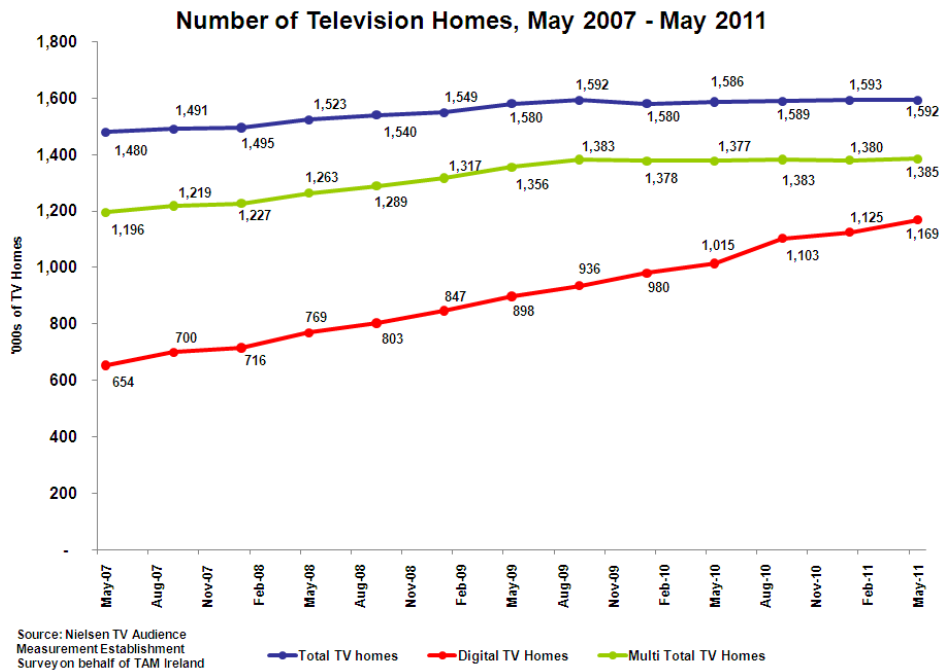
**Figure 5.1.2 – TV Homes by Reception Method**



<sup>42</sup> This is determined by the method by which homes with a TV receive their channels. Each home can have more than one method of reception. e.g. aerial and cable or digital satellite, digital satellite and cable, etc. The question is asked for their main and up to 9 TV sets. For this reason, the total for the reception methods adds up to more than 100%.

Figure 5.1.3 shows that, despite a slight dip in late 2009, the total number of TV homes has continued to grow over the last four years, increasing by 7.6% between May 2007 and May 2011. The growth in digital TV homes in the same period has been strong, increasing by almost 79% in the last four years. The number of multi total TV homes<sup>43</sup> has also grown, increasing by approximately 15.8% over the period.

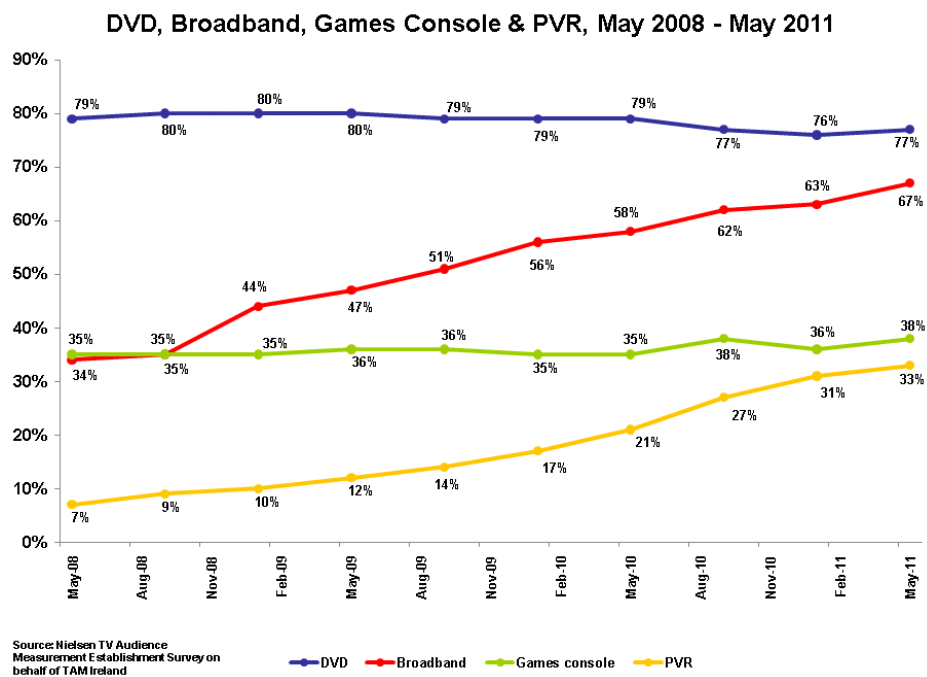
**Figure 5.1.3 – TV Homes January 2007 – January 2011**



<sup>43</sup> This is determined by the channels the home receives and is made up of Multi Terrestrial homes plus Cable/Satellite homes and is therefore any home which receives more than just the four Irish terrestrial channels (RTÉ1, RTÉ2, TV3, TG4).

Figure 5.1.4 shows TV homes by DVD, broadband access, game console and PVR<sup>44</sup> ownership between May 2008 and May 2011. More than three quarters of television homes have a DVD player but this has been declining slightly over the last three years; down by two percentage points over the period. Broadband access continues to increase reaching more than two thirds (67%) of homes with a television in May 2011; almost double the number of TV households that had broadband in May 2008 now have broadband. The number of homes with games consoles has increased slightly over the last three years from 35% in 2008 to 38% in 2011, while PVR ownership continues to increase, reaching 33% in May 2011; up from 7% in May 2008.

**Figure 5.1.4 – DVD, Broadband, Games Console and PVR Trends**



44 A PVR is an electronic device used to record media digitally. The PVR is also known as a digital video recorder or DVR. A PVR records and plays back television programmes, but, unlike the VCR, it stores the programs in digital rather than analogue format, for example, SKY+Box, or UPC Digital Video Recorder.



Figure 5.1.5 shows the level of household penetration of pay TV services and terrestrial free to air TV services in Ireland based on the number of channels received. This chart has been derived by ComReg using Nielsen data and is not a classification used by Nielsen or a classification used as part of the survey itself. Pay TV homes (cable and satellite TV homes) have increased at the expense of terrestrial free to air TV homes (Irish terrestrial and multi terrestrial TV homes) over the reported period. It should be noted that the proportion of pay TV homes is likely to be over-stated as it may include free to air type satellite services such as freesat, where an initial payment is made but there are no recurring payment fees.

**Figure 5.1.5 – Pay TV vs Terrestrial Free to Air TV Homes, 2009 - 2011**

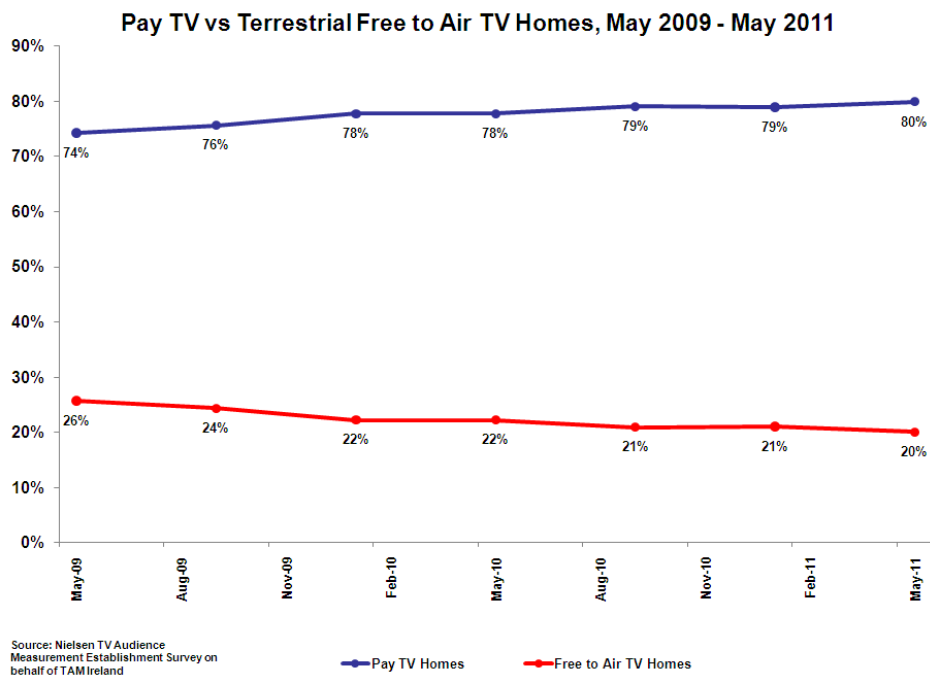
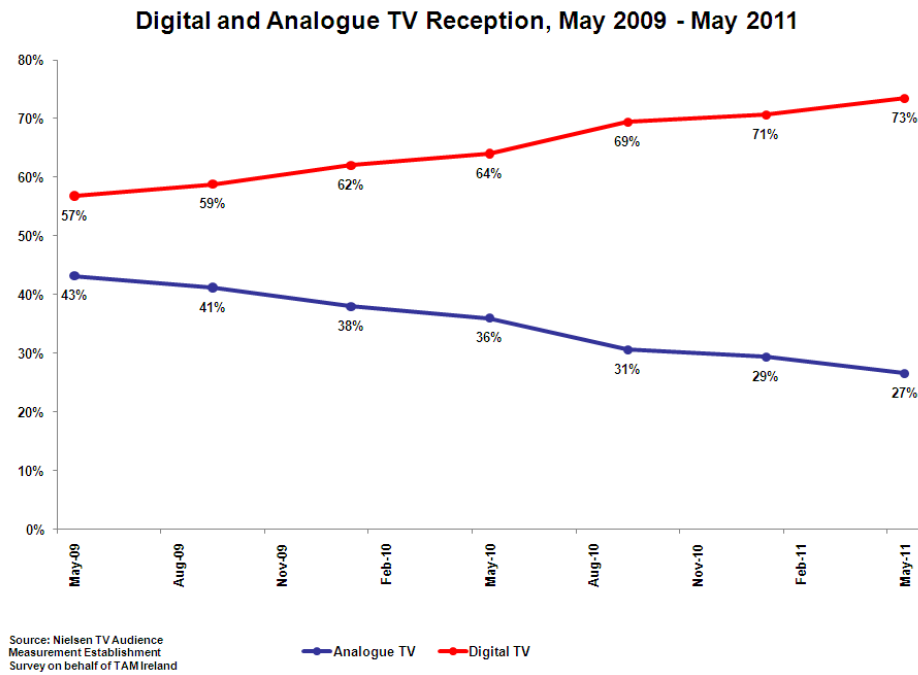


Figure 5.1.6 shows the proportion of digital to analogue TV reception methods in Ireland across all platforms. Digital TV reception (73%) continues to increase at the expense of analogue TV reception (27%). In the last two years households with digital TV have increased by sixteen percentage points, while the market share of analogue TV households has fallen by the same.

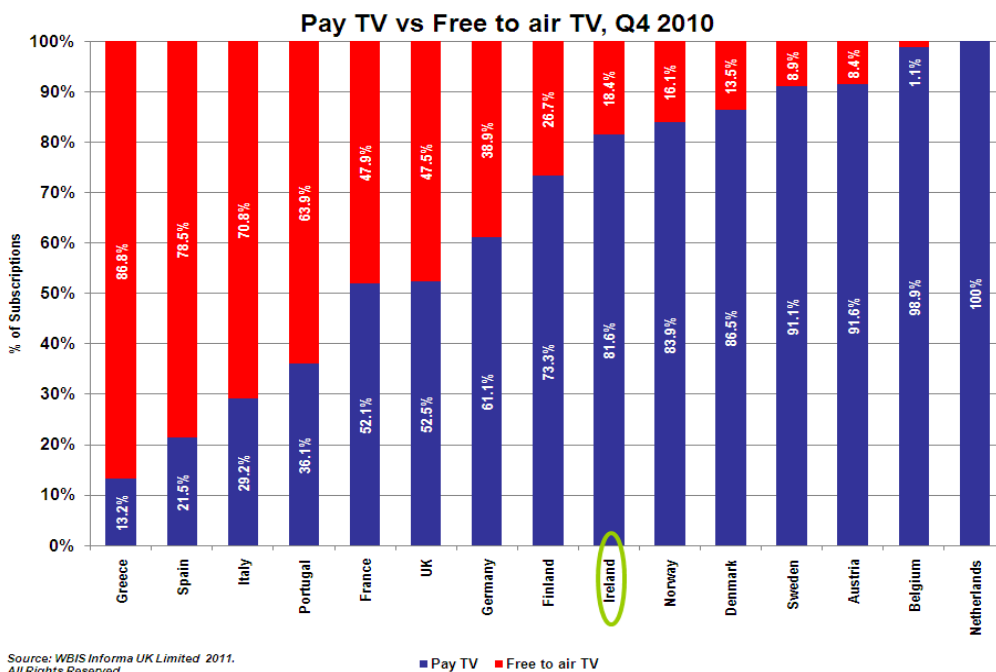
**Figure 5.1.6 – Digital and Analogue TV Reception, 2008 - 2011**



### 5.2 International Broadcasting Comparisons

Informa Telecoms and Media, the business information and service provider, collects quarterly data on European television markets. Figure 5.2.1 below compares the Pay TV and Free to air TV subscriptions split between fifteen European countries including Ireland. The split for Ireland is approximately 82%:18% in favour of Pay TV, while countries like Greece, Spain and Italy all have a Pay TV market share of less than 30%. Sweden, Austria and Belgium all have a Pay TV market share of >90% as does the Netherlands, which according to the Informa data has no Free to air television subscriptions as of Q4 2010.

**Figure 5.2.1 – European Pay TV vs. Free to air TV**



## 6. Appendix

Aggregated SB-WLR Performance Statistics, as supplied by Eircom, are published in accordance with ComReg Decision Notice (07/61) Section 6.6 (vii).

### Performance metrics: Q1 2011

Jan-11

Order Type	% Orders Validated within Performance Target	% Orders Delivered within Performance Target
DR	-	99.70%
LE	-	99.87%
PW	-	99.81%
LNI/LTI/MI	-	98.93%
LNI/LTI/MI	-	100.00%
CL	-	99.97%
LNN/LTN/MN	99.35%	89.40%
CH	-	99.65%
CN	-	100.00%
CM	-	100.00%
FA	-	100.00%

Feb-11

Order Type	% Orders Validated within Performance Target	% Orders Delivered within Performance Target
DR	-	99.95%
LE	-	99.97%
PW	-	99.65%
LNI/LTI/MI	-	99.29%
LNI/LTI/MI	-	99.84%
CL	-	99.90%
LNN/LTN/MN	99.24%	92.16%
CH	-	99.77%
CN	-	98.53%
CM	-	100.00%
FA	-	100.00%

Mar-11

Order Type	% Orders Validated within Performance Target	% Orders Delivered within Performance Target
DR	-	99.85%
LE	-	99.28%
PW	-	99.51%
LNI/LTI/MI	-	99.03%
LNI/LTI/MI	-	99.86%
CL	-	99.74%
LNN/LTN/MN	97.95%	93.46%
CH	-	99.57%
CN	-	98.68%
CM	-	100.00%
FA	-	100.00%

Count of Time Interval	SB-WLR Repair performance metric Qrt 1 Jan - Mar 2011		
QRT 1 2011	Percentage of faults		
	<=2	<=5	<=10
Grand Total	71.69%	93.07%	98.50%

**Glossary**

<b>DR</b>	Data request: supply of list of numbers, DDIs/MSNs and Ancillary Service for a customer account
<b>PW</b>	Provide Wholesale Line Rental (WLR) and Carrier Selection (CS)
<b>CH</b>	Modify or provide Ancillary Services
<b>CL</b>	Cease Line
<b>LTN</b>	Provide WLR and Carrier Pre-Selection (CPS) and additional line to a specified Customer Account (Non-In-situ)
<b>LNI</b>	Provide WLR and Carrier Pre-Selection (CPS) and new line to a new Customer Account (In-Situ)
<b>LTI</b>	Provide WLR and Carrier Pre-Selection (CPS) and additional line to a specified Customer Account (In-Situ)
<b>LNN</b>	Provide WLR and CPS and new line to a new Customer Account (Not In-Situ)