

# **Ireland Telecommunications Report Q3 2015**

https://marketpublishers.com/r/I4BD9404CF4EN.html

Date: May 2015

Pages: 77

Price: US\$ 1,295.00 (Single User License)

ID: I4BD9404CF4EN

### **Abstracts**

Includes 3 FREE quarterly updates

**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



#### **Contents**

**BMI Industry View** 

**SWOT** 

Political

**Economic** 

**Industry Forecast** 

Table: Telecoms Sector - Historical Data & Forecasts (Ireland 2012-2019)

Industry Risk Reward Ratings
Industry Risk Reward Index

Table: Western Europe Telecoms Risk/Rewards Index, Q315

Market Overview

Mobile

Regional Perspective

Table: Ireland Mobile Market Regional Comparisons, 2015

Market Developments Mobile Operator Data

Table: Ireland Mobile Market Overview

Table: Vodafone Ireland

Table: Hutchison 3G Ireland

Table: Meteor Mobile Content

Monetising Footfall

Interoperable M-Commerce A Stronger Proposition

Positioning Key To M2M Success

Regaining Control Of The Bill

Wireline

Market Developments

Table: Fixed Broadband Accesses By Technology, Q412-Q414

**Industry Trends And Developments** 

Regulatory Development

Regulatory Overview

Table: Regulatory Bodies And Their Responsibilities

Regulatory Developments
Competitive Landscape

Table: Key Players: Ireland Telecoms Sector

Company Profile

eircom

Vodafone Ireland



Hutchison 3G Ireland

Regional Overview

Demographic Forecast

Table: Population Headline Indicators (Ireland 1990-2025)

Table: Key Population Ratios (Ireland 1990-2025)

Table: Urban/Rural Population & Life Expectancy (Ireland 1990-2025)

Table: Population By Age Group (Ireland 1990-2025)
Table: Population By Age Group % (Ireland 1990-2025)

Glossary

Table: Glossary Of Terms

Methodology

**Industry Forecast Methodology** 

Sources

Risk/Reward Index Methodology

Table: Risk/Reward Index Indicators

Table: Weighting Of Indicators



## I would like to order

Product name: Ireland Telecommunications Report Q3 2015

Product link: <a href="https://marketpublishers.com/r/l4BD9404CF4EN.html">https://marketpublishers.com/r/l4BD9404CF4EN.html</a>

Price: US\$ 1,295.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer

Service:

info@marketpublishers.com

## **Payment**

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <a href="https://marketpublishers.com/r/l4BD9404CF4EN.html">https://marketpublishers.com/r/l4BD9404CF4EN.html</a>