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## OUTLOOK 2014



# MAIN TRENDS EXPECTED IN THE TMT SECTOR FOR 2014

The huge penetration of smartphones in Portugal during 2013 will fuel the growth of mobile applications, an area where an increasing number of Portuguese start-up companies are already present.

Partners **Luís Pais Antunes** and **Daniel Reis** and Senior Associate **Marta Costa** see the following trends for the TMT sector in 2014:

■ **2014 will be the year of data protection:**

- **The Data Protection Regulation** will represent the biggest change in data protection in the last 20 years and in 2014 we should have a good idea of the final language of the Regulation and when it will be in force. The Regulation has been in the middle of an enormous lobbying storm (probably the most lobbied legislation ever emerging from the European Union) and its impact on business will be enormous.
- **The Regulation will dramatically increase the fines payable by companies** – between 2% and 5% of annual turnover is currently being discussed.
- **The Regulation will also require the creation of mandatory data protection officers** and compliance teams in all but very small companies.

■ **The impact of the ZON / Optimus merger**, concluded in 2013, will be possible to assess in 2014, possibly causing further consolidation in the electronic communications arena.

■ **The huge penetration of smartphones in Portugal** during 2013 will fuel the growth of mobile applications, an area where an increasing number of Portuguese start-up companies are already present.

■ **Cloud services**, talked about and touted for a few years, will start to make significant sales in 2014.

■ **Mobile payment systems** will also grow and gain market share this year.

■ **Implementation of the Consumer Rights Directive 2011/83/EC** (Portugal missed the 13 December 2013 implementation date) will reinforce harmonization for distance contracts and should help the growth of cross-border e-commerce.



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