

## ***Ireland: Broadband markets***

***Ireland has a relatively low take-up of fixed broadband, but does better than average regarding the share of high speed connections (at least 30 Mbps). In mobile broadband take-up, Ireland scores much better than the average.***

In 2012, standard fixed broadband covered 97.1% of homes in Ireland (95.5% in the EU). At the same time, Next Generation Access capable of providing at least 30 Mbps download was available to 42.1% of homes (53.8% in the EU).

In January 2013, the incumbent operator had a market share slightly below the European average (41.5% compared to 42.3% in the EU). DSL was the most common technology to provide broadband access, even though cable broadband connections accounted for a significant part of the market (27.2% as opposed to 17.4% in the EU).

The take-up (subscriptions as a percentage of population) of fixed broadband was 24.6% in January 2013, below the European average of 28.8% and 0.4 p.p. higher than in 2012. The share of high speed connections (at least 30 Mbps) was higher than average (20.4% compared to 14.8% in the EU) but ultra-fast connections (at least 100 Mbps) accounted for only 1.4% of all subscriptions (3.4% in the EU).

On the mobile side, third generation mobile broadband (HSPA) was available to 94.6% of population in 2012 (96.3% in the EU) and there was no 4th generation (LTE) availability. The take-up rate (subscriptions as a percentage of population) of mobile broadband was 78.1% in January 2013, well above the average of 54.5% in the EU.