An Coimisiún um
Rialáil Cumarsáide
Commission for
Communications Regulation

Irish Communications Market

Summary: Quarterly Key Data Report

Data as of Q1 2024

Information Notice

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Content

Contents

1. Background

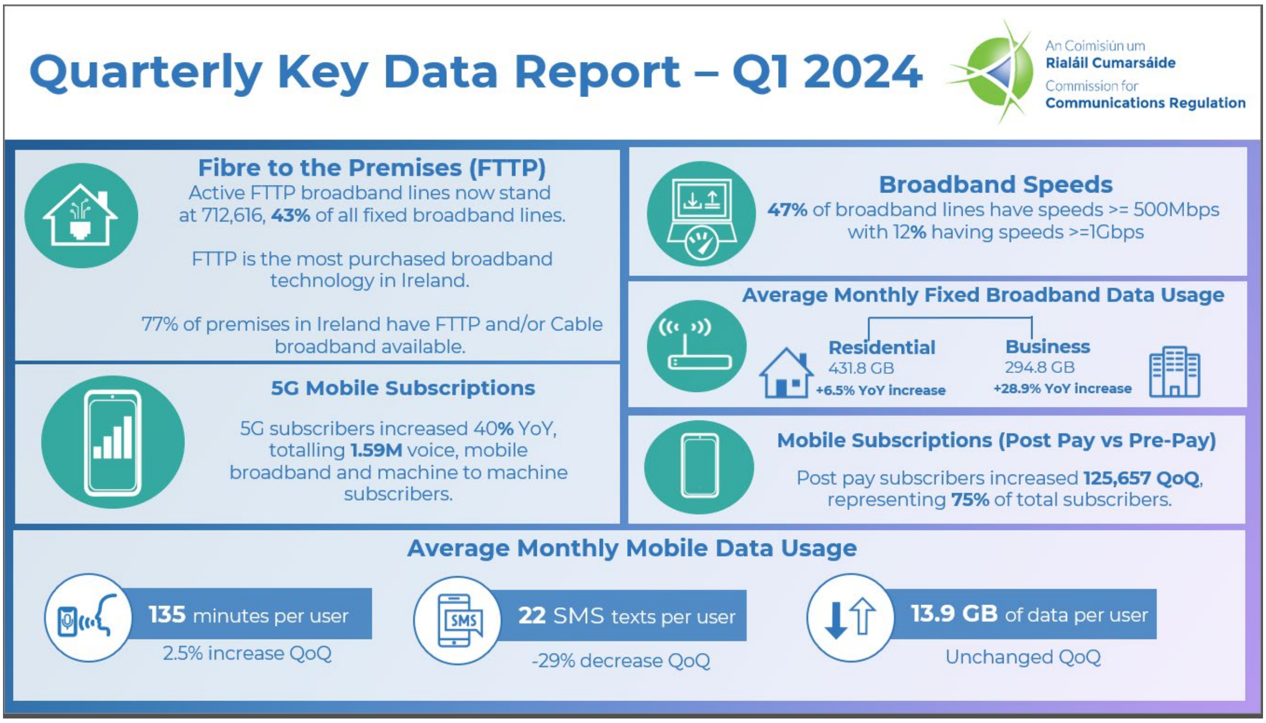
ComReg collects statistical data from authorised operators on a quarterly basis. Not all such operators are included in this data collection (based on minimum revenue levels), but ComReg aims to represent 95% of the total markets. This data includes information on subscriptions, lines, revenues, speeds, minutes and data usage for both fixed and mobile voice and broadband. The data and charts included below are a subset of the information collected. The detailed presentation of data are available on the ComReg data portal www.comreg.ie/industry/electronic-communications/data-portal .

Data presented in this Summary of the Quarterly Key Data is based on questionnaires completed by certain authorised operators for the period from 1st January 2024 to 31st March 2024. The report is based on submissions from 52 active operators.

The report contains the following key charts/data:

- Overview of Markets
  - Table 1 – Communications Summary
- Fixed Markets
  - Figure 1 – Fixed Line Market Shares based on Wholesale and Retail Revenue
- Fixed Voice
  - Figure 2 – Retail Fixed Voice Subscriber lines
- Retail Broadband Market
  - Table 2 – Total Number of Active Subscriber Broadband Lines
  - Figure 3 – Retail Fixed Broadband Market Shares based on Subscriber Lines
  - Table 3 – Retail Fixed Broadband Subscriber Lines by Sold Download Speed
  - Figure 4 – Retail FTTP Subscriber Lines Market Shares
- Network Broadband Market
  - Figure 5 – Network FTTP Active Subscriber Lines by Quarter
  - Figure 6 - Network FTTP Lines Broadband Rollout (No of Lines)
- Mobile Market
  - Figure 7 – Retail Market Shares by Subscription including Mobile Broadband (MBB) and Machine to Machine (M2M)
  - Figure 8 – Retail Market Shares by Subscription excluding Mobile Broadband (MBB) and Machine to Machine (M2M)
- Corrigendum
- Appendix

2. Q1 2024 Infographic



3. Overview of Irish Communications Market Q1 2024

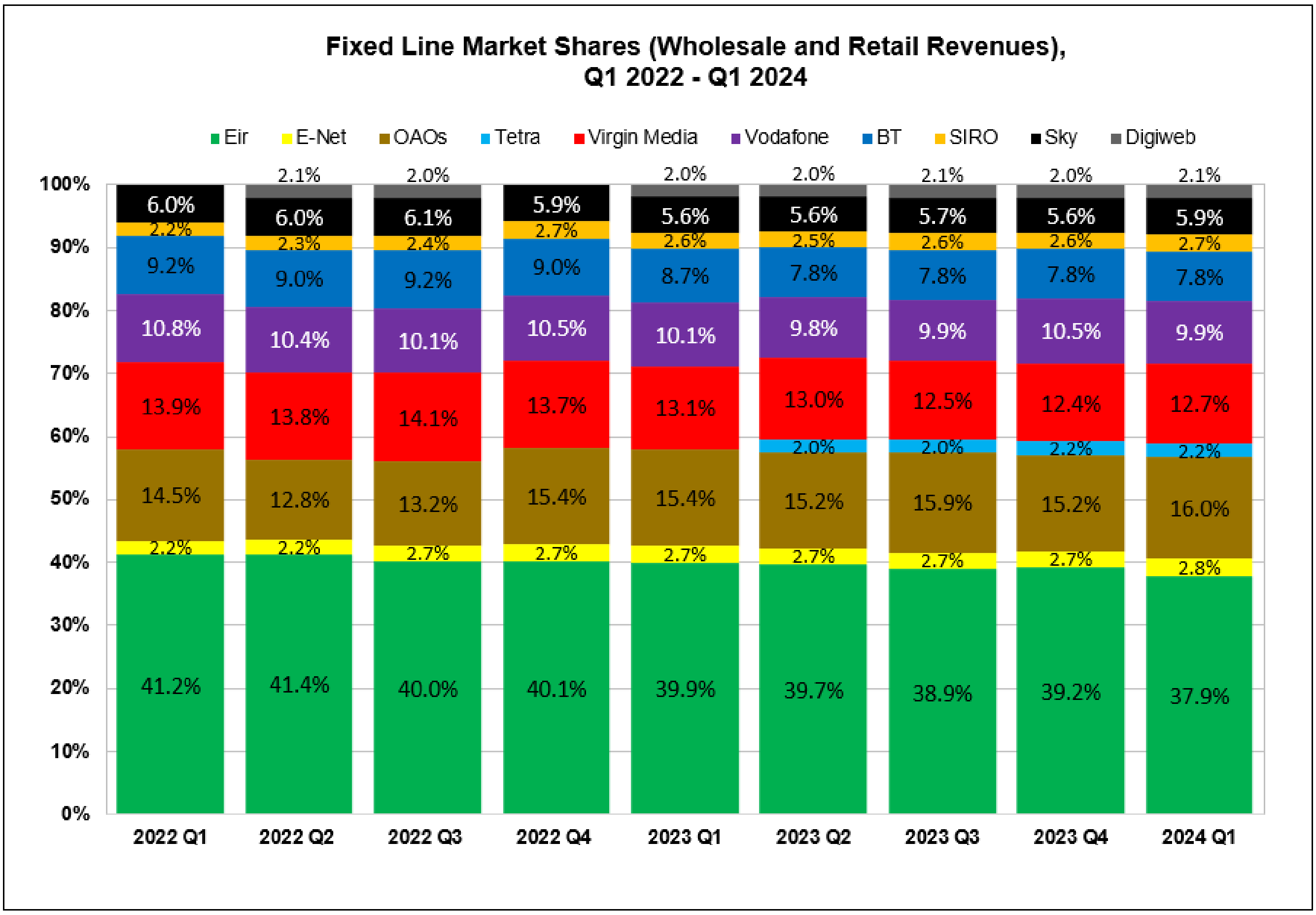
Table 1 - Communications Summary

Revenues	2023 Q4	2024 Q1	QoQ	YoY
Total Retail Market Revenues (000s)	€952,551	€912,865	-4.17%	2.74%
Total Fixed Line Wholesale Revenues (000's)	€168,054	€158,200	-5.86%	3.36%
Total Mobile Wholesale revenues (000's)	€35,177	€29,785	-15.33%	-8.27%
Voice Traffic	**2023 Q4**	**2024 Q1**	**QoQ**	**YoY**
Total Voice Traffic Minutes (000s)	2,559,201	2,615,128	2.19%	-11.60%
Total Fixed Voice Minutes (000's)	281,213	272,094	-3.24%	-24.90%
Total Mobile Voice Minutes (000's)	2,277,988	2,343,034	2.86%	-9.74%
Subscriber Lines	**2023 Q4**	**2024 Q1**	**QoQ**	**YoY**
Total Fixed Broadband Subscriber Lines	1,657,455	1,661,534	0.25%	2.92%
Total Fixed Voice (PSTN, ISDN and VOIP) Subscriber lines	1,176,856	1,143,254	-2.86%	-6.98%
Mobile Subscriptions inc. MBB and M2M - Total	9,733,587	9,848,149	1.18%	8.73%
Machine to Machine (M2M) Subscriptions	3,593,307	3,683,536	2.51%	20.52%
Mobile Broadband Subscriptions (HSDPA and LTE)	382,500	385,099	0.68%	0.31%
Mobile Subscriptions exc. MBB and M2M - Total	5,757,780	5,779,514	0.38%	2.88%
Total FTTP and Cable Coverage	**2023 Q4**	**2024 Q1**	**QoQ**	**YoY**
Percentage Premises with FTTP Broadband Available (Measured by Eircodes)	62%	64%	2.0%	10.0%
Percentage Premises with FTTP or Cable Broadband Available (Measured by Eircodes)	75%	77%	2.0%	7.0%
FTTP and Cable Take Up Rate	**2023 Q4**	**2024 Q1**	**QoQ**	**YoY**
FTTP Take Up Rate (Measured by Unique Eircodes)	44%	46%	1.2%	4.7%
FTTP & Cable Take Up Rate (Measured by Unique Eircodes)	55%	55%	0.6%	2.9%

Fixed Market

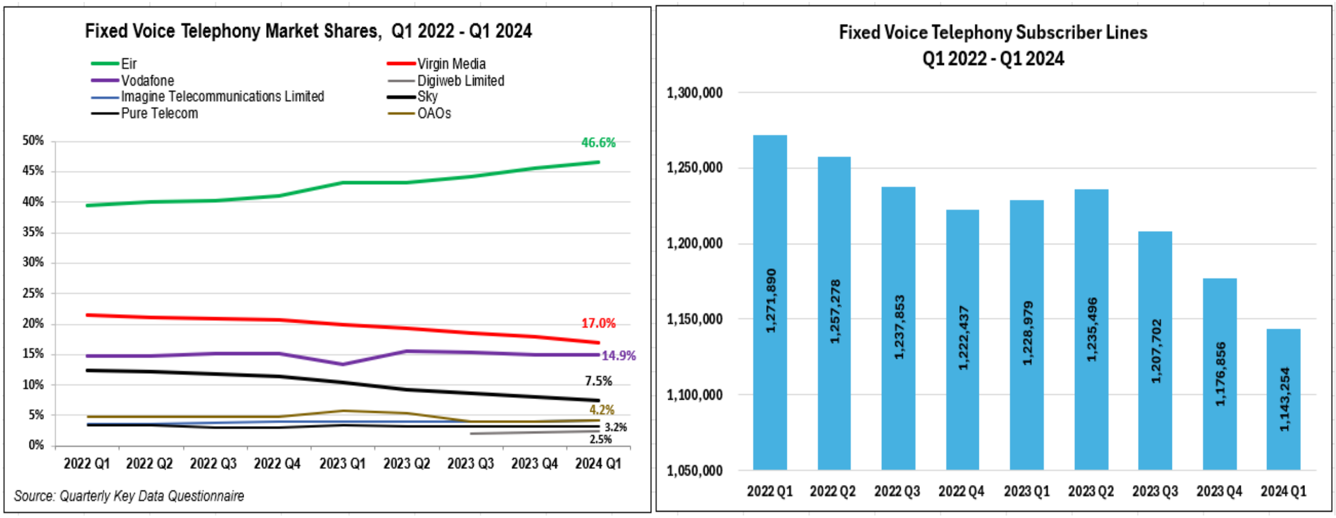
- In Q1 2024, Eir had the highest revenue share (retail and wholesale) in the fixed market at 37.9%.
- ComReg estimates that the next eight largest operators (Virgin Media Ireland, Vodafone (fixed only), BT Ireland, Sky Ireland, E-Net, SIRO, Tetra and Digiweb) contribute a further 46.1% share of total industry revenue.
- Other Authorised Operators (OAOs) account for the remaining 16% share.

Figure 1 - Fixed Line Market Shares based on Wholesale and Retail Revenue



Retail Fixed Voice Market

Figure 2 – Retail Fixed Voice Subscriber Lines



- Fixed voice traffic in Q1 2024 was around 272 million minutes, which was an 3.2% decrease on Q4 2023 and a decrease of 25% since Q1 2023.

- At the end of Q1 2024 there were 1,143,254 fixed voice subscriber lines (a decrease of 3% since Q4 2023 and a decrease of 7% on Q1 2023).

- As of Q1 2024, Eir had 46.6% of all fixed voice subscriber lines followed by Virgin Media (17.0%), Vodafone (14.9%), Sky (7.5%), Imagine Telecommunications Limited (4.2%), Pure Telecom (3.2%) and Digiweb (2.5%). OAOs accounted for the remaining 4.2% of fixed voice subscriber lines.

4. Retail Broadband Market

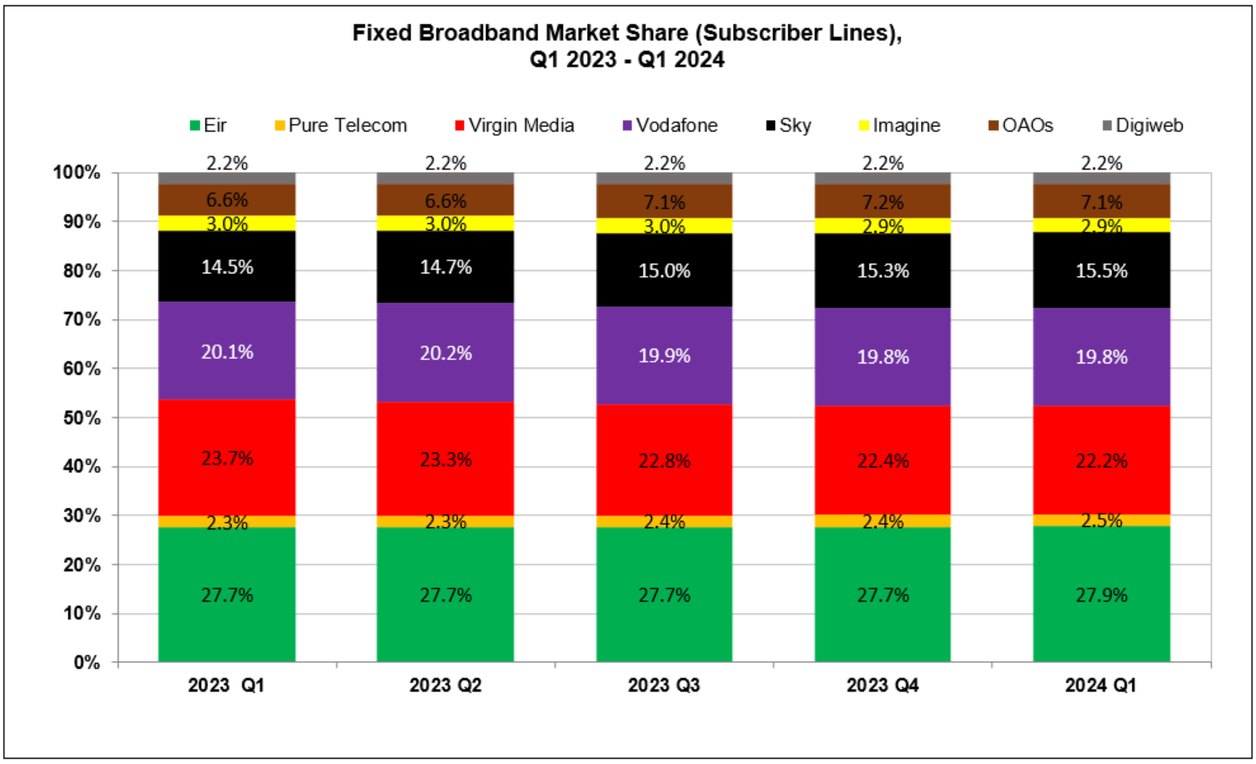
At the end of March 2024, there were over 2 million active broadband subscriber lines in Ireland. This is a 0.33% increase from the previous quarter and a 2.24% increase on Q1 2023.

Table 2 - Total Number of Active Broadband Subscriber Lines

Line Type	Q1 2024	Quarterly Change Q4'23 – Q1'24	Annual Change Q1'23 – Q1'24
Cable Broadband	341,191	-2.03%	-6.67%
DSL Broadband	79,773	-8.03%	-27.12%
VDSL Broadband	427,614	-5.28%	-16.79%
FTTP Broadband	712,616	6.27%	33.51%
Satellite Broadband	9,704	25.55%	114.22%
FWA Broadband	90,636	-2.26%	4.05%
Total Fixed Broadband	**1,661,534**	**0.25%**	**2.92%**
Mobile Broadband	385,099	0.68%	0.31%
Total Broadband	**2,046,633**	**0.33%**	**2.24%**

- FTTP (+6.27%) and Satellite (+25.55%) broadband subscriber lines showed positive growth this quarter. VDSL (-5.28%), DSL (-8.03%), FWA (-2.26%) and Cable (-2.03%) subscriber lines fell this quarter.

Figure 3 – Retail Fixed Broadband Market Shares based on Subscriber Lines



- In Q1 2024, Eir had 27.9% of total retail fixed broadband subscriber lines, followed by Virgin Media who had 22.2% of lines. Vodafone had 19.8% (excluding mobile broadband), Sky Ireland 15.5%, Imagine 2.9%, Pure Telecom 2.5% and Digiweb 2.2%.

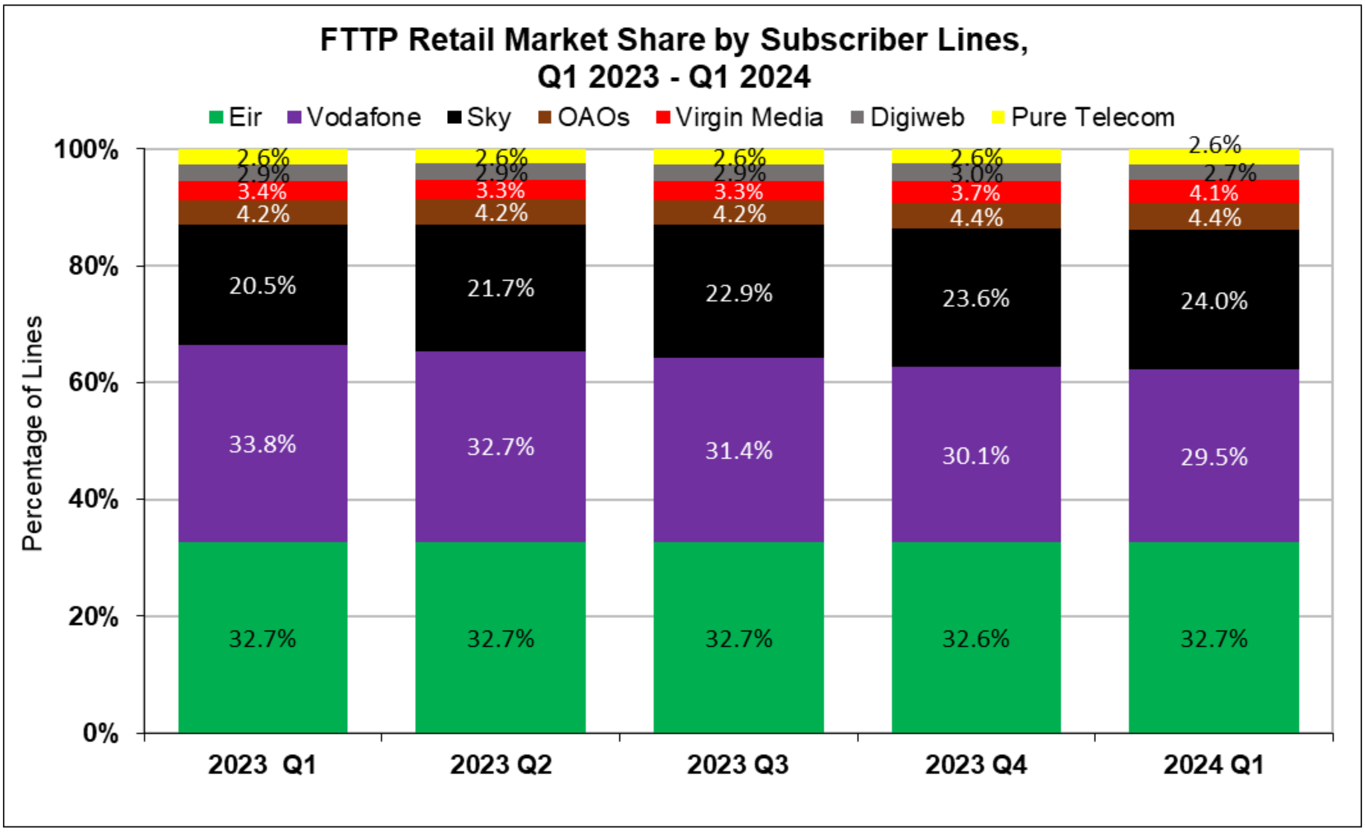
- All other OAOs combined accounted for the remaining 7.1% share of retail fixed broadband subscriber lines.

Table 3 - Retail Fixed Broadband Subscriber Lines by Sold Download Speed

Fixed Broadband Subscriber Lines by Sold Speed	Q4 2023	Q1 2024	Quarterly Change
<2Mbps - 9.99Mbps	3.24%	3.01%	-0.22%
=10Mbps - 29.99Mbps	4.87%	4.54%	-0.33%
=30Mbps - 99.99Mbps	26.99%	25.52%	-1.47%
=100Mbps - 499.99Mbps	21.26%	20.20%	-1.06%
=500Mbps - 999.99Mbps	32.40%	34.49%	2.10%
>=1GB	11.24%	12.23%	0.99%

- In Q1 2024, 67% of all fixed broadband subscriber lines had sold download speeds which were equal to or greater than 100Mbps, with 47% having sold download speeds equal to or greater than 500Mbps - a 3% quarter on quarter increase. Those having sold download speeds equal to or greater than 1GB increased by 1% quarter on quarter and stood at 12%.

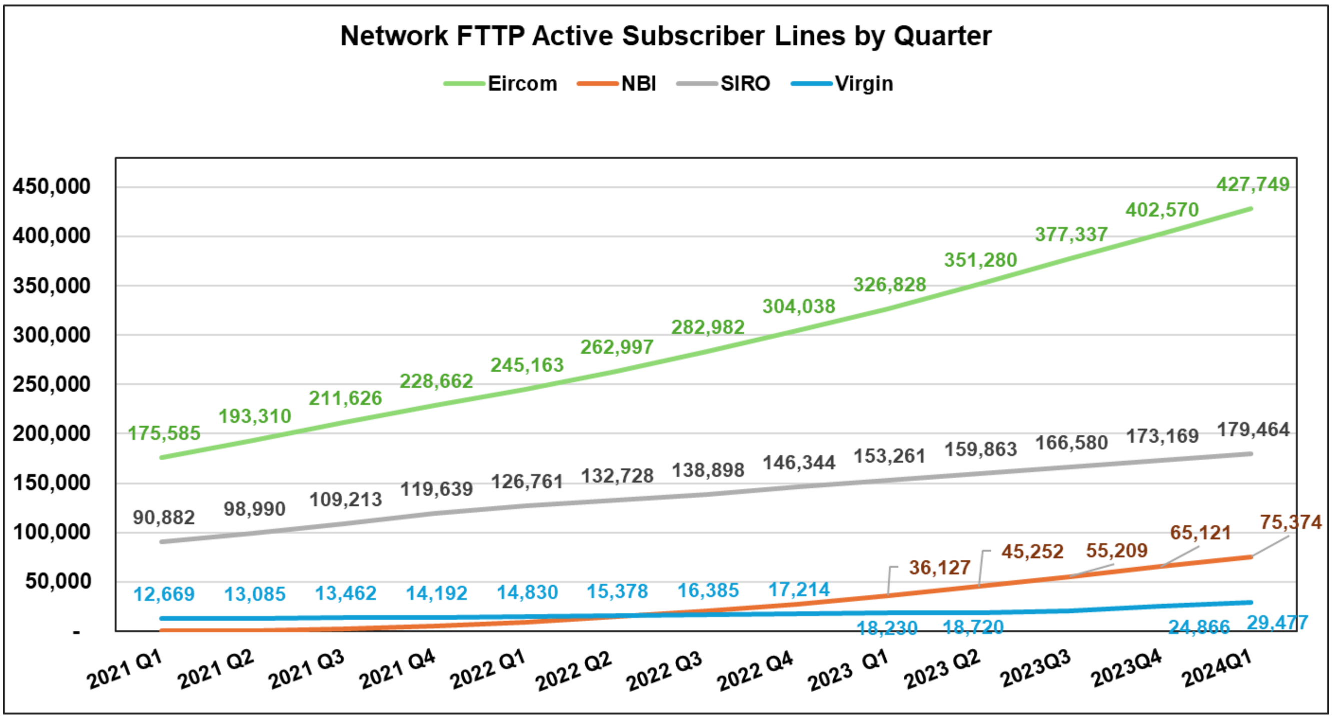
Figure 4 - FTTP Subscriber Line Market Share



- In Q1 2024, Eircom had 32.7% of retail FTTP subscriber lines, followed by Vodafone with 29.5%, Sky Ireland at 24%, Virgin Media at 4.1%, Digiweb at 2.7% and Pure Telecom at 2.6%. OAOs accounted for the remaining 4.4%.

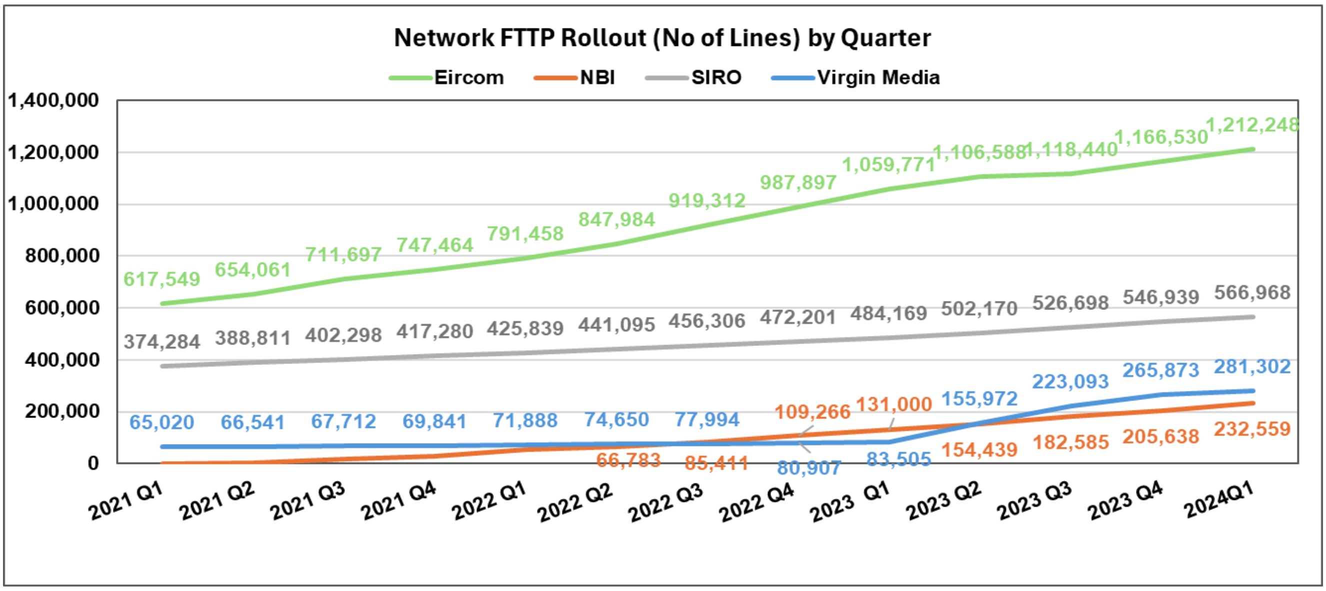
5. Broadband Market Networks

Figure 5 – Network FTTP Active Subscriber Lines by Quarter



- In Q1 2024, based on the underlying network, 428k (up 6% QoQ) of the active FTTP subscriber lines were sold on the Eircom network, 179k (up 4% QoQ) were on the Siro network, 75k (up 16% QoQ) were on the NBI network and 29k (up 19% QoQ) on the Virgin Media network.

Figure 6 – Network FTTP Broadband Rollout (No. of Lines) by Quarter



- In Q1 2024 Eircom reported rolling out 1.21m FTTP broadband lines[1], followed by Siro with 567k, Virgin Media Ireland with 281k and NBI with 233k.

Total FTTP and Cable Coverage

- 64% (up 2% QoQ) of all premises (as measured by Eircodes) in Ireland[2] had FTTP broadband available at the end of Q1 2024.

- 77% (up 2% QoQ) of all premises (as measured by Eircodes) in Ireland had FTTP and/or Cable broadband available at the end of Q1 2024.

Total FTTP and Cable Take Up[3]

- In terms of take-up, 45% of all premises with FTTP broadband available had an active FTTP service at the end of Q1 2024.

[1] The Network Operators Eircom, NBI, SIRO and Virgin Media each provide information on total FTTP broadband lines rolled out. This metric is based on the total number of FTTP lines, with a premises potentially having more than one FTTP broadband line. For example, a business premises may have multiple FTTP broadband lines. Individual Network Operators may also have FTTP broadband lines at the same premises. Therefore, adding the operators figures together does not indicate unique premises coverage. This coverage is captured as part of the Total FTTP and Cable Coverage.

[2] Each Network Operator provides a list of Eircodes associated with each broadband line. ComReg combines all Eircodes and derives a unique coverage figure for each premises by removing instances where Eircodes are passed by more than one network. Each premises (Eircode) which has FTTP and/or Cable is only counted once regardless of how many lines are present at the premises (Eircode). This total premises (Eircodes) passed figure is then divided by the total Eircodes for Ireland, which is taken from the ‘Postal Address’ field of the Eircode database.

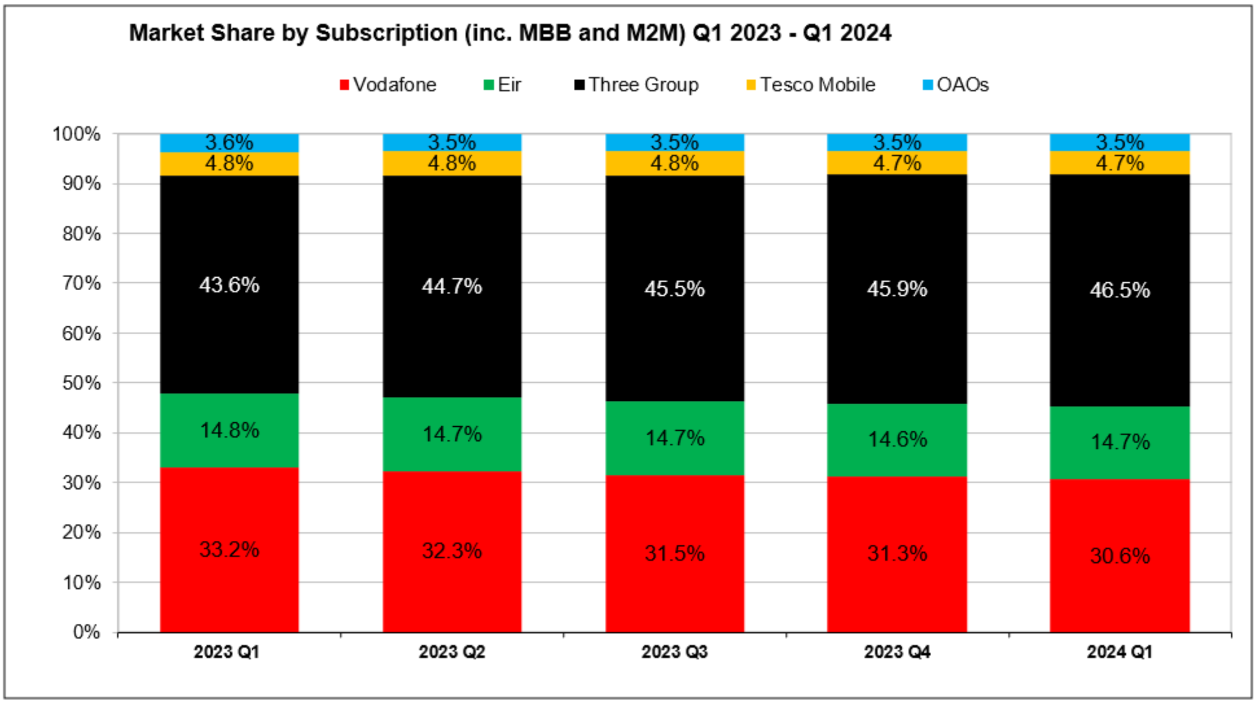
[3] This metric is based on the total number of active FTTP premises where a unique active figure is derived for each premises (as measured by Eircodes). This removes instances where a single premises (e.g. a business) has multiple lines at the premises. This active FTTP premises figure is then divided by the total unique premises passed figure as calculated under ‘Total FTTP and Cable Coverage’.

- 55% of premises with FTTP or Cable available had an active FTTP or Cable service at the end of Q1 2024.

6. Mobile Market

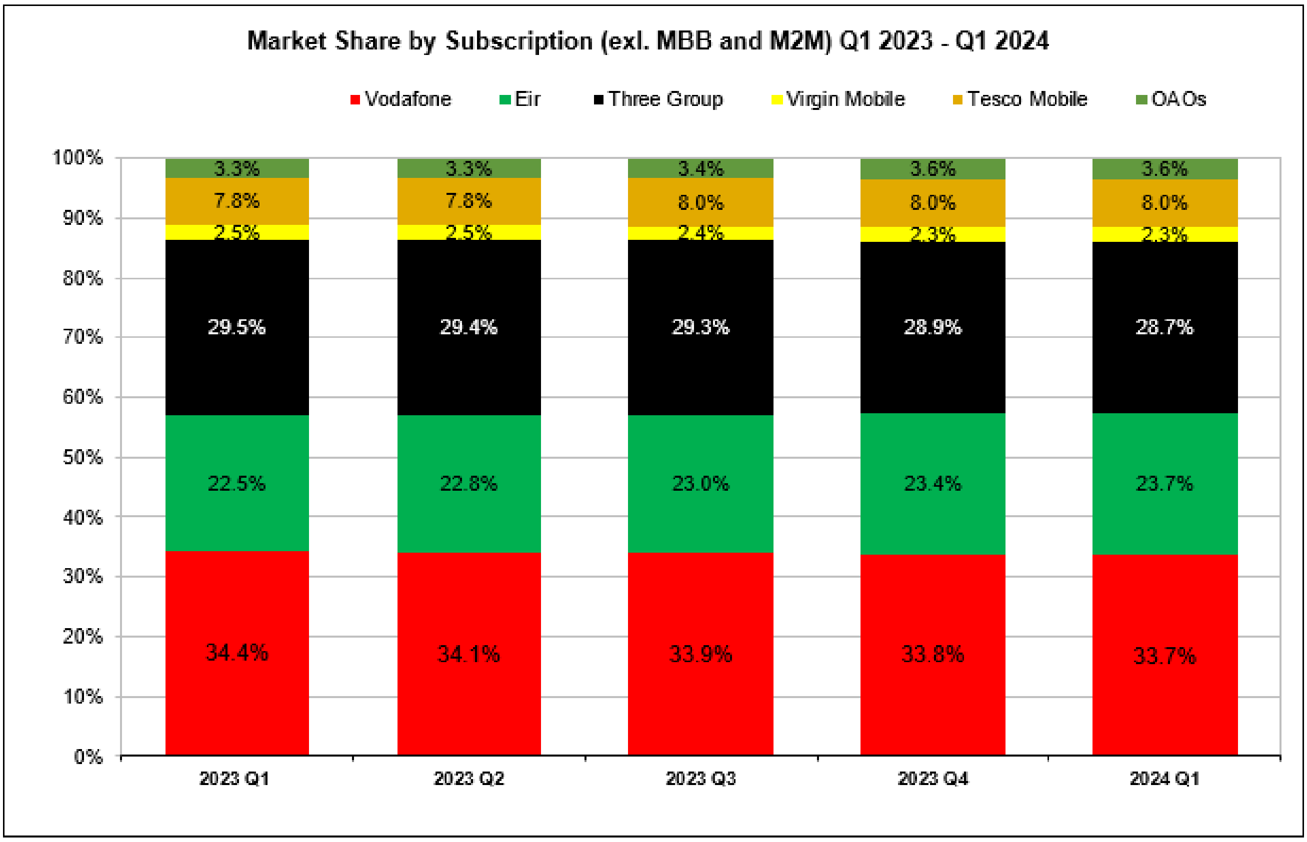
At the end of Q1 2024 there were 9,848,149 mobile subscriptions in Ireland, including mobile broadband (‘MBB’) and Machine to Machine (‘M2M’). If mobile broadband subscriptions (385,099) and M2M subscriptions (3,683,536) are excluded, the total number of mobile voice subscriptions was 5,779,514.

Figure 7 - Market Shares by Subscription including Mobile Broadband and Machine to Machine



- In Q1 2024 Three had the largest share of mobile subscriptions including MBB and M2M at 46.5%. This was followed by Vodafone with 30.6%, Eir with 14.7%, Tesco Mobile at 4.7% and OAOs at 3.5%.

Figure 8 - Market Shares by Subscription excluding Mobile Broadband and Machine to Machine



- In Q1 2024 Vodafone had the highest market share excluding mobile broadband and M2M (33.7%), followed by Three (28.7%), Eir (23.7%), Tesco Mobile (8.0%), Virgin Mobile (2.3%) and OAOs (3.6%).
- There were 2,308,217 2G, 1,205,221 3G, 4,746,709 4G and 1,588,631 5G mobile subscriptions in Q1 2024.

7. Corrigenda and Notes to Q1 2023 – Q4 2023

Note 1: Colt Revenues were revised for Q1 - Q2 2023.

Note 2: Aptus Revenues were revised for Q3 2023.

Note 3: Digiweb Revenues were revised for Q4 2023.

Note 4: Digiweb and Pure FTTP/VDSL subscriber lines were revised for Q1 - Q2 2023.

Note 5: Digiweb overall Market Share figures were revised for Q1 - Q2 2023.

Note 6: Digiweb FTTP/VDSL subscriber lines were revised for Q3 2023.

Note 7: Digiweb Minutes were revised for Q4 2023.

Note 8: Eir Mobile international roaming data revenues revised for Q4 2023.

Note 9: Magnet+ revised FWA business data traffic for Q4 2023.

8. Appendix 1: Legal Disclaimer

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

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