

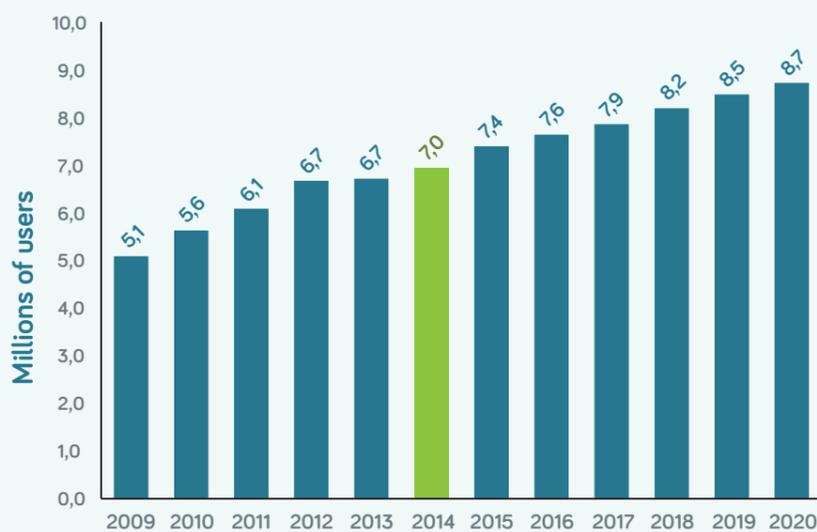
DIGITAL ECONOMY STUDY IN PORTUGAL 2009-2020

2015 EDITION

The 2015 edition of the Digital Economy Study in Portugal was conducted by IDC for ACEPI and for the DNS.PT Association and included, for the first time, data related with .pt domains.

NUMBER OF PORTUGUESE WEB USERS

The number of Internet users in Portugal has increased about 36% in the past 5 years. Currently, more than 2/3 of the population uses the Internet.



Source: INE & IDC, 2015.
Note: Combined population that used the internet in the past 12 months

NUMBER OF WEB USERS IN PORTUGAL, EU AND THE WORLD

The Internet penetration in Portugal has been approaching to the European average and is expected to reach 86% in 2020.

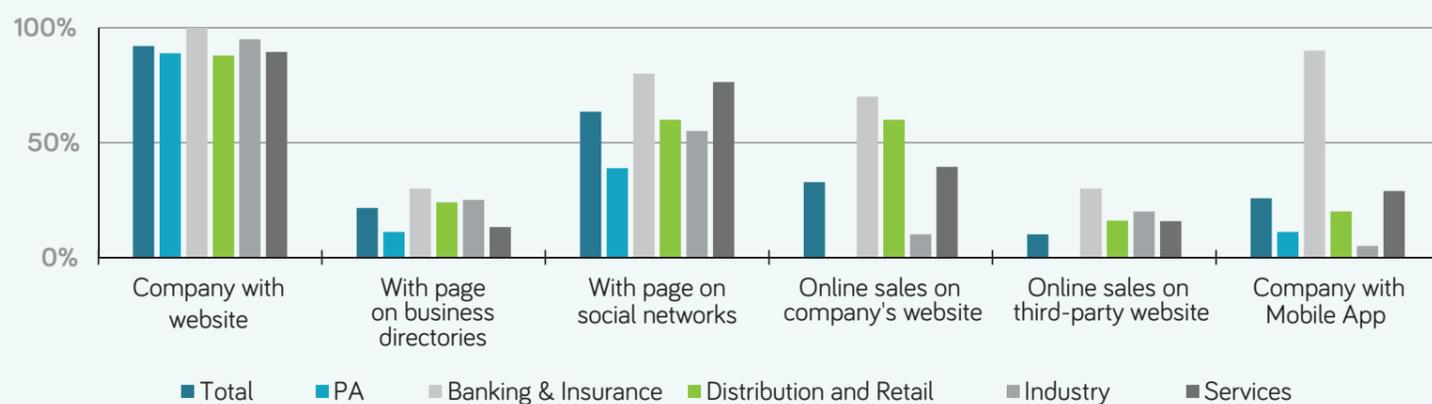


Source: Eurostat, IDC, 2015.

CORPORATE WEB PRESENCE

Only 32% of Portuguese companies have a web presence. From those, more than 90% of the enquired companies have a website. More than 50% of companies that operates in the distribution and retail market claim to have an Online Shop. Of all the companies, 25% have a Mobile App.

Which of the following web presence types apply to your organization? BASE: Companies with web presence



Source: IDC, 2015 (Survey with 467 Portuguese organizations with some web presence)

32% OF COMPANIES HAVE A WEB PRESENCE

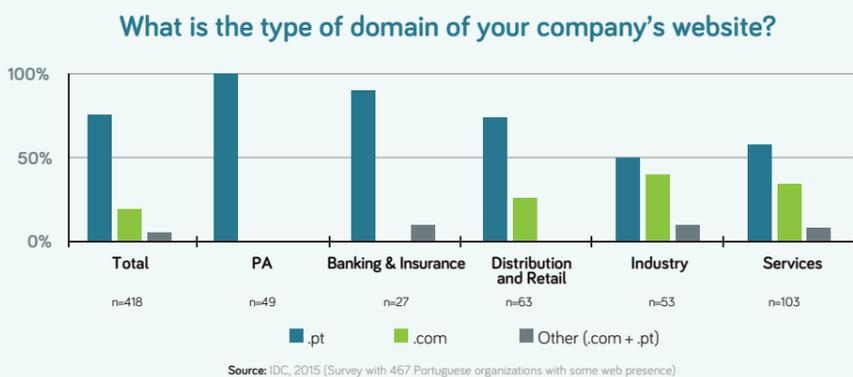


The study universe consisted of 467 Portuguese companies that have some presence on the Internet and 850 Internet users in Portugal.

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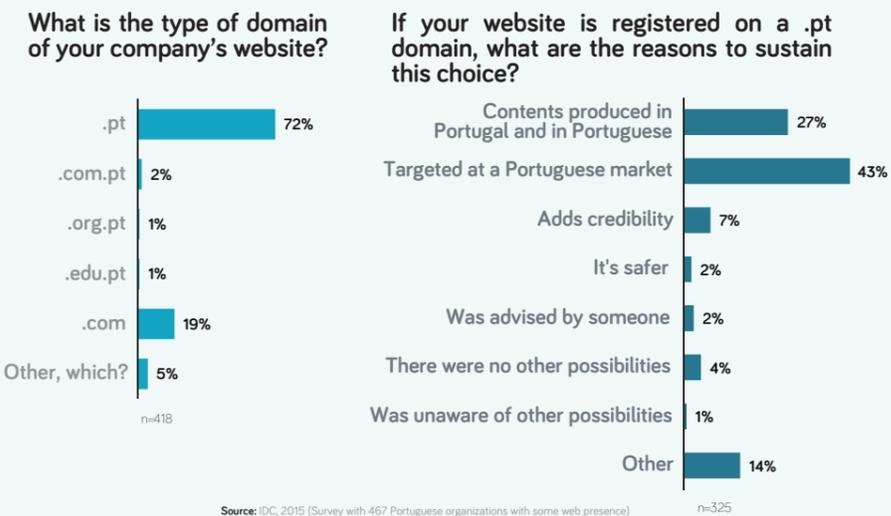
% OF COMPANIES - BY BUSINESS SECTOR - WITH WEBSITES REGISTERED AT .PT AND OTHER TLD

76% of the companies have a .pt domain. The predominance of .com domains in Industry and Services is probably related to a stronger presence of foreign companies.

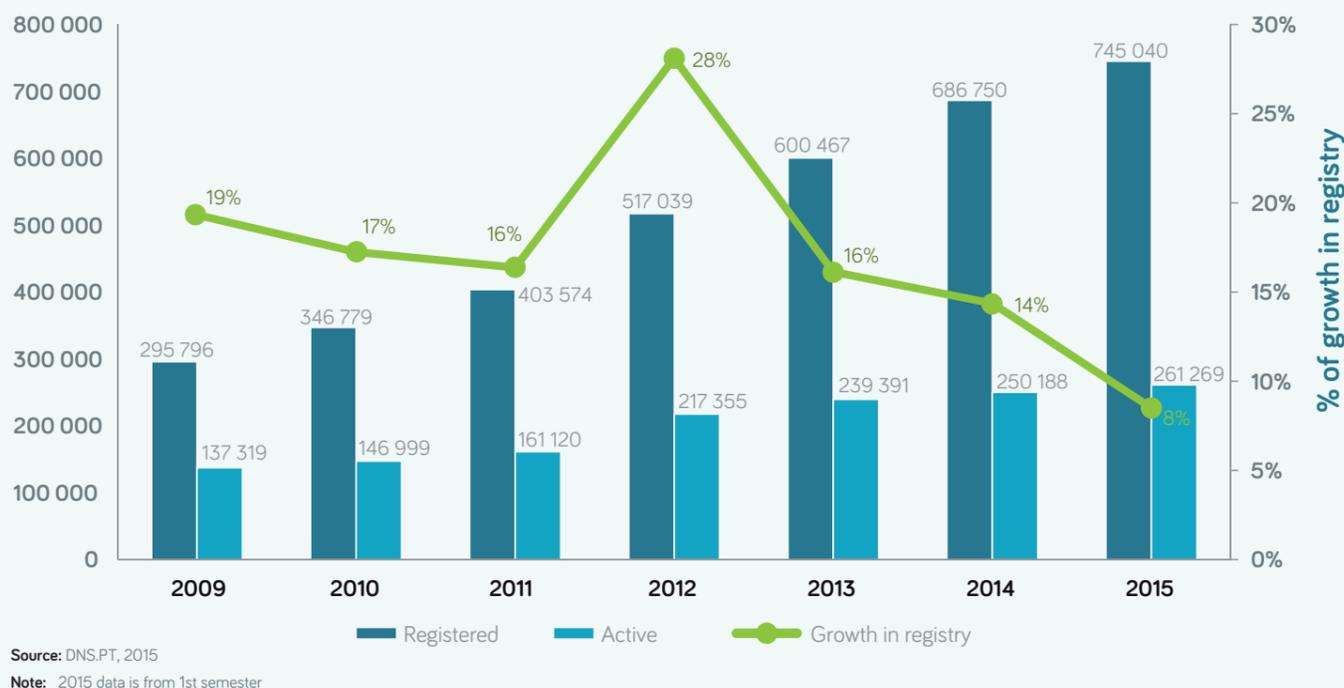


% PERCENTAGE OF COMPANIES THAT USE WEBSITES REGISTERED AT .PT AND THE REASONS WHY

The choice of .pt domains prevails. The reasons for this option are related mainly to the fact that the sites have content in Portuguese and are targeted for the Portuguese market.



NUMBER OF .PT DOMAINS (FIRST HALF OF 2015 DATA)



The Study of the Digital Economy in Portugal has been conducted since 2010 in order to frame the key development indicators of the Digital Economy in Portugal since 2009 till today and to estimate the volume of the Electronic Business in Portugal in main segments and predict future evolution until 2020. The study analyzes the digital economy situation and trends in Portugal in the following areas: Consumer Internet usage; E-commerce; Website domains and Internet business usage; mobility impact in the digital economy; Digital Marketing.

To access the complete study please contact ACEPI - www.acepi.pt