An Coimisiún um Rialáil Cumarsáide
Commission for Communications Regulation

Irish Communications Market

Summary: Quarterly Key Data Report

Data as of Q4 2022

Information Notice

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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. Please note Broadband Subscriptions were renamed to Subscriber Lines in Q1 2022 to accurately reflect the definition of the data provided. The detailed presentation of data are all 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 October 2022 to 31st December 2022. The report is based on submissions from 47 active operators.

The report contains the following key charts/data

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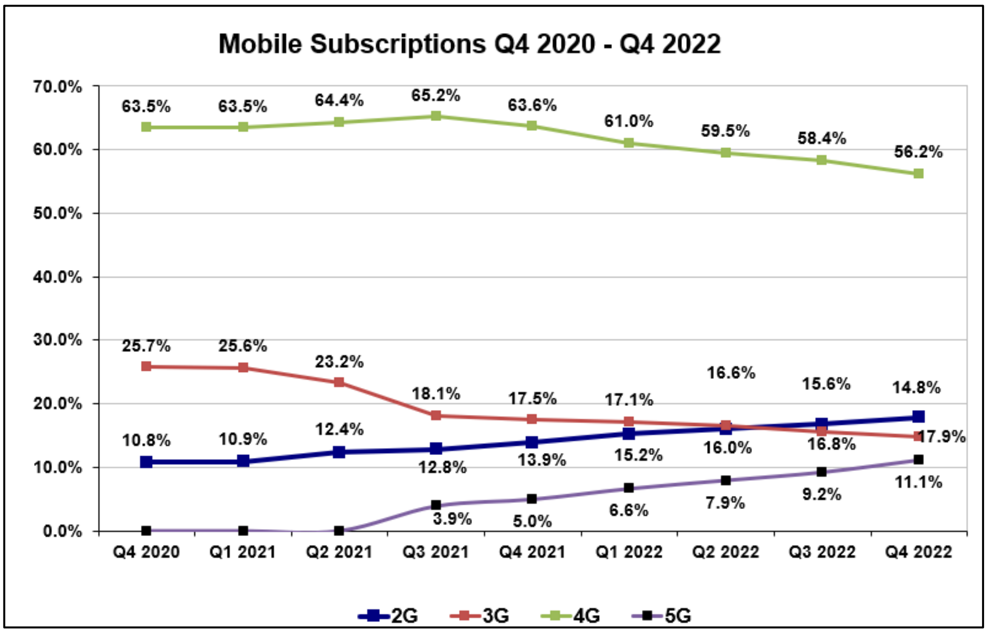
Q4 2022 Key Quarterly Trends

Total Fixed Broadband Subscriber Lines	Total Retail Market Revenue	FTTP Subscriber Lines	5G Mobile Subscribers(Incl. MBB & M2M)
1.6m	**923m**	**500k**	**988k**
(+0.6% QoQ)	(+4.1% QoQ)	(+8% QoQ)	(+24% QoQ)
(+2.2% YoY)	(+3.4% YoY)	(+35% YoY)	(+152% YoY)



Quarterly Trends

DSL broadband subscriber lines	**(6%)**
VDSL broadband subscriber lines	**(3%)**
Cable broadband subscriber lines	**(1%)**
4G mobile subscriptions	**(1%)**
3G mobile subscriptions	**(3%)**
3G domestic data traffic	**(21%)**
Roaming data traffic	**(31%)**

FTTP residential broadband subscriber lines	**8%**
5G domestic mobile data traffic	**42%**
Fixed broadband data traffic	**13%**
Fixed broadband download speeds >= 100Mbp	**2%**
Satellite broadband data traffic	**39%**
Machine to machine subscriptions	**6%**
Mobile voice and other revenue	**9%**

Overview of Irish Communications Market Q4 2022

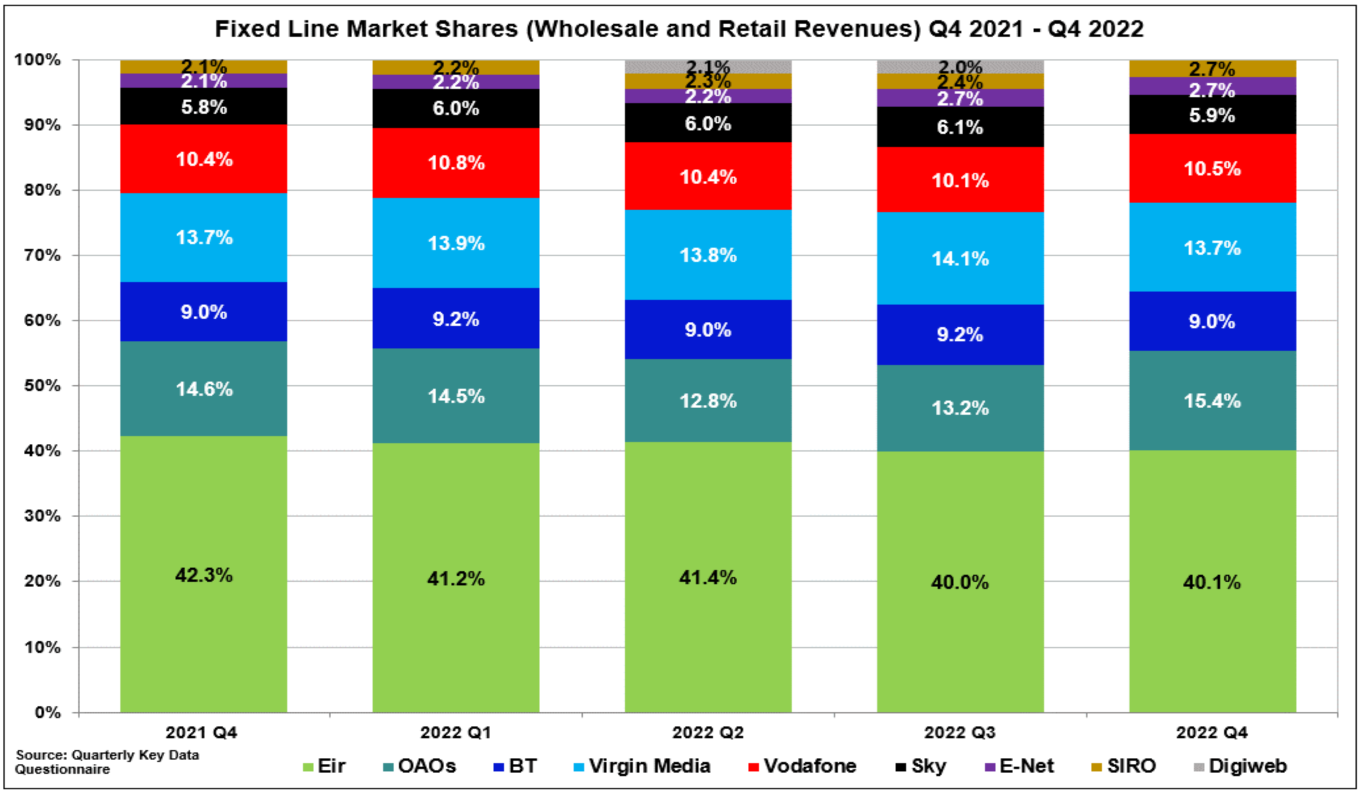
Table 1 - Communications Summary

Irish Quarterly Communications Market Data Q4 2022				
	Q3 2022	Q4 2022	Quarterly Change	Annual Change
Total Retail Market Revenues	€886,727,912	€923,287.144	4.1%	3.4%
Fixed Line Retail Revenues	€318,950,829	€328,403.545	3.0%	0.0%
Mobile Retail Revenues	€418,781,257	€445,878,576	6.5%	7.5%
Broadcasting Retail Revenues	€148,995,826	€149,005,023	0.0%	-0.7%
Fixed Line Wholesale Revenues	€143,551,402	€145,165,995	1.1%	2.8%
Mobile Wholesale Revenues	€37,439,301	€37,266,937	-0.5%	-0.5%
Total Voice Traffic (Minutes)	3,575,466,544	3,600,559,565	0.7%	-8.6%
Fixed Voice Traffic (Minutes)	401,293,768	399,855,167	-0.4%	-21.4%
Mobile Voice Traffic (Minutes)	3,174,171,786	3,200,704,398	0.8%	-6.7%
Fixed Broadband Subscriber Lines	1,601,926	1,611,509	0.6%	2.2%
Total Fixed Subscriptions	2,154,486	2,143,447	-0.5%	-2.1%
Fixed Voice Subscriptions	1,237,853	1,222,437	-1.3%	-5.5%
Total Mobile Subscriptions	8,628,393	8,863,983	2.7%	12.2%
Machine to Machine Subscriptions	2,657,185	2,818,877	6.1%	29.5%
Mobile Broadband Subscriptions	352,161	355,089	0.8%	1.5%
Mobile Voice Subscriptions	5,619,047	5,690,017	1.3%	5.9%
Total Fixed Broadband Data Traffic (GB)	1,702,583,209	1,916,477,556	12.6%	17.0%
Mobile Broadband (Dongles) Data Traffic (GB)	90,560,993	91,632,055	1.2%	4.3%
Standard Mobile Subscriptions Data Traffic (GB)	231,375,195	253,215,437	9.4%	30.4%
Total Mobile Data Volumes (GB)	336,013,742	354,779,816	5.6%	23.0%

Fixed Market

- In Q4 2022, Eir had the highest revenue share (retail and wholesale) in the fixed market at 40.1%.
- ComReg estimates that the next seven largest operators (BT Ireland, Sky Ireland, Virgin Media Ireland, Vodafone (fixed only), E-Net & SIRO) contribute a further 44.5% share of total industry revenue.
- Other Authorised Operators (OAOs) account for the remaining 15.4% share.

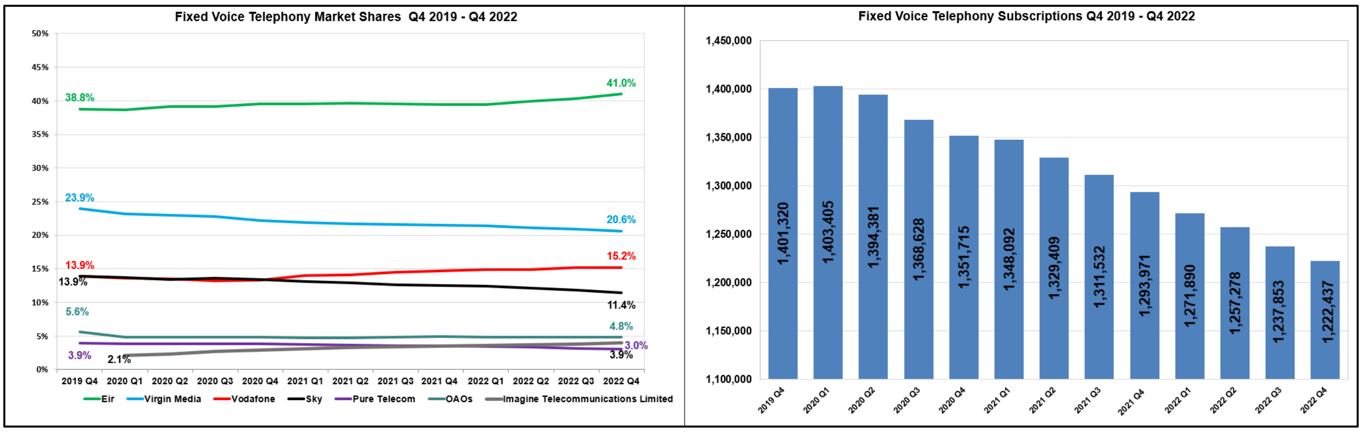
Figure 1 - Fixed Line Market Shares based on Wholesale and Retail Revenue



Retail Fixed Voice Market

Fixed voice traffic in Q4 2022 was over 399 million minutes, which was a 0.4% decrease on Q3 2022 and a decrease of 21.4% since Q4 2021. Managed voice over broadband (VoB) minutes account for approximately 29.1% of total fixed voice minutes, with Q4 2021 standing at 29.8%.

Figure 2 – Retail Fixed Voice Subscriptions



- At the end of Q4 2022 there were 1,222,437 fixed voice subscriptions (a decrease of 1.3% since Q3 2022 and a decrease of 5.5% on Q4 2021).
- As of Q4 2022 Eir had 41.0% of all fixed voice subscriptions followed by Virgin Media (20.6%), Vodafone (15.2%), Sky (11.4%), Imagine Telecommunications Limited (3.9%) & Pure Telecom (3.0%). OAOs accounted for the remaining 4.8% of fixed voice subscriptions.

Retail Broadband Market

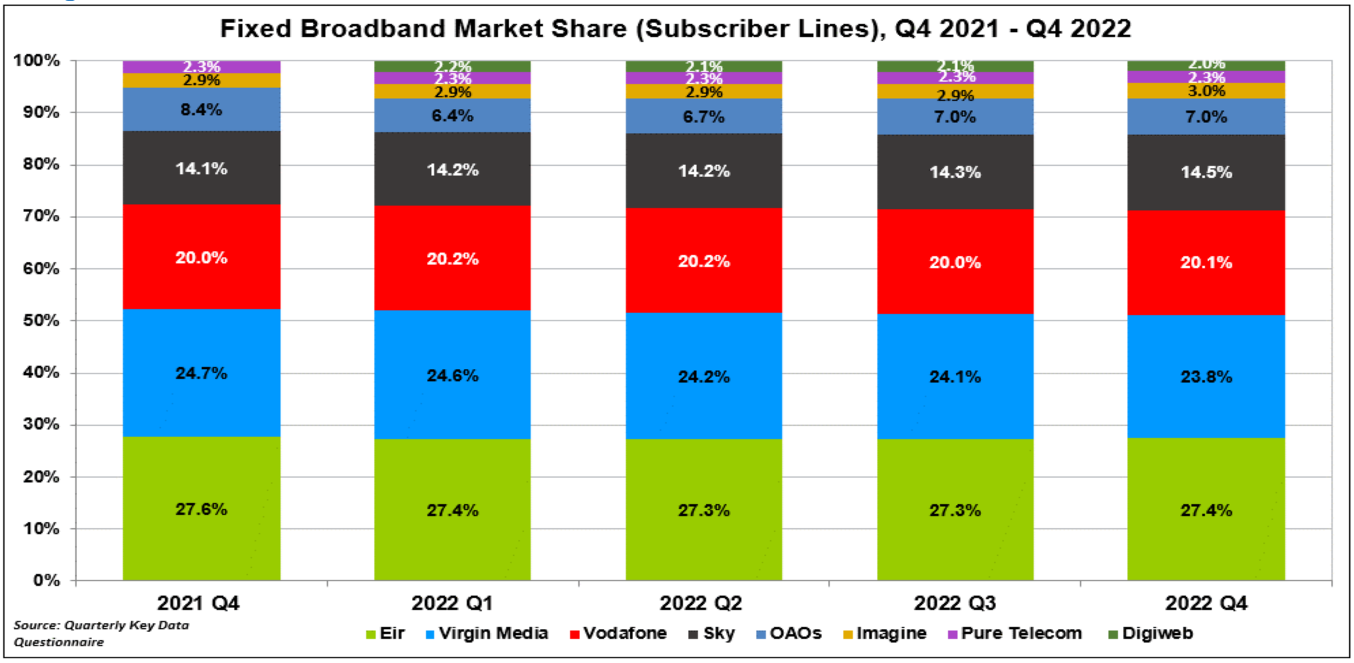
At the end of December 2022, there were 1.96 million active broadband subscriber lines in Ireland. This is 0.6% increase from the previous quarter and a 2.1% increase on Q4 2021.

Table 2 - Total Number of Active Broadband Subscriber Lines

Line Type	Q4 2022	Quarterly Growth Q3'22 – Q4'22	Annual Growth Q4'21 – Q4'22
Cable Broadband	368,058	-0.7%	-2.4%
DSL Broadband	117,151	-6.1%	-21.0%
VDSL Broadband	537,194	-3.3%	-10.2%
FTTP Broadband	500,801	8.1%	34.7%
Satellite Broadband	3,925	11.1%	121.4%
FWA Broadband	84,380	0.3%	5.4%
Total Fixed Broadband	1,611,509	0.6%	2.2%
Mobile Broadband	355,089	0.8%	1.5%
Total Broadband	**1,966,598**	**0.6%**	**2.1%**

- Lines for FTTP (+8.1%), FWA (+0.3%), Mobile Broadband (+0.8%) and Satellite (11.1%) showed positive growth this quarter. VDSL (-3.3%), DSL (-6.1%) and Cable (-0.7%) subscriber lines all fell this quarter.

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



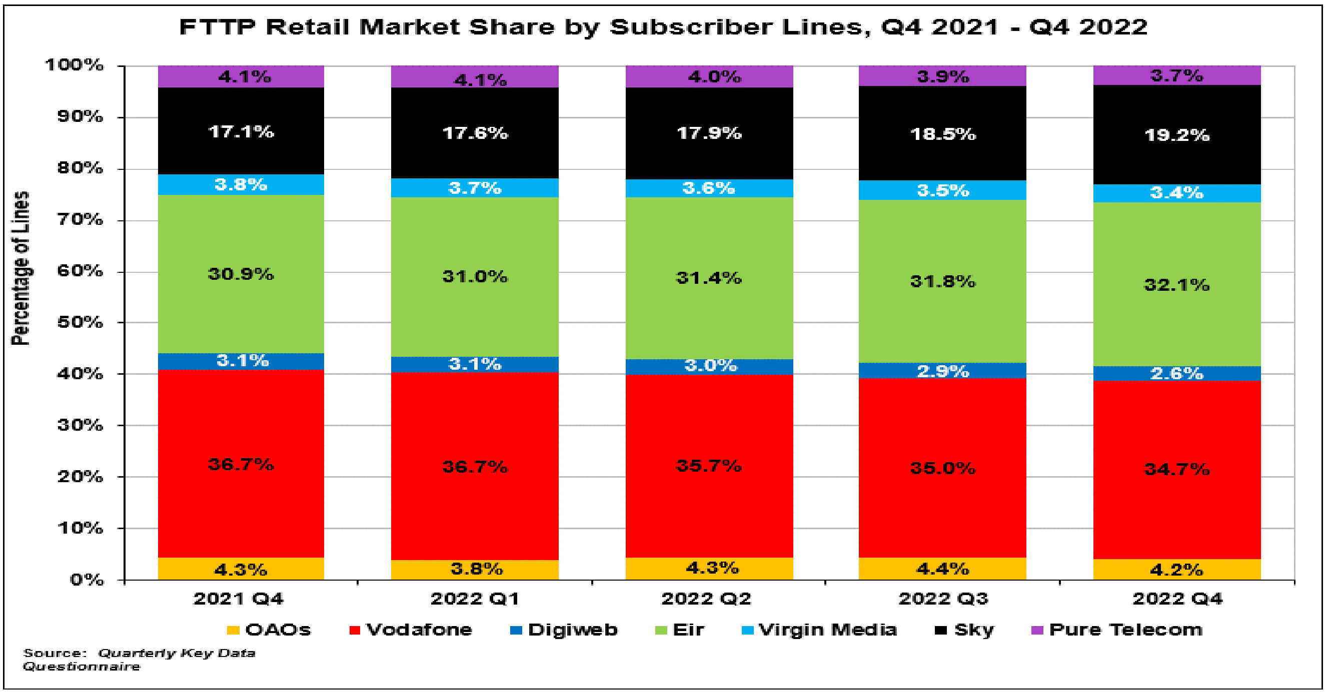
- In Q4 2022, Eir had 27.4% of total retail fixed broadband subscriber lines, followed by Virgin Media who had 23.8% of lines. Vodafone had 20.1% (excluding mobile broadband), Sky Ireland 14.5%, Imagine 3.0%, Pure Telecom 2.3% and Digiweb 2.0% market share.
- All other OAOs combined accounted for the remaining 7.0% 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 2022	Q3 2022	Quarterly Change
<2Mbps - 9.99Mbps	4.4%	4.7%	-0.3%
=10Mbps - 29.99Mbps	6.3%	6.6%	-0.4%
=30Mbps - 99.99Mbps	32.2%	33.6%	-1.4%
=100Mbps - 499.99Mbps	25.9%	27.1%	-1.2%
=500Mbps - 999.99Mbps	22.8%	19.9%	+2.9%
>=1GB	8.4%	8.0%	+0.4%

- 89.3% of all fixed broadband subscriber lines had sold speeds which were equal to or greater than 30Mbps in Q4 2022.

Figure 4 - FTTP Subscriber Line Market Share

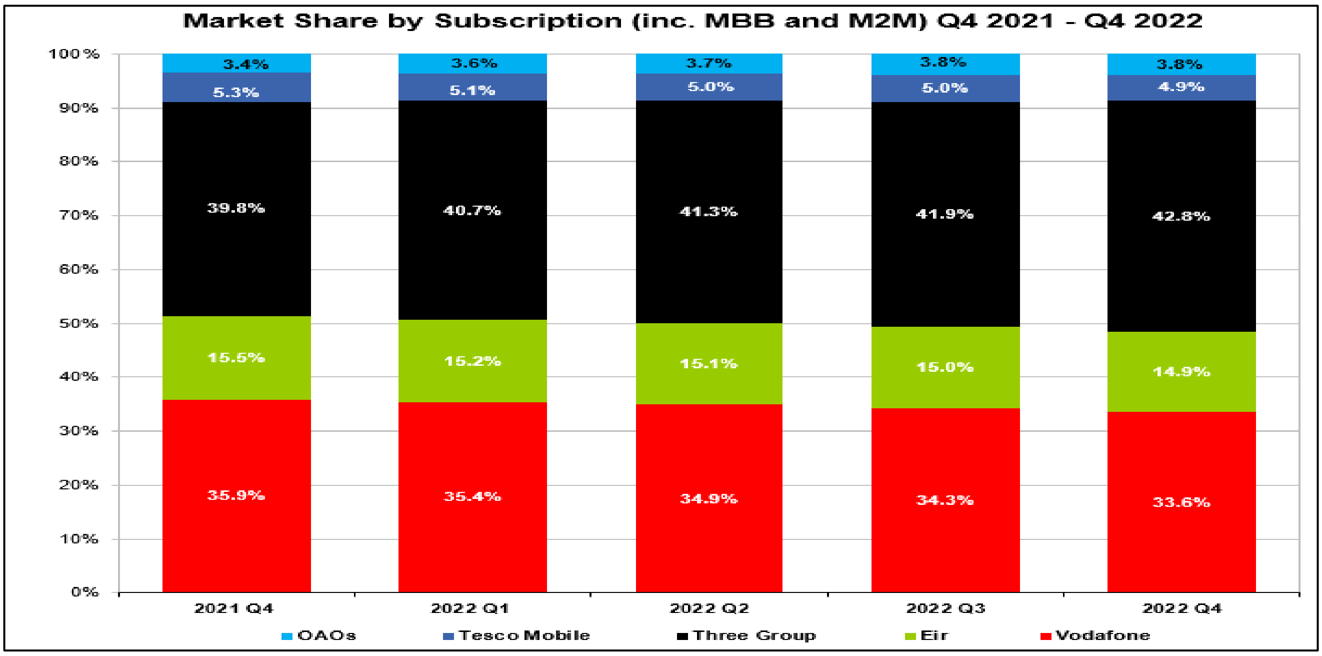


- In Q4 2022, Vodafone had 34.7% of retail FTTP subscriber lines, followed by Eir at 32.1%, Sky Ireland at 19.2%, Pure Telecom at 3.7%, Virgin Media at 3.4%, and Digiweb at 2.6% market share. OAOs accounted for the remaining 4.2%.

Mobile Market

At the end of Q4 2022 there were 8,863,983 mobile subscriptions in Ireland, including mobile broadband ('MBB') and Machine to Machine ('M2M'). If mobile broadband subscriptions (355,089) and M2M subscriptions (2,818,877) are excluded, the total number of mobile subscriptions was 5,690,017.

Figure 5 - Market Shares by Subscription including Mobile Broadband and Machine to Machine

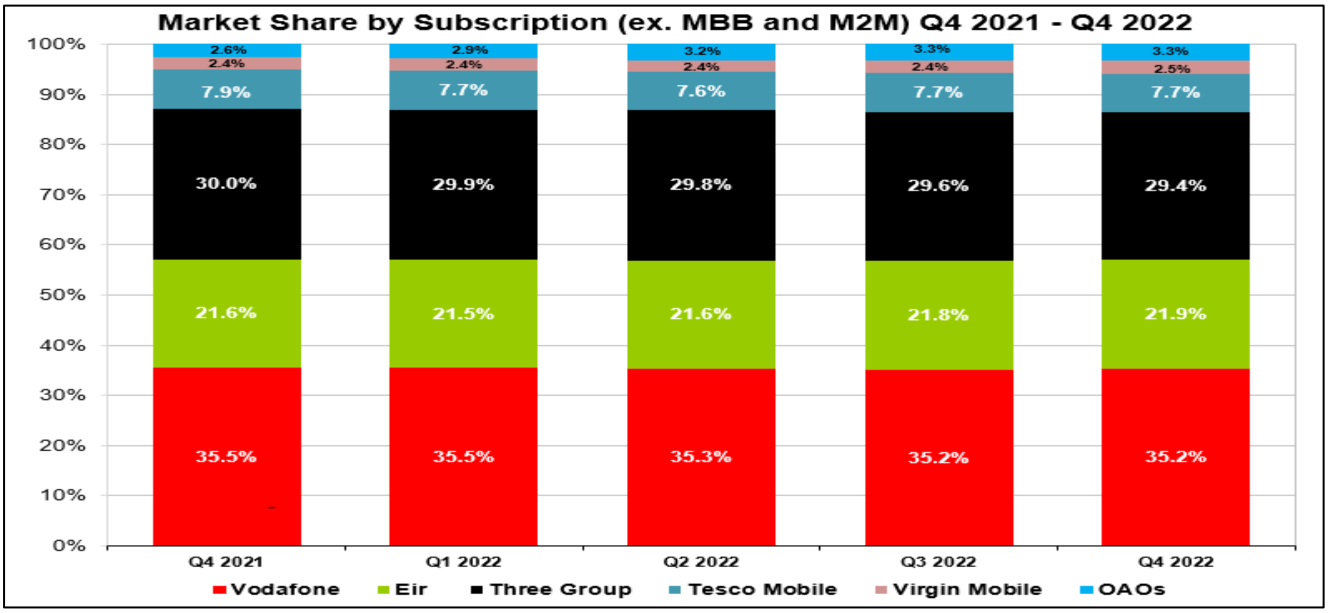


- In Q4 2022 Three had the largest share of mobile subscriptions including MBB and M2M at 42.8%. This was followed by Vodafone with 33.6%, Eir with 14.9%, Tesco Mobile at 4.9% and OAOs at 3.8%.

- In Q4 2022 Vodafone had the highest market share excluding mobile broadband and M2M (35.2%), followed by Three (29.4%), Eir (21.9%), Tesco Mobile (7.7%), Virgin Mobile (2.5%) and OAOs (3.3%).

- There were 1,585,237 **2G**, 1,309,011 **3G**, 4,981,571 **4G** and 988,164 **5G** mobile subscriptions in Q4.

Figure 6 - Market Shares by Subscription excluding Mobile Broadband and Machine to Machine



CORRIGENDUM TO Q1 2021 – Q3 2022 QKDR

Note 1: Wholesale revenues were revised by 2k Q3 2022 following revisions received from Enet.

Note 2: Mobile revenues were increased by between 200k – 300k per quarter from Q1 2021 – Q3 2022 due to an issue with the reporting model used by Tesco Mobile.

Note 3: Vodafone Ireland's 5G MBB Subs were all previously reported as business, following revisions these are now split between residential and business and were revised for Q2 & Q3 2022.

Note 4: 4G & 3G MBB and standard traffic has been revised for Q3 2022 following revisions from Vodafone, the categorisation of Vodafone's Mobile traffic is currently under review follow a ComReg query.

Note 6: The WLR ISDN Primary Rate Services were revised by between 6 -92 following revisions from Three Ireland.

Note 7: Ethernet Leased Line revenues were revised by Host Ireland due to system issues.

Note 8: Due to the late submission of the broadband data file Crossan CableComm actual data for Q3 2022 has been added this quarter (previously it was estimated).

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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