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Information and Knowledge Society

Information and Communication Technologies Usage and e-Commerce in Enterprises 2014

66% ENTERPRISES WITH 10 OR MORE PERSONS EMPLOYED USE A MOBILE BROADBAND CONNECTION TO THE INTERNET

The access to the internet via broadband by the enterprises with 10 or more persons employed increased significantly since the beginning of the decade, reaching a level of 95% in the current year. A strong rise concerning the connection to the internet via mobile broadband is clear (41 percentage points *vis-à-vis* 2010), even the connection through fixed broadband still prevails, currently ensuring the average EU-28 level (90%).

In 2014, 39% enterprises use applications based on internet technology or communication platforms established and maintained by them as a strategy to connect, converse and create content online, with customers, suppliers, or other partners, mainly through social networks.

In 2013, the percentage of Portuguese businesses with 10 or more persons employed that received orders placed for goods or services placed via a website or "apps" reached the average EU-28 level (14%), with a turnover resulting from e-commerce that accounted for 13% of their total turnover.
