



Media Release- 1st May, 2007

ComReg survey indicates a growing awareness and application of broadband among Irish businesses

The Commission for Communications Regulation (ComReg) today published a report looking at the Internet and broadband experiences of Irish businesses, based on survey research conducted by IMS Millward Brown between 2005 and 2006.

Chairperson Mike Byrne said “This is the second thematic report issued by ComReg, following the publication of similar research on residential consumers in March 2007. The research indicates that while Irish businesses are enthusiastically adopting broadband, some micro businesses are less likely to see the value of broadband access.”

Highlights of the report include:

- By June 2006 89% of businesses had access to the Internet with penetration levels highest among businesses in the Finance, Construction and Services Sectors. Larger companies are more likely to be connected; businesses with between 1 and 9 employees have the lowest uptake of Internet services.
- 69% of those who access the Internet do so using a broadband connection. This is up from 60% at the outset of this survey series. Finance and Construction industries are most likely to be connected via broadband, with Retail and Wholesale Businesses being the least likely.
- The main reasons cited for not taking up broadband included lack of relevance and lack of availability. The key benefits to those businesses using broadband included increased efficiencies and productivity, as well as time savings.
- As a tool for converged communication, the future of broadband for business users is in utilising it for both voice and data services. However, at present, the survey indicates that usage of voice services such as VoIP is relatively low within SMEs in Ireland.

The full Internet and Broadband Report (07/23) and survey presentation (07/23a) can be found on ComReg's website at www.comreg.ie

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