

# Press Release



## **UPC introducing an unprecedented broadband package of 20Mb for just €40 a month in Ireland**

***New UPC service will be FASTEST and BEST VALUE broadband speed available and will improve Ireland's position by 15 places in the OECD Fastest Broadband Speed League***

**Dublin, June 26, 2008** - UPC, parent company of cable operators Chorus ntl, has today announced that it is introducing radically higher broadband speeds of **20Mb** for Irish customers. This will be the fastest and best value broadband service available in the Irish marketplace and will propel Ireland from 25<sup>th</sup> to 10<sup>th</sup> place on the OECD broadband speed league.\*

UPC will roll out the new 20Mb broadband service from **July 1** to over 422,000 broadband enabled homes in areas such as **Dublin, Galway, Waterford, Limerick, Cork** and all other major cabled towns. The new 20Mb broadband service has been introduced by UPC to meet the increasing demand for higher speeds to support on-line applications such as video streaming and the sharing of multimedia files such as photos, films and games.

UPC is offering 20Mb broadband for **just €40 a month**, making it the best value offering in Ireland. This is 8Mb quicker and substantially cheaper than the nearest equivalent service provided by Eircom, who can currently only offer a top speed of 12Mb to business customers for the significant sum of €204.49 per month.

**Mark Coan, marketing and sales director with UPC**, says UPC will be the only provider of an affordable widely available 20Mb broadband service in Ireland:

“There is a clear appetite for affordable high speed broadband in Ireland and UPC is delighted to now be in a position to offer a 20Mb service to our customers. Applications such as Youtube, iTunes and video streaming are now all part of the fabric of how we use the internet. To support

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the activity that consumers are using the internet for today the telecommunications industry collectively needs to raise the bar in relation to broadband speed.”

“From July, all new UPC customers who sign up for our €40 service will receive a market leading downstream of 20Mb. Customers who sign up for our €30 product will get 10Mb and for €20 will get 3Mb. Our commitment to deliver real broadband isn't just about downstream speed, our upstream for the 20Mb tier will be 1.5Mb and we are removing our download caps on both the 10Mb and 20Mb services. This gives the improved UPC Broadband offering clear advantages right across the board.”

“UPC is committed to using our next generation cable infrastructure to offer a compelling alternative to DSL providers and deliver speeds comparable to the best in Europe and we are delighted to say that this is now a reality in Ireland. In addition, the continuation of our network upgrade means that we will be able to expand the availability of these amazing speeds to well over half a million Irish homes by the end of the year.”

UPC is the second largest consumer broadband provider in Ireland with over 86,000 subscribers. This base is growing rapidly and has grown by over one third in the last year. UPC operates across 10 European countries and reported at March 31, 2008 that it had over 5.6 million broadband internet subscribers.

UPC		
Speed Down	Speed Up	Price
3Mb	256Kb	€20.00
10Mb	1Mb	€30.00
20Mb	1.5Mb	€40.00

eircom			
Speed Down	Speed Up	Price	Price with line rental
1Mb	128Kb	€24.99	€50.35
3Mb*	384Kb	€29.99	€55.35
7.6Mb*	672Kb	€48.40	€73.76

\*Eircom residential packages announced speed increases for customers in January 2008 which were due to be implemented in June 2008 .

*\*Figures take from "OECD 2008 – Report on Broadband Growth and Policies in OECD Countries , figure 17 "*