# Ireland Telecommunications Report Q4 2016

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## Abstracts

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BMI View: We have not made forecast changes to our Irish telecommunications outlook in the Q4 2016 report update. We maintain our core view that bundling of fixed and mobile products is a crucial strategy as it lowers churn and enables operators to sell new services to existing clients. Operators are investing in advanced fixed and mobile services, such as 4G, VDSL and fibre to attract clients on their platforms, while the market has become more convergent, with Vodafone launching its TV service to join eir and Virgin Media in potentially offering quad-play. We retain our view that higher levels of advanced technological uptake are critical to market growth as carriers offer innovative services to retain their core clients and to attract new prospective customers. This holds true as the potential for deepening in the market remains strong, with many users still using DSL, and 3G services remain available for migration.

Latest Updates And Industry Developments

> The mobile market reported net losses in Q116, a trend also seen in 2015. Overall volatility seems to have lessened following the merger between 3 and O2, with an estimated 5,16mn subscribers by the end of March 2016.

> We retain our outlook for a strong converged services market driven by the bundling of advanced technological products and services out to 2020 as upselling innovation remains a crucial strategy to drive operator revenue.

> The latest regulator data suggest 3G and 4G users grew by 36.1% y-o-y at end of Q315.

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