



Commission for
Communications Regulation

Information Notice

Quarterly Key Data Report Revision

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1 Quarterly Key Data Report Information Notice

The ComReg Quarterly Key Data Report relies on the data provided by companies operating in the electronic communications sector in Ireland. However, since publication of the most recent Quarterly Key Data Report (March 2009, ComReg document 09/17), Vodafone, as a result of a review of its data reporting systems, has identified an understatement of its revenues reported to ComReg since Q1 2008. Revenue categories where significant adjustments have been made by Vodafone include Gross Handset Sales, Mobile Content as well as revenues from the use of handsets as dongles for mobile broadband.

In light of the revised data which Vodafone provided to ComReg, the following figures in ComReg 09/17 are updated below;

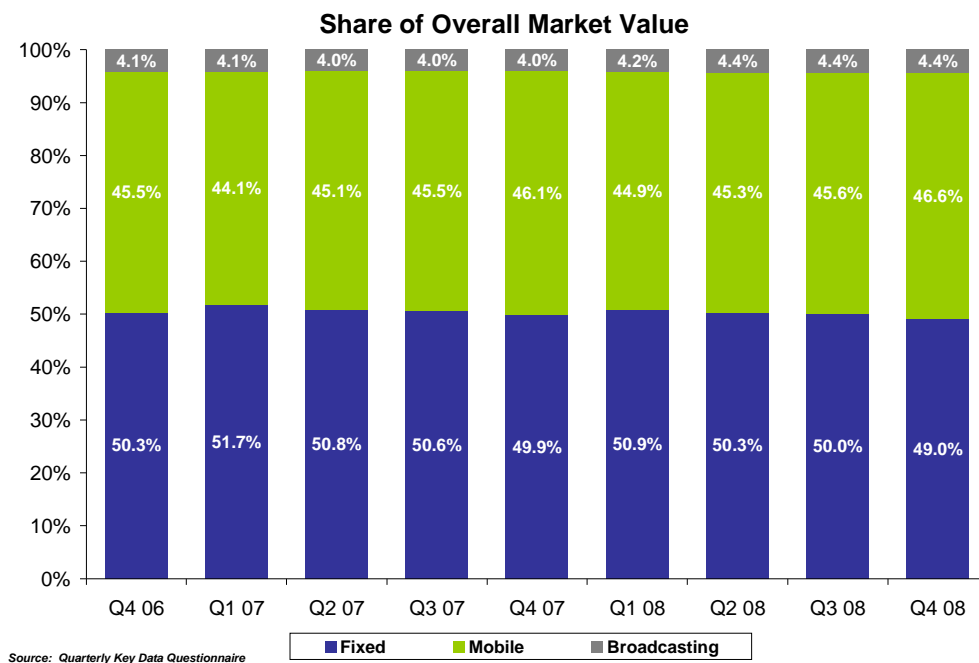
Figure 1.2.1 (page 9), Figure 4.4.1 (page 53) and Figure 4.6.1.5 (page 61)

In line with ComReg's policy, an explanation of the issues that arose and the appropriate adjustments will be published in the Quarterly Key Data Report in June 2009. In the meantime this Information Notice has been published to provide an accurate picture of mobile revenues in the Irish market for the 12 months to December 2008.

1.1 Overall Electronic Communications Revenues

Data presented in Figure 1.1.1 replaces Figure 1.2.1 in ComReg 09/17. It examines the proportion of industry revenue attributable to the provision of fixed line, mobile and cable broadcasting services. It has been updated as the revised revenues provided by Vodafone have had the effect of increasing the mobile share of total revenues.

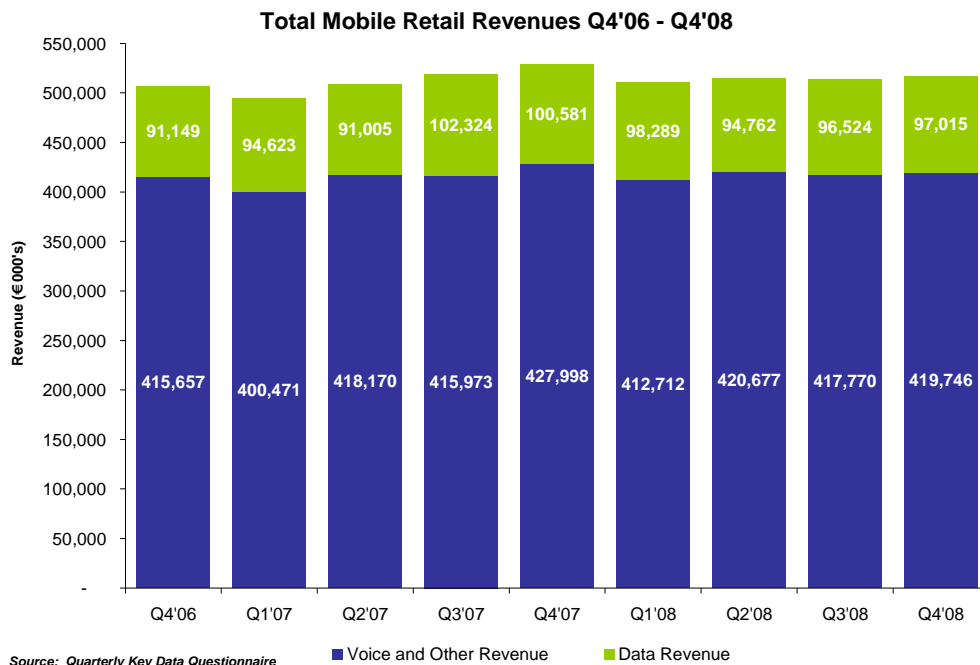
Figure 1.1.1 – Fixed, Mobile & Broadcasting as a % of Total Revenues



1.2 Total Mobile Retail Revenues

Data presented in Figure 1.2.1 replaces Figure 4.4.1 in ComReg 09/17. Revised mobile retail revenues for Q4 2008 are now over €516 million.

Figure 1.2.1 – Total Mobile Retail Revenues



1.3 Market Share by Revenue

Data presented in Figure 1.3.1 replaces Figure 4.6.1.5 in ComReg 09/17. Operator market shares have all been revised.

Figure 1.3.1 – Market Share by Revenue

