
txtNation factoids – Country Specific Data

Regulator

Comreg (Commission for Communications Regulation).

Website: www.comreg.ie

All PRS providers must be licensed and some services specifically authorised. You can obtain a licence application form from our support portal, or your account manager.

Market Shares:

Total Population	4,234,925
Mobile Subscribers	5,357,000
Penetration Rate	126.5%
Average Income (USD)	\$35,000.00
PPP (OECD)	1.02
PPP for Individual Consumption	35,696.50

Market Shares:

Network	Subscribers	(%)
Vodafone	2,265,000	42.3%
O2	1,697,000	31.7%
Meteor	1,097,000	20.5%
3	298,000	5.6%

Content Restrictions:

Adult content is possible with the activation of an adult short code.

Available Tariffs:

€0.20, €0.50, €1.00, €1.50, €2.00, €2.50, €5.00 or €10.00 (Multi-tariff codes not available).

Available Billing Type(s):

Mobile Terminating or Mobile Originating.

Services Requiring Regulator Approval:

Chatline Services
 Services for Charitable or Non-profit Organisations
 Sexual Entertainment Services
 Subscription Services
 Quiz Television Services



Application Fee(s):

General PRS Application Fee: €100

Annual PRS Licence Fee: €100

Any other associated charges:

ComReg Levy of 1.8% deducted from operator revenue share.

Vodafone requires a minimum of €1000 monthly traffic each month, per code.

Meteor requires a minimum of €100 monthly traffic each month, per code.

€0.02 charge per MO on Meteor MT billed codes.

Premium WAP Push:

Possible, please speak with your account manager.

Pay-for-product Multi-Billing:

Within reason, this is possible. We recommend keeping to a maximum of four times the billable line value. E.g. 57777, a €1.50 line should bill a maximum of €6.00.