



# UPC creates 50 new jobs

**Announces an additional investment in its Fibre Power Network of almost €80m**

**Ireland, 29th July 2011** – Dana Strong, the newly appointed CEO of home entertainment and communications company UPC, today announced that the company is to create 50 new jobs over the coming weeks. The company also announced almost €80m of further investment in its Fibre Power network to extend the reach of its digital TV, phone and ultra fast broadband services to communities across its footprint in Ireland.

UPC, having invested over €400m to date in its Fibre Power network, provides entertainment and communication services in cities and regional towns and currently has over 826,000 service subscriptions in Ireland. Recently UPC announced that 99% of its broadband customers will be upgraded to speeds of 20Mb or more by September. The company employs 845 people in Ireland and the additional 50 new jobs being created today will range from customer service and sales to management and administrative roles which will support the company during its growth phase.

UPC CEO, Dana Strong commented, *“We’re experiencing an increase in demand for our services right across the group from both residential and business customers. To support the growth of our business operations it is necessary to increase resources to match consumer demand. We are delighted to make this announcement and be in the privileged position to create employment in such a dynamic sector.*

*“We see great potential for growth in the Irish digital sector and UPC will endeavour to deliver better services at lower costs to drive the sector forward.”*

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## **About UPC**

To date, UPC has invested over €400 million in upgrading its infrastructure to a Fibre Power network in Ireland and the recent introduction of the Docsis 3.0 technology has enabled UPC to roll out unprecedented broadband speeds to over 500,000 homes across the country. The introduction of 25Mb as the standard entry level speed for customers marked the opening of a new chapter in delivery of high-speed broadband services in Ireland. The 25Mb product is currently triple the industry standard entry level offered by other ISPs in Ireland.

## **FOR FURTHER INFORMATION:**

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## **About UPC Fibre Power**

UPC broadband is made available using the next generation cable broadband standard Docsis 3.0. Docsis 3.0 allows ultra fast speed communications over the existing HFC (hybrid fibre-coaxial) cable

networks, up to five times faster than ADSL's theoretical maximum. UPC's ability to offer higher speeds and services such as HD and Video on Demand is underpinned by the capability of its hybrid fibre coaxial network. UPC has now completed the Fibre Power upgrade to ½ million homes, typically bringing fibre to within 300 metres of the customer's home.

**UPC Ireland** is the leading cable television operator providing video, broadband internet and digital (VoIP) telephony services in Ireland. UPC offers more than half a million customers in Ireland access to the world of television, including 385,900 who have switched to digital television. UPC has 214,900 broadband subscribers and 108,900 digital telephone subscribers (as of 31 March 2011). The company is driven by its vision that this amazing but often complex digital world should be for everyone. UPC Ireland is a subsidiary of Liberty Global, Inc., the leading international cable operator with 18 million customers across 14 countries. For more information, please visit [www.upc.ie](http://www.upc.ie)