

Ireland Telecommunications Report Q1 2016

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Abstracts

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BMI View: Bundling of fixed and mobile products is a critical strategy as it lowers churn and enables operators to sell new services to their customers. Eircom's investments into VDSL and FTTx have a positive impact on the broadband market, while UPC improves its speeds to compete with other operators and has recently launched mobile services as MVNO under the Virgin brand. BMI foresees higher levels of advanced technological uptakes going forward as operators offer innovative services to attract new customers and to retain existing clientele in both, the fixed and wireless markets.

Latest Updates & Industry Developments

Mobile subscriptions continue to decline in Q215, by 2.35% y-o-y, to reach 5.09mn. This is due to the removal of inactive prepaid subscribers and the decrease of dedicated mobile broadband subscriptions. Postpaid subscriptions accounted for 50.1% of the market at the time.

With 1.29mn fixed broadband connections and 1.50mn fixed telephone line connections at the end of Q215 the Irish wireline sector is benefiting from a strong uptake of bundled packages and the increased availability of higher broadband speeds, either through cable, VDSL or FTTx.

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