



Media Release- 11th August, 2006

ComReg survey shows businesses are increasingly adopting a range of broadband technologies

The Commission for Communications Regulation (ComReg) today published the results of its business survey of the telecommunications needs of large corporate firms and Small and Medium Enterprises (SMEs). Businesses who use the Internet are increasingly adopting a range of broadband technologies, including DSL, satellite, and other wireless broadband solutions for internet access.

The ComReg survey revealed that, of those businesses connected to the Internet, 74% of SMEs and 85% of corporate firms use some form of broadband - most commonly DSL.

The survey, of over 550 businesses in Ireland, was conducted on behalf of ComReg by Millward-Brown IMS in May and June, 2006. Other highlights of the survey results include:

- Over 40% of business customers switched telecoms service provider in the past, with almost 20% switching in the past 12 months. However, almost half of those who previously switched fixed-line provider claim to have switched back to their original provider,
- Over 96% of businesses that provide mobile phones to their employees use Vodafone or O2 packages,
- Two-thirds of SMEs and three-quarters of corporate firms use their mobile phone while in the office - even when they may have access to a nearby fixed-line telephone,
- Half of all SMEs and corporate firms are using IT-based business applications which require a broadband speed connection, and

- The most frequently cited business benefit of broadband was time savings, followed by more efficient communications with customers, and productivity improvements.

The full survey information in relation to the residential sector's use and experience of a range of telecommunications services is available on the ComReg website at:
<http://www.comreg.ie/fileupload/publications/ComReg0634.pdf>.

ENDS

Issued By

Kerry O'Hare

Public Affairs, ComReg

Ph: 01 804 9661 Mobile: 087 9470590

kerry.ohare@comreg.ie