

Press Release



UPC invests over 1/3rd of a billion euro in Ireland

Unveils plans for 100Mbps as a direct results of investment

Ireland, 04 May 2010 – Today, UPC officially launches in Ireland bringing its global experience and scale to the home entertainment and broadband market. Over the past four years, UPC has invested over 1/3rd of a billion euros to deliver a next generation fibre power network. This state of art network now provides access to future proof Fibrepower products to over 1/3rd of all homes in Ireland. To mark our evolution into this new company UPC is pleased to announce the launch of its new 100Mb Fibrepower Broadband service.

Communications Minister Eamon Ryan welcomed the announcement and said:

“The speeds of broadband that we are beginning to see in Ireland are evidence that the Government’s policy of competition in the market is working. Today’s ambitious investment plans of which will serve to boost the consumer-experience, delivering faster, more effective products.

We have made great strides in broadband penetration, speeds and cost in recent years. Investment by providers is essential to continue this trend of consistent improvement.”

Robert Dunn, CEO of UPC Ireland added:

“High speed broadband delivered as part of the fibre upgrade is demonstrating the power of cable to deliver advanced services to the Irish market. Broadband take up is significantly higher in markets where cable is challenging the incumbent through aggressive investment and delivery of ultra fast fibre speed broadband.

“Broadband access is increasingly the customer battleground in the telecommunications market. Markets with multiple players backed by the right investment will trigger competition and allow consumers to enjoy a wide plethora of choice and stimulate rapid innovation.

“Given the rapidly changing market, the position adopted by the regulator, government and market participants is critical to ensure a vibrant consumer market develops in Ireland. We are leading the

way with our shareholder led investment program. UPC will lead the market further by introducing a 100Mbps residential service using the latest DOSCIS 3.0 modem.

“We’re changing the parameters for consumers who want to experience ultra fast broadband, speeds familiar to many of our European counterparts. These types of products are central to a digital economy and are ‘must have’ items for foreign investors looking to enter the Irish economy.

“UPC is meeting consumer demand whilst shaping the pace of Next Generation Competition with access to the latest, world-class telecommunications services at prices that are fair and equitable.”

About UPC

UPC is the European division of Liberty Global, Inc., the world’s leading international cable operator. UPC brings television, broadband internet and telephone services to approximately 13 million customers throughout 10 European countries. The company is driven by its vision that 'this amazing but often complex digital world should be for everyone'. UPC's employees in Ireland strive to make this happen by bringing simplicity and a real human touch to everything they do. For more information on UPC Ireland, please visit www.upc.ie