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Abstracts

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BMI View: Consolidation has affected the Irish mobile market, as the acquisition of O2 by 3 has created a new market leader on equal footing with Vodafone. Meteor, owned by eircom, lags behind, but it benefits from its position in the fixed market to be the first Irish operator offering quad-play services. Bundling is a core strategy in saturated markets as it lowers churn, and enables operators to eventually upsell new services to their customer base. eircom's investments into VDSL and FTTx also had an impact into the broadband market, with UPC improving its own speeds to compete, while alternative operators have had the opportunity to offer the new technology on a wholesale basis. We foresee greater convergence and a greater uptake of advanced technologies going forward, as operators look to innovative services to attract and retain consumers.

Key Data

Mobile subscribers continue to decline in 2014, by 1.9% year-on-year (y-o-y), to reach 5.91mn. This is due to the removal of inactive prepaid subscribers, and the decrease of dedicated mobile broadband subscriptions.

The fixed market continues to grow, with voice connections up 3.8% y-o-y to 1.59mn, and broadband connections up 1% to 1.69mn. The market has been driven by convergent offers, bundling multiple services together, and the increased availability of higher speeds broadband, either through cable, VDSL or FTTx

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