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## **Irish Broadband makes significant gains on Eircom Market Share**

Irish Broadband is officially the most popular internet service provider in Ireland, after Eircom, according to ComReg's ICT Consumer Survey for Q4 2007, which was released last week.

The trends survey into Ireland's telecoms usage indicates that Irish Broadband ranks second only to Eircom in terms of residential share, having cornered 8% of the home market. Irish Broadband has doubled its market share over the past year and now accounts for 17% of the Dublin market. Conversely, Eircom dropped 21% residential market share over the same period.

Commenting on the findings, Iris Daly, Marketing Manager of Irish Broadband said:

"When Irish Broadband was launched six years ago, the sector was dominated by the incumbent Eircom. We are delighted that we are now the second largest internet provider in the country in terms of home usage. We have doubled our market share over the past year and we are succeeding in our aim of delivering what Irish customers really want – easy, high speed broadband access at a great price".

Irish Broadband currently services over 50,000 residential and business customers nationwide.

The ICT Consumer Survey for Q4 2007 was conducted by Millard Brown IMS between 23<sup>rd</sup> October and the 6<sup>th</sup> November 2007.

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