

Mobile Phones - Ireland - July 2017

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“While Irish consumers are satisfied with the coverage of their mobile phone network, there is significant interest in a website that rates providers on their network coverage.

Such a website would be well received as it enables consumers to easily compare the quality of coverage offered in their local area and thus select the mobile network provider that best suits their needs.”

James Wilson, Research Analyst

This report looks at the following areas:

- **High smartphone ownership positive for mobile phone market**
- **Contract users outnumber pay-as-you-go users in RoI for the first time**
- **NI consumers satisfied with mobile coverage**
- **Mobile data usage sees significant growth across Ireland**

This Report covers the Irish consumer market for mobile phones and mobile network providers. Mobile phones are defined as any device being used to place or receive calls by connecting to a mobile network. ‘Basic mobile phones’ and ‘Feature phones’ are terms used to describe non-smartphones.

Mobile networks are defined as networks providing either data, voice or SMS (Short Message Service) facilities to a mobile device. Data delivered over Wi-Fi is not included under the ‘data’ category. Primarily, this Report refers to the use of mobile networks through traditional mobile phones or smartphones. However, reference is also made to tablet devices, as these can connect to mobile networks for data.

Network connections can come in two forms – prepaid and post-paid. The former involves buying credit for a phone, which is then worked through while the latter refers to the use of a handset with a monthly contract charge covering the previous month’s usage.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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eir Group (eir, Meteor)
Meteor
Hutchinson Whampoa (Three Ireland)
Three Ireland
Three UK
Sky plc
TalkTalk
Telefonica
O2 UK
Tesco Mobile
Vodafone

The Consumer – What You Need to Know

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