

Press Release



Home & Away the Top Show for Students Skipping Lectures

UPC launches Ultimate Student Saver Package

Ireland, 27 September 2010 - UPC, Ireland's leading broadband and Digital TV provider carried out an online survey of third level students to find out how important broadband and TV are to student life.

The survey of 250 students from a range of third level colleges around the country revealed that 75% of students had skipped lectures to watch daytime TV and Aussie soap Home & Away was the most popular show to miss lectures for with 46% tuning in to Summer Bay instead of attending a lecture.

But there is no need to worry as 40% of students skipped a lecture just once a week to watch TV. Facebook is the most popular social media site with 95% of students active on Facebook. YouTube was the second most popular social media site with 61% of students regularly watching videos on the site. 45% of the students polled spent between 6-10hrs a week on social media sites.

All students must be conscious of getting a bargain and making ends meet. 34% of students said they would turn to their parents for help to pay the rent while 21% said they would not go out with the friends for a month to make sure the rent money was paid. Only 2% said they would give up their TV subscription and just 7% said they would give up their broadband.

In light of the financial strain being put on students and their parents, UPC Ireland has launched its ultimate student saver package. Aimed at budget conscious students the package starts from as little as €54.75 per month and includes free TV and broadband for the summer months so no bills from May – August saving you over €219 a year across our standard packs.

The package includes 15Mb broadband as well as UPC's Digital+ TV which has 92 TV and radio channels and gives you the power to pause, rewind and record live TV. So now you can update your Facebook, record that all important episode of Home and Away without missing a lecture or even download notes without breaking the bank.

Rhona Bradshaw, Head of Marketing of UPC, commented, “We understand that it is getting harder for students to make their budget stretch but broadband and TV are two services that most students just can’t do without these days. Our latest offer allows students to get the best broadband and digital TV services available for a full year while only paying for 8 months.”

The Student Value package includes 15Mb broadband

UPC Student Package Offer

- New Students - Sign up for TV and Broadband for 12 Months and get Summer months for free
- Existing Students on 2009 Offer – Sign up for TV service for 12 months and get Summer months of both TV & Broadband services free (May, June, July, August)

To avail of the offer please quote the promotional code: 'SO2010-Student Offer' to a member of UPC’s sales team - t: 1890 918 444

Offer is valid until 08.10.2010.

UPC Student TV & Broadband Offers

On Standard Packs	Student Value	Student Select Extra	Student Max
Price Per Month	€54.75	€64.00	€65.75
Television	Digital Value 92 Channels	Digital Select Extra 131 Channels	Digital Max 154 Channels
Broadband	15Mb	15Mb	15Mb
Free Wireless Router	✓	✓	✓
Saving Per Year	€219	€256	€263

UPC Student Broadband Only Offers

On Standard Packs	Student Fibre Power 8Mb Broadband	Student Fibre Power 15Mb Broadband	Student Fibre Power 30Mb Broadband
Price Per Month	€32.75	€39.75	€49.75
Broadband	8Mb	15Mb	30Mb
Free Wireless Router	-	✓	✓
Saving Per Year	€131	€159	€199

Terms & Conditions

- TV and Broadband for 12 Months and get Summer months for free (May, June, July, August)
- Billing to resume in September where relevant.
- Subject to Offer Code Verification
- Discount period inclusive of Broadband Standalone Charge where relevant
- TV offer applies to TV subscription includes Digital+ – HD or premium services will not be free for Summer months
- Standard cancellation fees apply for in contract cancellation.

Survey Results & Stats

This survey was conducted online with 250 respondents. The respondents came from the following colleges; UCD, DCU, TCD, UCC, NUIG, GCD, QUB, UL, Mary Immaculate, various Institutes of Technology.

SEX

Male	37%
Female	63%

AGE

18-25	71%
26-34	21%
35-44	6%
45+	1%

SKIPPED LECTURES TO WATCH DAY - TIME TV

Yes	75%
No	25%

HOW MANY TIMES A WEEK WOULD YOU SKIP A LECTURE TO WATCH TV

Once a week	40%
Twice a week	17%
3 times a week	14%
4 or more times	5%
Never	24.6%

FAVOURITE SHOWS TO SKIP A LECTURE FOR

Home and Away	46%
Friends	31%
Oprah	29%
Scrubs	22%
Neighbours	19%
Jeremy Kyle Show	17%

WEEKLY SOCIAL MEDIA USAGE

15hrs	34%
6-10hrs	45%
11-15hrs	13%
16-20hrs	3%
20+hrs	5%

SOCIAL MEDIA SITES

Facebook	95%
Bebo	3%
Twitter	37%
YouTube	61%
Linkedin	11%
Myspace	2%

WHAT IS THE MAIN STAPLE OF YOUR DIET (Top Answers)

Pasta	42%
Cups of Tea	23%
Beans	7%
Rice	5%
Breakfast Rolls	5%

WHAT WOULD YOU DO TO GET MONEY TO PAY RENT

Ask parents	34%
Not go out with friends	21%
Get a job or take 2 nd job	19%
Eat only beans	16%
Give up broadband	7%
Give up TV	2%