



# Broadband and housing construction: Understanding the opportunity

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Rialtas na hÉireann  
Government of Ireland

## Harnessing Digital

### The Digital Ireland Framework



# Policy: The Digital Ireland Framework

## Highlights:

- *All* Irish households and businesses covered by Gigabit network by 2028
- 90% of services to be consumed online by 2030
- 75% enterprise take-up in Cloud, AI and Big Data
- 90% of SMEs utilising digital technologies by 2030
- 20% of all public sector employees remote working
- Digital connectivity for all schools by 2023

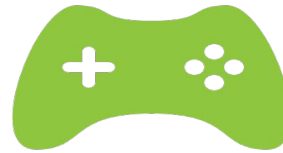
# The Context: Growth of Connected Living



COVID accelerated trends that were happening



WFH, online shopping, increased access to digital public services



Video streaming services and gaming



Smart Homes

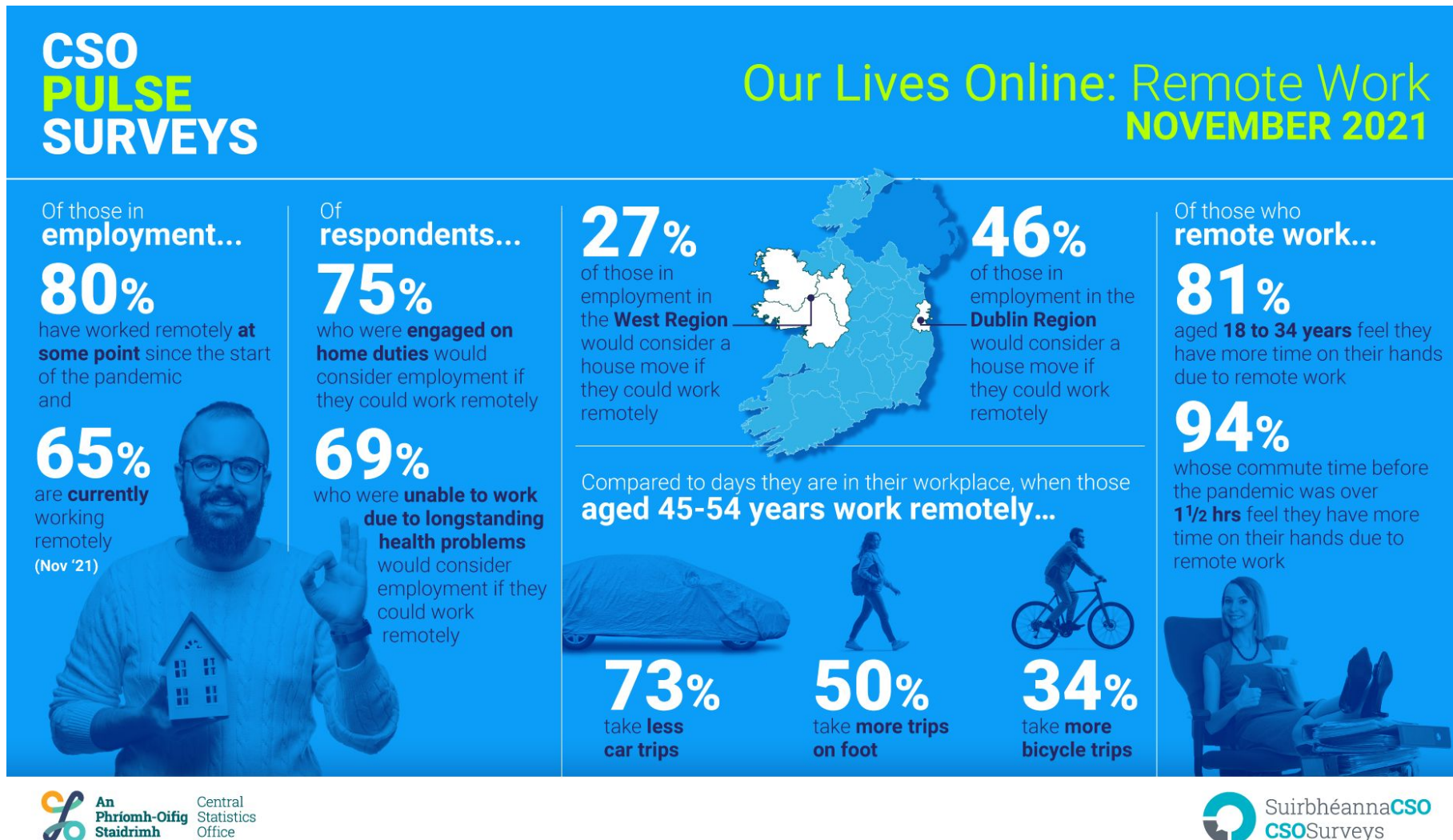


15-minute communities

FOUNDATION IS HIGH QUALITY BROADBAND



# Remote working - CSO data



# SIRO Smart Homes: Consumer Research 2022

## Key findings

- **Knowledge of smart homes:** Two-out-of-three respondents informed about smart homes
- 35–44-year olds' most knowledgeable
- **Smart devices:** 67% have smart TVs, half have virtual assistants (Amazon Alexa, etc.), only 13% have none
- **Features of ideal home:** Access to high-quality broadband is the most important factor for under 35s
- **Demand for broadband:** 84% believe all new homes should have high speed broadband (pre-installed)

Proprietary & Confidential

## SIRO Smart Homes Consumer Research

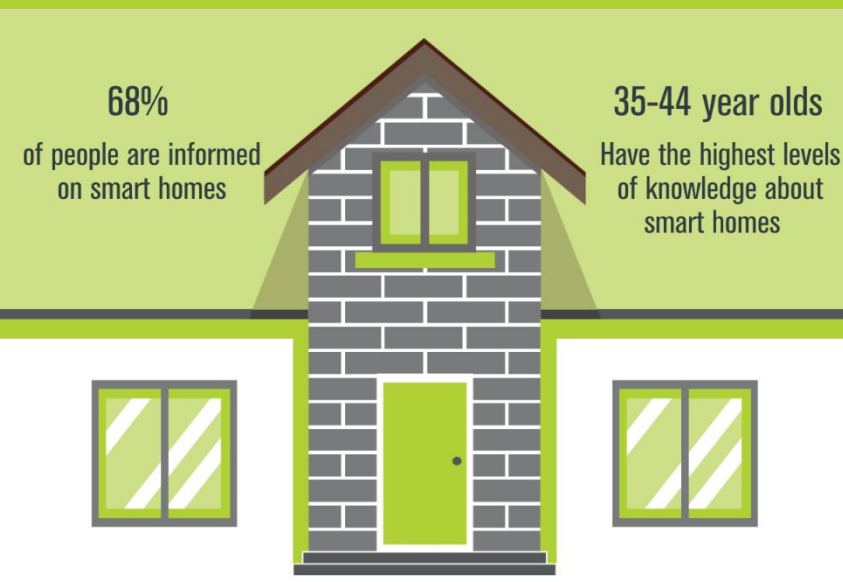
### Benefits of Smart Homes

- 63% environmental and energy saving
- 57% convenience
- 54% financial saving



### Benefits by Age

- Over 55s most aware of environmental & energy saving benefits
- Under 35s view convenience as most important
- 35-45s value financial savings most



### Smart Devices in Irish Homes

67% Smart TVs    49% Virtual Assistants    13% None

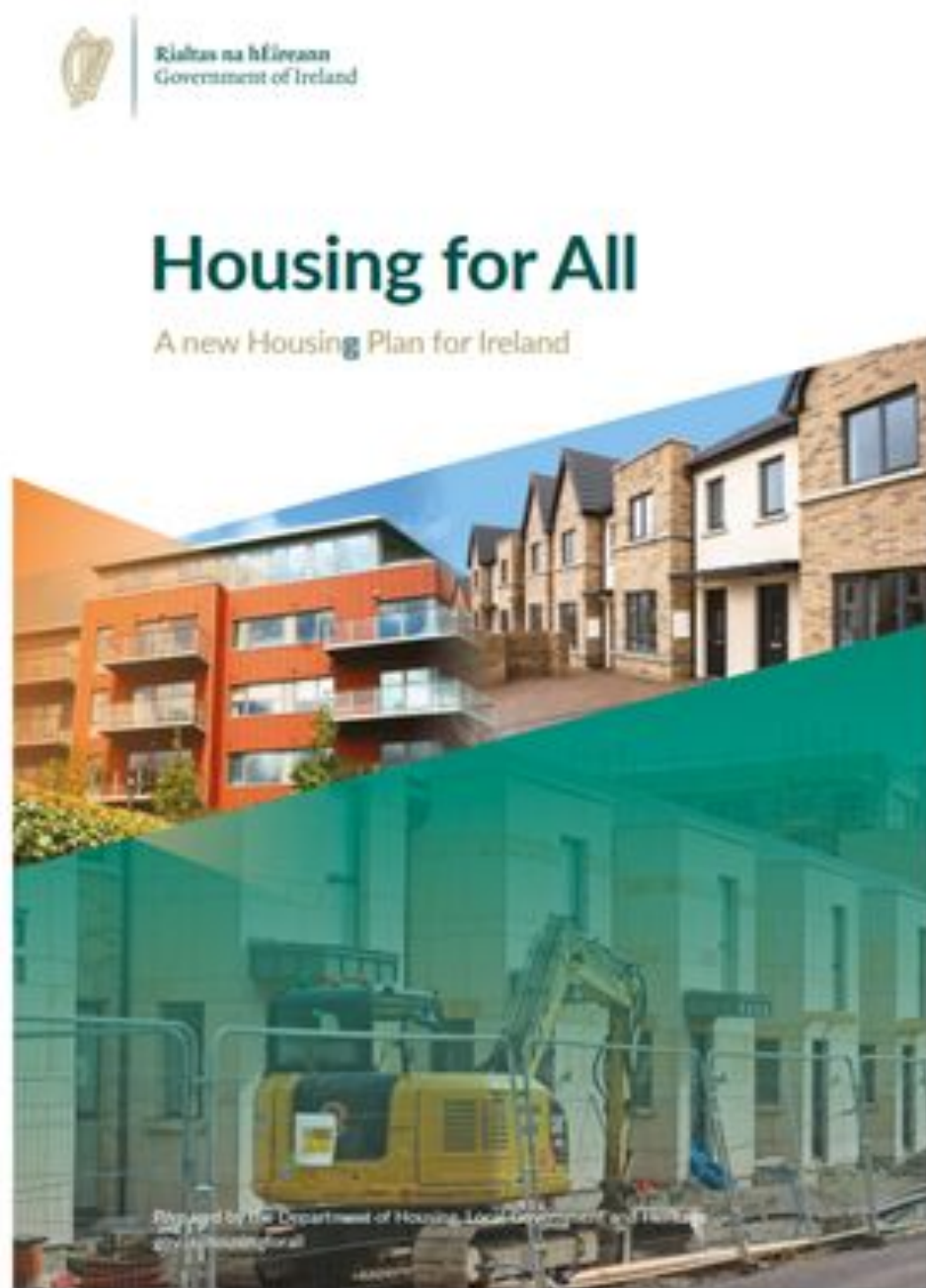
### Access to High-Quality Broadband

is the most important factor for under 35s

### 84%

Support making it mandatory for all new homes to have access to high quality broadband

Research conducted by Amárach Research, surveyed 1,585 people in Ireland at the end of January 2022. Amárach Research undertook this piece of research among a nationally representative sample of respondents (age, gender, region and social class) on awareness of and attitudes to Smart Homes.



## Policy Objective

On broadband and remote working:

*“there is a real opportunity to increase residential development in cities and town centres, with a consequent emphasis on amenities and quality of life”.*



# SIRO 100% Fibre Optic Broadband



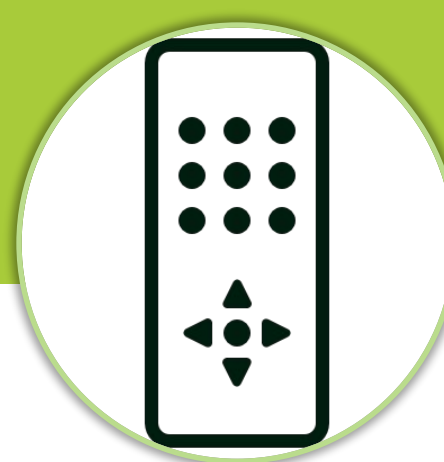
## Gigabit Speed

- SIRO guarantees the fastest broadband speeds now (up to 2Gb) and into the future (10Gb and beyond)



## Reliability

- SIRO's network is built on the ESB Network ensuring reliability, quality, and trust.
- A SIRO connection doesn't require additional footpath space, as our cables sit physically inside ESB ducts



## Multiple Devices

- SIRO's broadband enables working from home, video streaming, online shopping and education
- Our broadband enables you to connect multiple devices at once

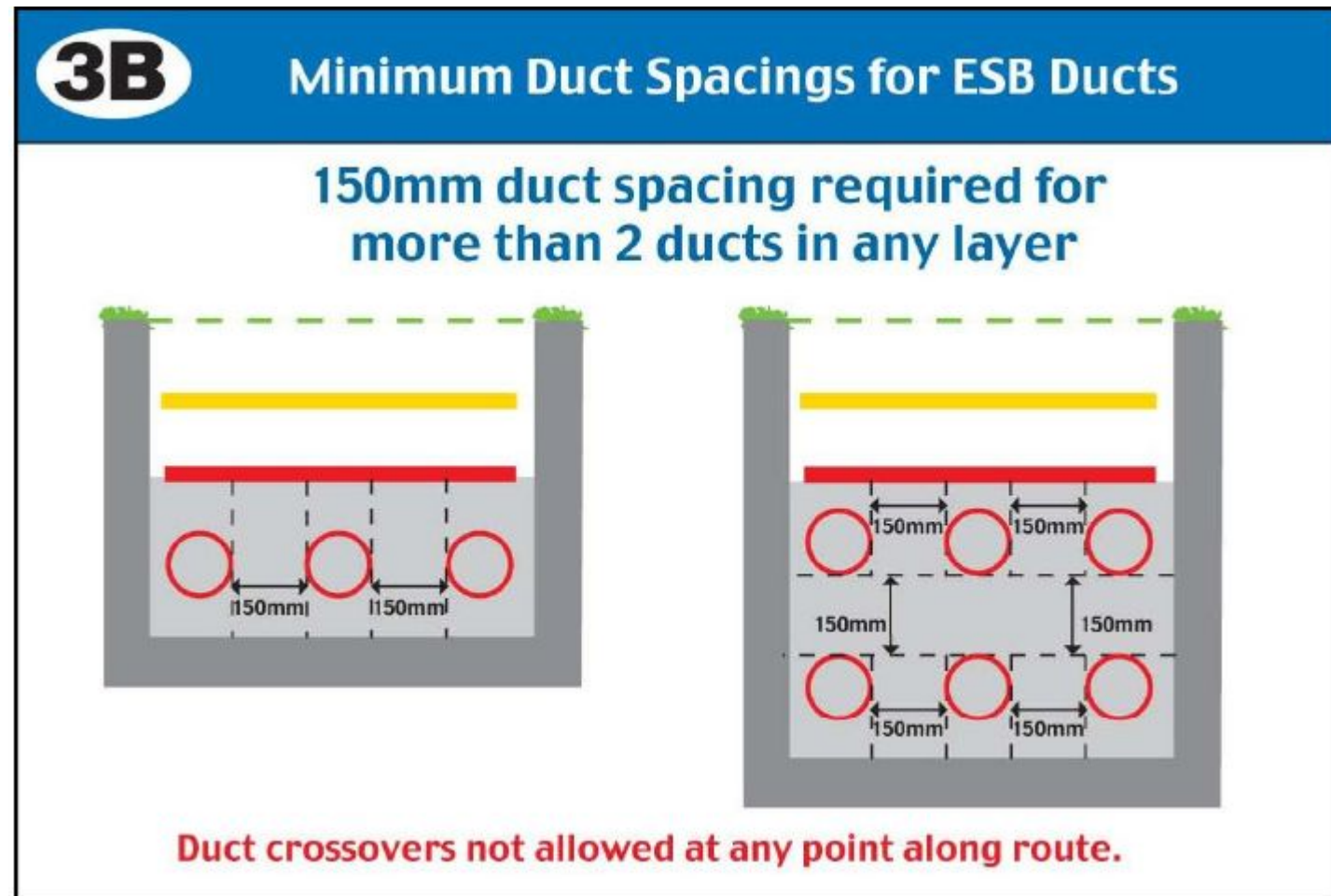


## Future Proofed

- Our data demands are growing and SIRO's network is future-proofed to meet these demands for decades to come
- Our network is sustainable and eco-friendly

# Designed for developers

- SIRO cables sit physically inside ESB red ducts
- No additional space required in the footways
- Enabling connectivity with no noise or fuss at construction stage





# About SIRO





# Thank you.

Contact us: [new.devs@siro.ie](mailto:new.devs@siro.ie)

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