

# shared access<sup>SM</sup> CONNECTING IRELAND

## Keane Lends his Support A GREAT RESULT — FOR LOCAL FOOTBALL



Chris Jackman, CEO, Shared Access with Republic of Ireland captain Robbie Keane and Football Association of Ireland CEO John Delaney.

**R**epublic of Ireland captain Robbie Keane has lent his support to an innovative telecoms partnership between Shared Access, a leading US telecoms infrastructure provider, and the Football Association of Ireland (FAI), which will see Shared Access provide funding for floodlights to local clubs in return for the ability to erect telecoms structures. Keane sees it as a huge opportunity for clubs such as his own in Fettercairn, Tallaght, Co. Dublin, saying "Clubs will benefit from lights and improved training facilities and better facilities means greater opportunities for players to go much further in football. I hope that the mobile operators will get

behind the scheme and back their customers at the clubs."

Soccer clubs throughout the country will be eligible to take part in the initiative which could extend to up to 500 local football clubs throughout Ireland, with a minimum investment by Shared Access of €30million, will result in world class shared telecoms resources being located in urban and rural areas around the country. In a deal facilitated by the FAI, Shared Access will pay for and erect floodlights for local football clubs. These floodlights will house state-

## to Shared Access Scheme CLUBS AND BROADBAND PENETRATION

country will benefit from this excellent scheme. Though broadband penetration has trebled in the past 3 years, we will take every opportunity to continue this pace of progress. Broadband provision is central to our economic recovery.

Competition for public funding means that innovative private investments, such as this one by Shared Access, are even more significant and

beneficial. The overwhelming response from local communities is very encouraging. I commend Shared Access and the FAI on this partnership, which is both mutually beneficial and will reap wider benefits for the country. I would urge various operators to share their resources, bringing less waste, greater efficiencies and better results all round."

**Chris Jackman, CEO, Shared Access said of the scheme:** "This is an innovative initiative which allows Shared Access to significantly enhance Ireland's telecoms infrastructure. Our management team's experience in delivering shared telecoms infrastructure in both the U.S. and Europe is extensive and we are now positioned to bring the benefit of that experience to Ireland. We are also clearly delighted to be able to help football clubs throughout Ireland as part of the deal. We are working with the FAI in local

communities to offer schoolboy and junior football clubs funding for lighting, telecom, power and fibre connections."

**John Delaney, CEO, Football Association of Ireland said:** "This represents a step change in facilities for participating local clubs, enabling them to train and play under lights in the dark winter months, providing significant investment for the football clubs at the heart of local communities. We are delighted to be working with Shared Access on this unique scheme."

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of-the-art wireless antennas and where available fibre connections, enabling significantly enhanced broadband penetration and mobile phone coverage in the locality. To date 400 local clubs have applied for the scheme and it is expected that this figure will reach over 500 by end 2010.

**Minister for Communications, Energy and Natural Resources Eamon Ryan recently launched the scheme said at the launch:** "The partnership represents the best of collaborations. It will bring better broadband and mobile coverage to areas across the country while lighting sporting fixtures. This is shared infrastructure at its best. The

