

## Mobile and Broadband Providers - Ireland - June 2016

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"Boosting download speeds will be a key priority for broadband providers in the coming years as consumer demand for more reliable streaming and quicker downloads increases. This will take on a greater level of importance as the 'Internet of Things' begins to reach the market and superfast broadband becomes the new standard internet connection."

– James Wilson, Research Analyst

### This report looks at the following areas:

- What type of internet connection do Irish consumers have at home?
- What type of mobile connection do Irish consumers have?
- Which services are most likely to encourage Irish consumers to switch their mobile network provider?

An internet connection is the main service that Irish consumers receive from their landline provider, with most having a superfast internet connection. Irish consumers show an interest in buying a dual-play bundle from a single provider where internet is one of the services included. This indicates the importance of having access to the internet and as such should be one of the services that operators offer as part of a service bundle.

There is a clear difference between NI and RoI consumers in the type of phone connection that they have, with consumers in NI showing a preference for contracts and RoI consumers favouring pay-as-you-go services. Developing a regional approach and focusing on the dominant type of connection within NI and RoI could help operators to grow their user base.

More free data is the main motivator that would encourage Irish consumers to switch their mobile network provider. This reflects the high level of smartphone ownership across Ireland and the growing usage of these devices to access the internet. More generous data allowances and all-you-can-eat data plans would appeal to Irish consumers and help mobile operators to attract new and maintain existing users.

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