

Broadband Providers - Ireland - June 2018

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“Lower cost, faster download speeds and better connections and coverage are important considerations for Irish consumers when switching broadband providers. Emphasising their value-for-money messaging, continuing to upgrade to faster internet connections and improving the range and quality of internet access they offer will help internet service providers to attract new consumers.”

– **James Wilson, Research Analyst**

This report looks at the following areas:

- This Report examines the broadband providers market in Ireland and the provision of their telecommunication products to consumers. Telecommunication products include fixed line telephony, mobile telephony, internet and television. Individually these are known as “services”.
- When these services are augmented with optional or necessary add-ons, they are referred to as a package, for example, “a landline and internet package”, or “a sports channel add-on was available, increasing the cost of the total TV package”.
- When two or more services are sold to a consumer by the same provider at the same time, they are referred to as a bundle. Specifically, two services sold at the same time are a dual-play bundle, three services sold at the same time are a triple-play bundle and four services sold at the same time are a quad-play bundle.

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DID YOU KNOW?

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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BT (British Telecom)

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Most Irish consumers have a superfast connection
BT the main broadband provider in NI, eir in RoI
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