

## Media Release- 6 March 2007

## ComReg responds to eircom LLU announcement

ComReg has consistently pointed out that progress to date, and the pace of it, in relation to Local Loop Unbundling is unacceptable. Today's eircom announcement while welcome is offset by continued delays in other aspects of the product.

Local loop unbundling has been a key driver of innovation and broadband take-up in many markets internationally. The absence of an effective product offering in Ireland continues to have an impact in relation to the broadband arena. A range of both existing and potential new entrants to the market have highlighted to ComReg that a predictable and consumer friendly product needs to be available before they could either invest or enter the market here with enhanced consumer products.

The continued absence of a fully effective LLU product limits consumer choice, innovation and pricing flexibility. ComReg cannot and will not accept anything short of a speedy and comprehensive solution to all the outstanding issues. Our views and concerns have been fully shared with Eircom and its management team.

**ENDS** 

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