

6th January 2006

## **IRISH BROADBAND REACHES 20000 SUBSCRIBERS**

### ***Rapid Growth in Wireless Broadband Service Sector***

**Irish Broadband**, today (6th January 2005) announced that its subscription figures for 2005 had exceeded all expectations, surpassing the 20,000 customer number by the end of the year. This confirms the company's position as Ireland's leading wireless broadband service provider.

Ireland's only alternative broadband network provider, **Irish Broadband** has experienced an enormous increase in popularity among Irish Internet users throughout 2005. This trend is reflected in the Quarterly Report on the Irish Communications Market issued by the Commission for Communications Regulation (ComReg) last month.

Covering the third quarter of 2005, the report indicated that while overall broadband subscriptions increased by nearly 19%, fixed wireless broadband services proved to be among the fastest growing broadband platforms with 37% quarter-on-quarter growth. This represents a tremendous year-on-year growth of 1018% and a record figure of 24,600 subscribers.

"We are delighted to have exceeded our target for 2005 in terms of the development of a customer base in both the residential and commercial sectors," said Paul Doody, Managing Director, Irish Broadband. "The last quarter was particularly strong for us, due to a hugely positive response to our aggressive marketing and advertising drive."

"The figures demonstrate that, in a very short period, Irish Broadband has established a position of strength in the market as a realistic broadband option for Irish consumers, in place of the existing duopoly," he said.

In contrast to conventional broadband service providers, Irish Broadband uses proprietary Internet technology to deliver broadband services over the air. Because the company builds and maintains its own network, customers can avail of their broadband services even if they do not have a phone line.

All that is required is line-of-sight visibility to one of the company's 'high-sites'. Unlike DSL alternatives, wireless broadband installation is unobtrusive and does not require disruption to customers' homes, premises or equipment.

**(Ends)**

Issued on behalf of Irish Broadband by Heneghan PR

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### **About Irish Broadband:**

Irish Broadband obtained a telecommunications licence from the Office of the Director of Telecommunications (ComReg) in July 2002 and began customer connections in August 2002. In November 2003, Irish Broadband was awarded seven licences by ComReg in the 3.5GHz band to provide fixed wireless access in Dublin, Cork, Limerick, Galway, Waterford, Drogheda and Dundalk. In June 2004, Irish Broadband was awarded a further six licences in respect of Athlone, Arklow, Ennis, Kilkenny, Letterkenny, Newbridge, Portlaoise, Wexford and Carlow.

For more information, visit [www.irishbroadband.ie](http://www.irishbroadband.ie)