An Coimisiún um
Rialáil Cumarsáide
Commission for
Communications Regulation

Irish Communications Market

Summary: Quarterly Key Data Report

Data as of Q4 2023

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. 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 October 2023 to 31st December 2023. The report is based on submissions from 52 active operators.

The report contains the following key charts/data:

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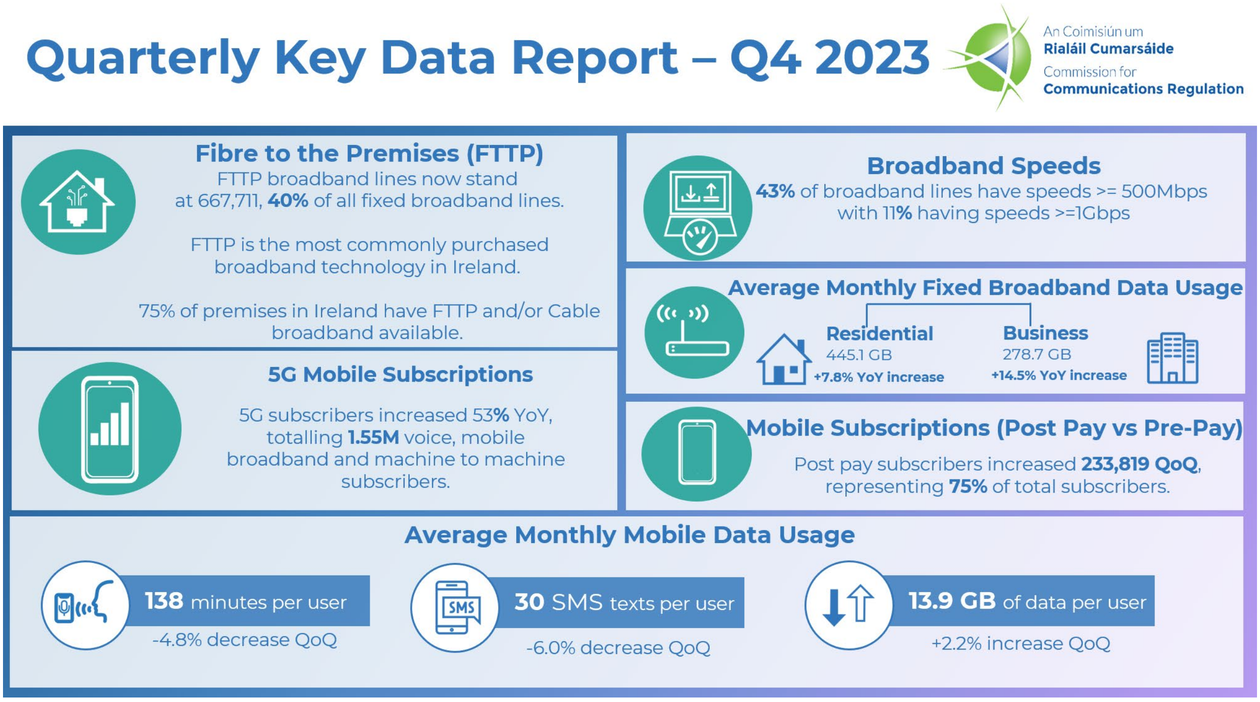
2 Q4 2023 Infographic



3 Overview of Irish Communications Market Q4 2023

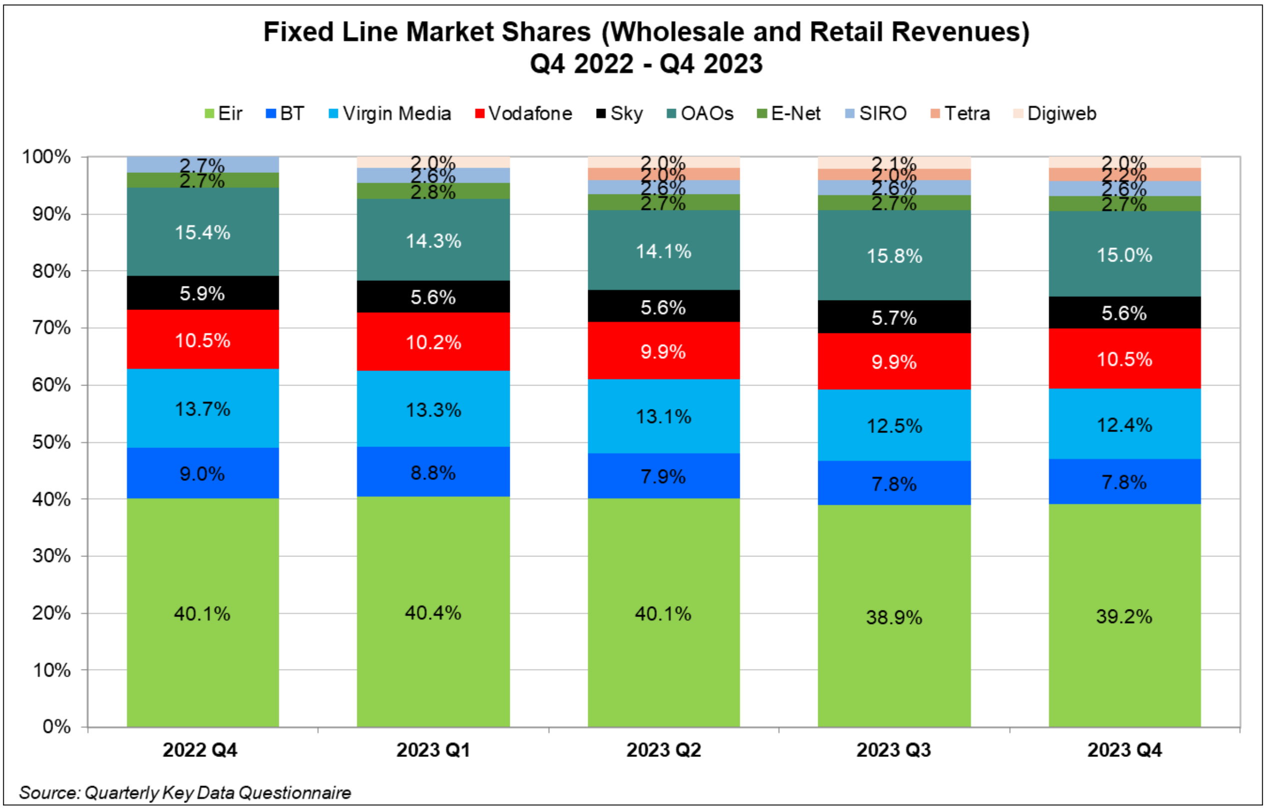
Table 1 - Communications Summary

Revenues	2023 Q3	2023 Q4	QoQ	YoY
Total Retail Market Revenues (000s)	€917,060	€952,437	3.9%	3.2%
Total Fixed Line Retail Revenues (000's)	€355,843	€358,960	0.9%	9.3%
Total Mobile Retail Revenues (000's)	€428,843	€461,853	7.7%	3.6%
Broadcasting Retail Revenues (000s)	€132,374	€131,624	-0.6%	-11.7%
Total Fixed Line Wholesale Revenues (000's)	€156,228	€168,054	7.6%	15.8%
Total Mobile Wholesale revenues (000's)	€37,108	€35,177	-5.2%	-5.6%
Voice Traffic	**2023 Q3**	**2023 Q4**	**QoQ**	**YoY**
Total Voice Traffic Minutes (000s)	2,687,178	2,559,201	-4.8%	-28.9%
Total Fixed Voice Minutes (000's)	304,842	281,213	-7.8%	-29.7%
Total Mobile Voice Minutes (000's)	2,382,336	2,277,988	-4.4%	-28.8%
Subscriber Lines	**2023 Q3**	**2023 Q4**	**QoQ**	**YoY**
Total Fixed Broadband Subscriber Lines	1,640,671	1,654,603	0.8%	2.7%
Total Fixed Subscriber lines	2,398,742	2,404,756	0.3%	12.2%
Total Fixed Voice (PSTN, ISDN and VOIP) Subscriber lines	1,206,059	1,176,013	-2.5%	-3.8%
Mobile Subscriptions inc. MBB and M2M - Total	9,532,420	9,733,587	2.1%	9.5%
Machine to Machine (M2M) Subscriptions	3,411,242	3,593,307	5.3%	26.0%
Mobile Broadband Subscriptions (HSDPA and LTE)	383,896	382,500	-0.4%	0.5%
Mobile Subscriptions exc. MBB and M2M - Total	5,737,282	5,757,780	0.4%	1.9%
Data Traffic Volumes	**2023 Q3**	**2023 Q4**	**QoQ**	**YoY**
Total Fixed Broadband Data Traffic (GB)	1,925,309,353	2,131,563,874	11%	11%
Mobile Broadband (Dongles) Data Traffic (GB)	90,769,416	83,984,975	-7%	-4%
Standard Mobile Subscriber Lines Data Traffic (GB)	237,919,368	231,009,890	-3%	3%
Total Mobile Data Traffic (GB)	389,115,887	408,119,926	5%	18%

Fixed Market

- In Q4 2023, Eir had the highest revenue share (retail and wholesale) in the fixed market at 39.2%.
- 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 45.8% share of total industry revenue.
- Other Authorised Operators (OAOs) account for the remaining 15% share.

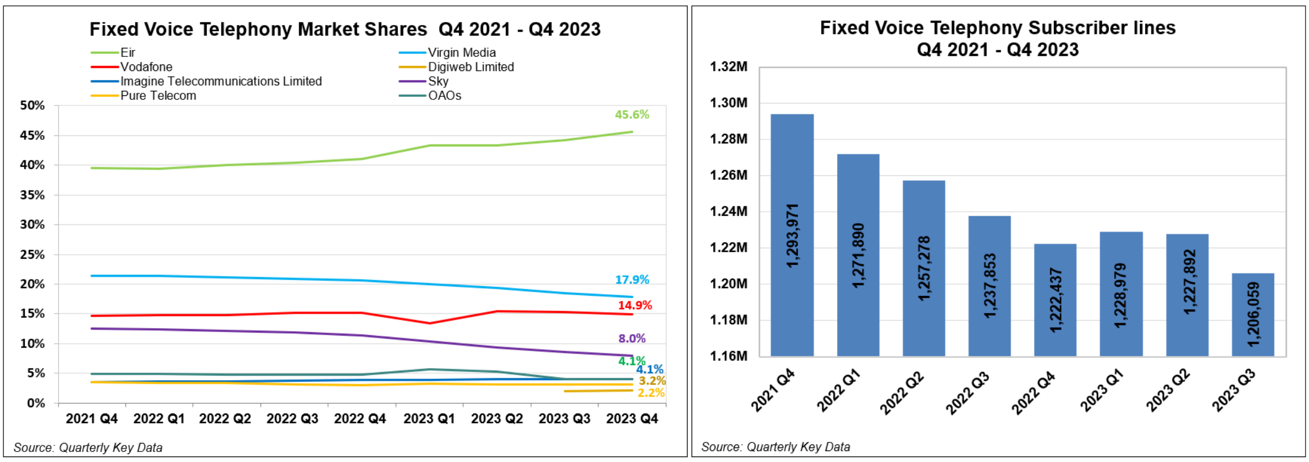
Figure 1 - Fixed Line Market Shares based on Wholesale and Retail Revenue



Source: Quarterly Key Data Questionnaire

3.1 Retail Fixed Voice Market

Figure 2 – Retail Fixed Voice Subscriber Lines



Source: Quarterly Key Data

Source: Quarterly Key Data

- Fixed voice traffic in Q4 2023 was around 281 million minutes, which was an 8% decrease on Q3 2023 and a decrease of 30% since Q4 2022.

- At the end of Q4 2023 there were 1,176,013 fixed voice subscriber lines (a decrease of 2% since Q3 2023 and a decrease of 4% on Q4 2022).
- As of Q4 2023, Eir had 45.6% of all fixed voice subscriber lines followed by Virgin Media (17.9%), Vodafone (14.9%), Sky (8%), Imagine Telecommunications Limited (4.1%), Pure Telecom (3.2%) and Digiweb (2.2%). OAOs accounted for the remaining 4.1% of fixed voice subscriber lines.

4 Retail Broadband Market

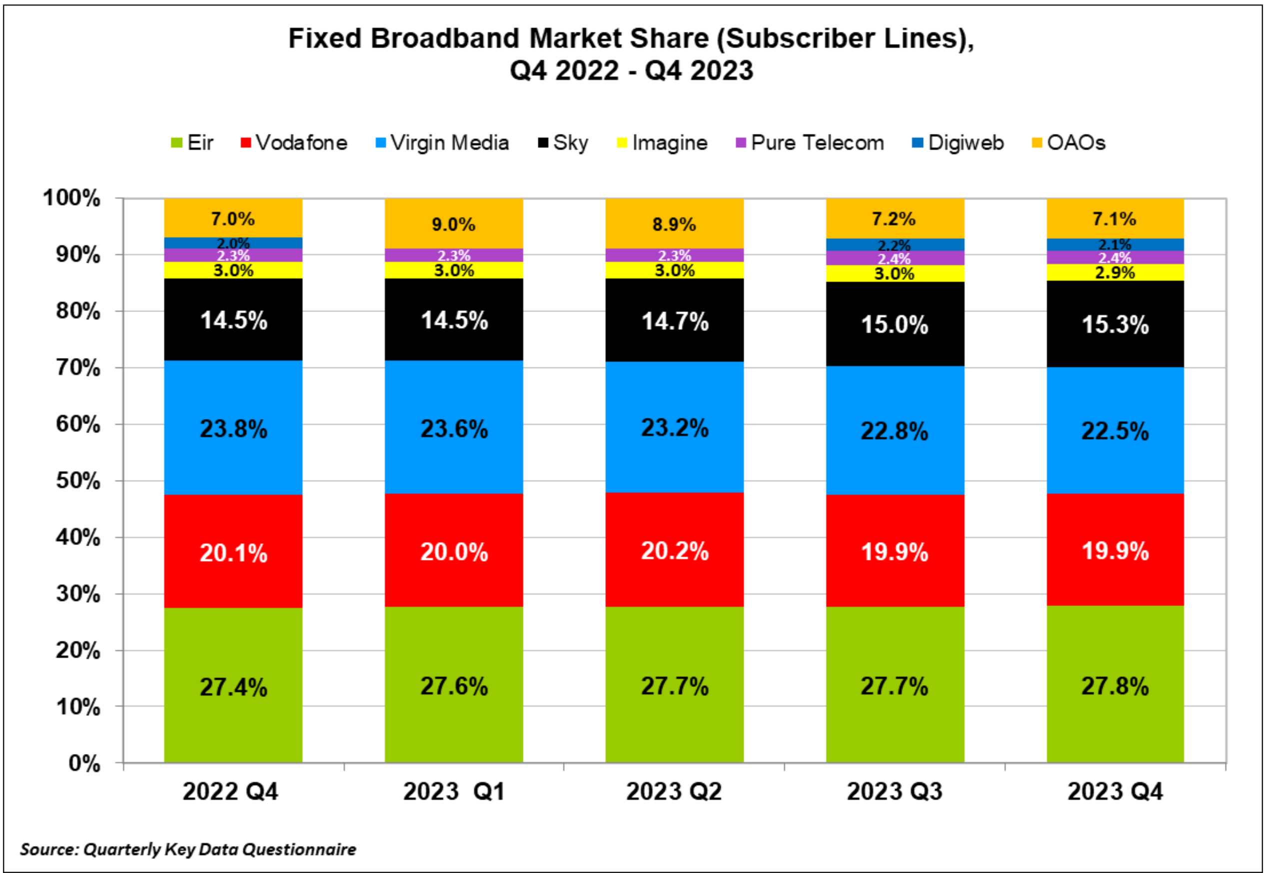
At the end of December 2023, there were over 2 million active broadband subscriber lines in Ireland, +14k quarter over quarter increase. This is a 0.62% increase from the previous quarter and a 2.27% increase on Q4 2022.

Table 2 - Total Number of Active Broadband Subscriber Lines

Line Type	Q4 2023	Quarterly Change Q3'23 – Q4'23	Annual Change Q4'22 – Q4'23
Cable Broadband	348,251	-1.60%	-5.38%
DSL Broadband	86,742	-7.45%	-25.96%
VDSL Broadband	451,440	-4.23%	-15.96%
FTTP Broadband	667,711	7.51%	33.33%
Satellite Broadband	7,729	15.74%	96.92%
FWA Broadband	92,730	-1.26%	9.90%
Total Fixed Broadband	**1,654,603**	**0.85%**	**2.67%**
Mobile Broadband	382,500	-0.36%	0.53%
Total Broadband	**2,037,103**	**0.62%**	**2.27%**

FTTP (+7.51%) and Satellite (+15.74%) showed positive growth this quarter. VDSL (-4.23%), DSL (-7.45%), FWA (-1.26%) and Cable (-1.06%) subscriber lines fell this quarter.

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



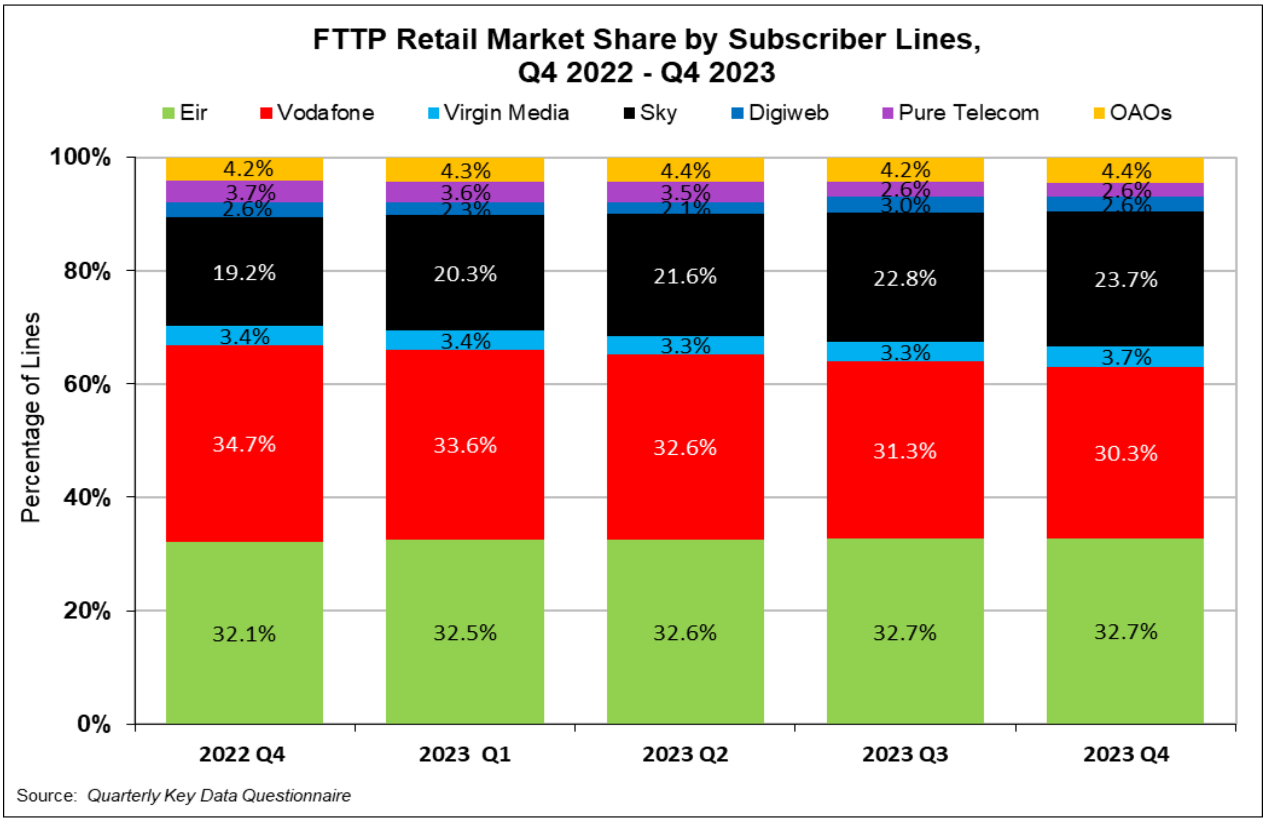
- In Q4 2023, Eir had 27.8% of total retail fixed broadband subscriber lines, followed by Virgin Media who had 22.5% of lines. Vodafone had 19.9% (excluding mobile broadband), Sky Ireland 15.3%, Imagine 2.9%, Pure Telecom 2.4% and Digiweb 2.1%.
- All other OAOs combined accounted for the remaining 7.1% 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	Q3 2023	Q4 2023	Quarterly Change
<2Mbps - 9.99Mbps	3.48%	3.24%	-0.24%
=10Mbps - 29.99Mbps	5.24%	4.87%	-0.37%
=30Mbps - 99.99Mbps	28.48%	27.05%	-1.43%
=100Mbps - 499.99Mbps	22.21%	21.17%	-1.04%
=500Mbps - 999.99Mbps	30.20%	32.42%	2.22%
>=1GB	10.39%	11.25%	0.86%

- In Q4 2023 65% of all fixed broadband subscriber lines had sold speeds which were equal to or greater than 100Mbps, with 44% having sold speeds equal to or greater than 500Mbps - a 3% quarter over quarter increase.

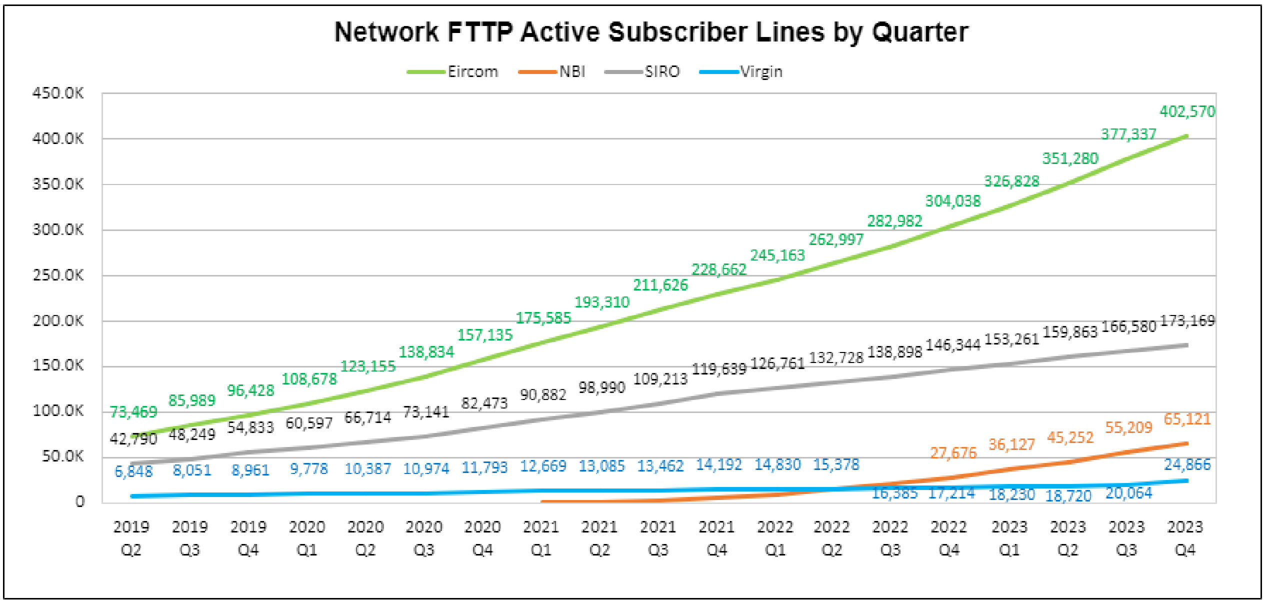
Figure 4 - FTTP Subscriber Line Market Share



- In Q4 2023, Eircom had 32.7% of retail FTTP subscriber lines, followed by Vodafone with 30.3%, Sky Ireland at 23.7%, Virgin Media at 3.7%, Digiweb and Pure Telecom are at 2.6% each. OAOs accounted for the remaining 4.4%.

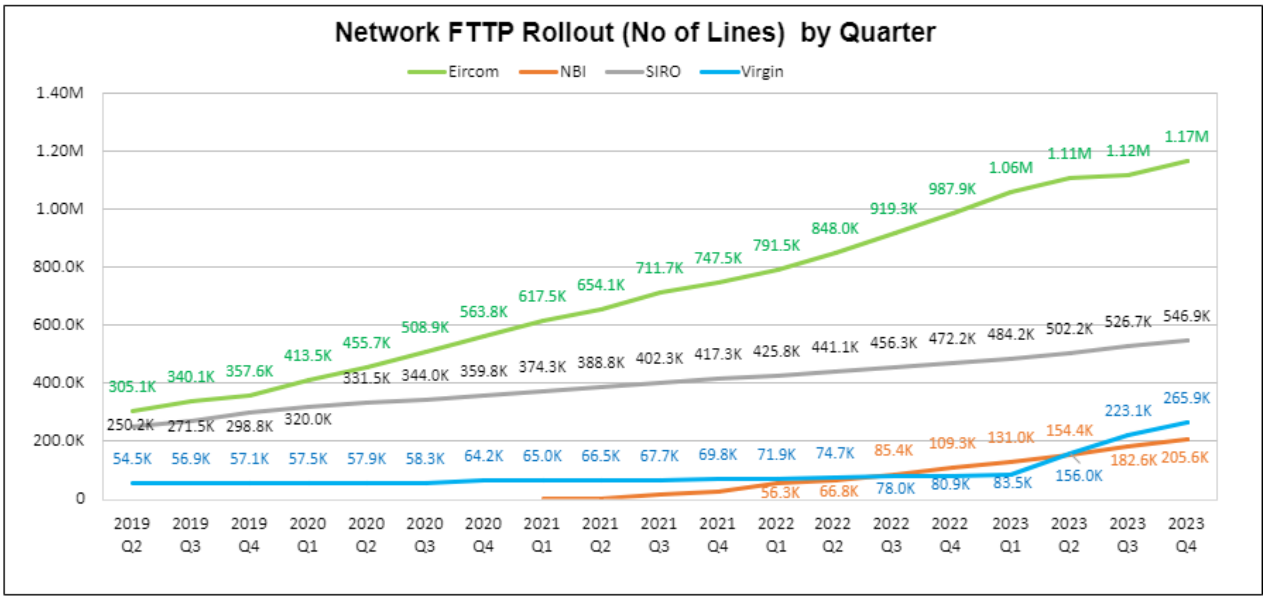
5 Network Broadband Market

Figure 5 – Network FTTP Active Subscriber Lines by Quarter



- In Q4 2023, based on the underlying network, 402k of the active FTTP subscriber lines were sold on the Eircom network, 173k were on the Siro network, 65k were on the NBI network and 24.8k on the Virgin Media network.

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



- In Q4 2023 Eircom reported 1.17m FTTP broadband lines[1], followed by Siro with 547k, Virgin Media Ireland with 266k and NBI with 205k.

Total FTTP and Cable Coverage

- 62% of all premises (as measured by Eircodes) in Ireland[2] have FTTP broadband available at the end of Q4 2023.

- 75% of all premises (as measured by Eircodes) in Ireland had FTTP and/or Cable broadband available at the end of Q4 2023.

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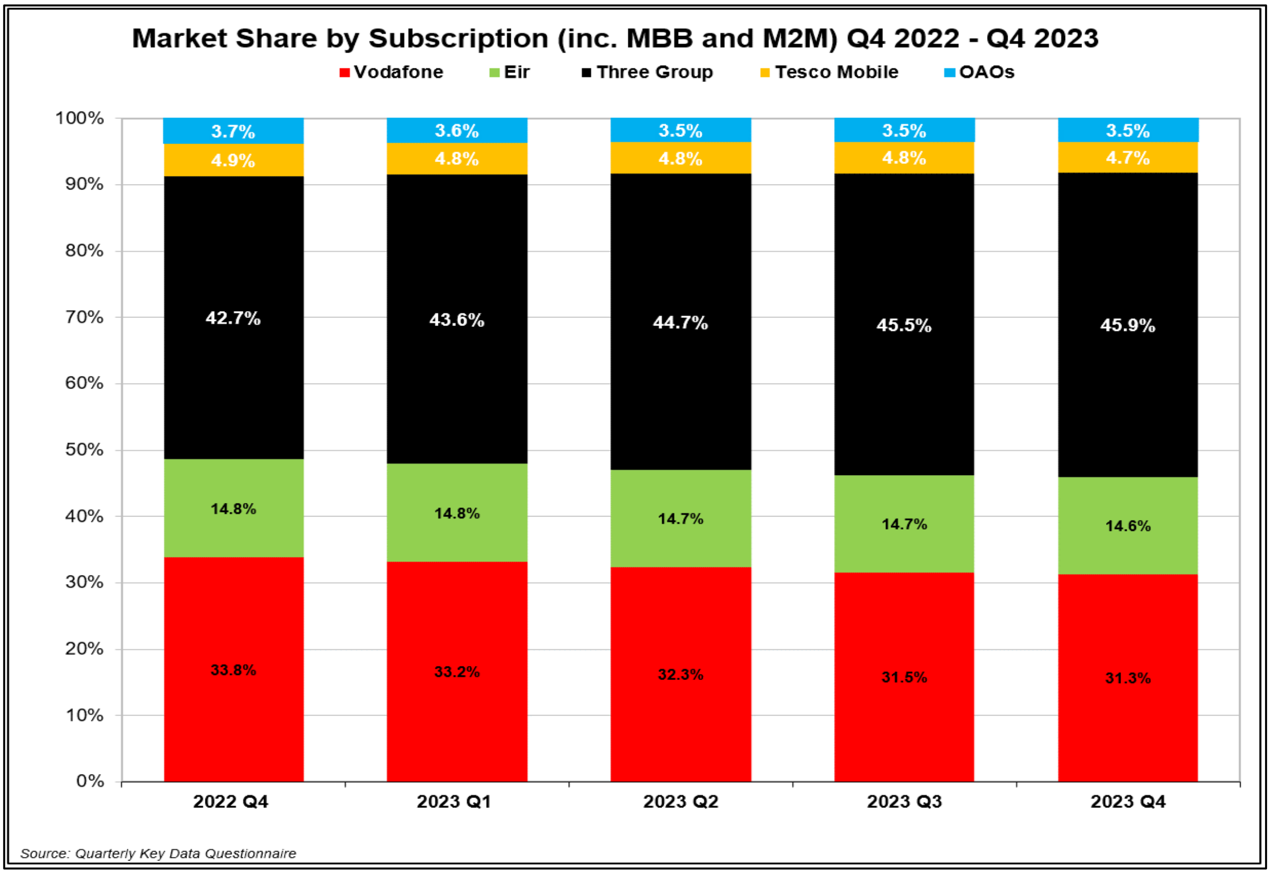
[1] The Network Operators Eircom, NBI, SIRO and Virgin Media each provide information on total FTTP broadband lines rolled out. This metric is based on the total number of FTTP lines, with a premises potentially having more than one FTTP broadband line. For example, a business premises may have multiple 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.

6 Mobile Market

At the end of Q4 2023 there were 9,733,587 mobile subscriptions in Ireland, including mobile broadband ('MBB') and Machine to Machine ('M2M'). If mobile broadband subscriptions (382,500) and M2M subscriptions (3,593,307) are excluded, the total number of mobile voice subscriptions was 5,757,780.

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

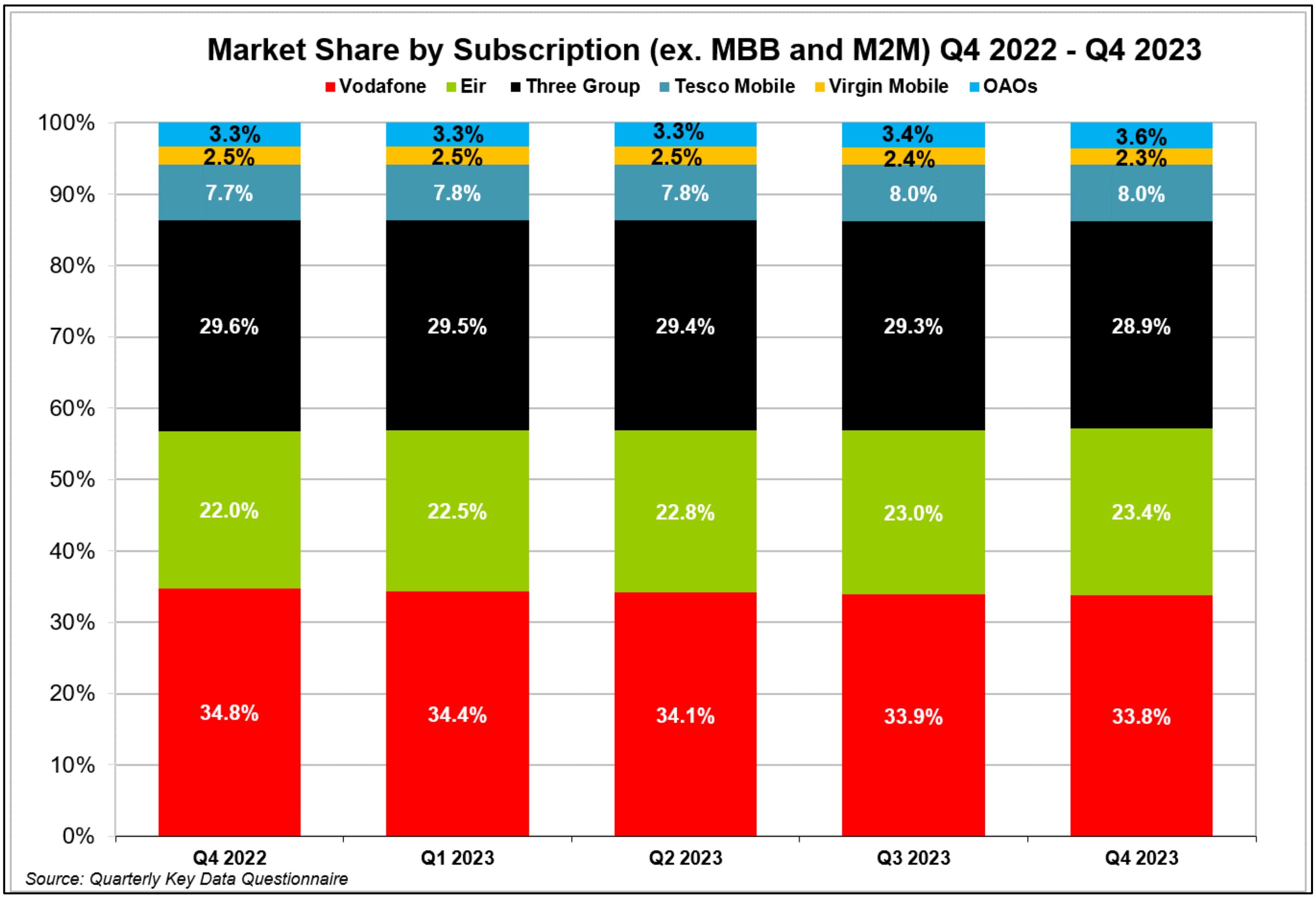


- In Q4 2023 Three had the largest share of mobile subscriptions including MBB and M2M at 45.9%. This was followed by Vodafone with 31.3%, Eir with 14.6%, Tesco Mobile at 4.7% and OAOs at 3.5%.

- In Q4 2023 Vodafone had the highest market share excluding mobile broadband and M2M (33.8%), followed by Three (28.9%), Eir (23.4%), Tesco Mobile (8.0%), Virgin Mobile (2.3%) and OAOs (3.6%).

- There were 2,144,319 2G, 919,567 3G, 5,112,606 4G and 1,557,094 5G mobile subscriptions in Q4 2023.

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



7 Corrigenda and Notes to Q4 2021 – Q3 2023

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

Note 2: Aptus Revenues were revised for Q3 2023.

Note 3: Pure Telecom FTTH & VDSL subscriber lines were revised for Q3 3023

Note 4: Fixed Broadband market share subscriber lines were revised due to Pure Telecom revisions above and a systems error impacting Q3 2023.

Note 5: Host FWA subscriber lines were revised for Q3 2023.

Note 6: Virgin Media Cable and FTTH subscriber lines were revised for Q3 2023.

Note 7: The pricing data has been excluded this quarter as the methodology is under review.

Note 8: Vodafone FTTH/VDSL/DSL subscriber lines were revised for Q3 2023.

Note 9: Tesco Mobile subs by technology breakout have been revised for the periods between Q4 2021 – Q2 2023.

Note 10: Due to a calculation error, active VDSL Broadband subscriber lines were updated for Q3 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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