

ETDA
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MISSION

SECURITY
STANDARDS
LAW

FOR

QUALITY
OF LIFE

&

ECONOMY
GROWTH



1. QUALITY OF LIFE

- SECURE ONLINE
- e-PAYMENT STANDARD
- e-DOC FOR FACILITATION
- GUIDELINES FOR AUTHENTICATION



2. ECONOMY GROWTH

- PROMOTE SMES & OTOP FOR e-MARKET
- TRUSTMARK ON WEBSITE FOR SECURITY AND PRIVACY PROTECTION
- IT STANDARD FOR BUSINESS PROCESS MANAGEMENT
- e-TRANSACTIONS STATISTIC

INTERNET OF THINGS



DIGITAL LIFESTYLE THAI POPULATION



Internet Users

26 MILLION

Line Users

33 MILLION

Mobile
Subscribers

97 MILLION

Facebook Users

28 MILLION

e-PAYMENT 2014

825

TRILLION BAHT



e-COMMERCE 2014

768,014
MILLION BAHT



DIGITAL ECONOMY WHY DE? GOAL?

INCREASE
THE NATIONAL

GDP BY 1%



INCREASE
THE ACCESS
TO HIGH SPEED
INTERNET
NETWORKS BY

10%

DIGITAL ECONOMY STRUCTURE

LAYER:1

e-Commerce
e-Transaction
e-Government
Internet of Things

e-Health
Services

e-Agriculture
Services

e-Tourist
Services

e-Gov
Services

e-Commerce
Platform

e-Trade
Facilitation

LAYER:2

DE Promotion (Service Infra)
Back-End Apps
Digital Content

Digital Content
• Entertainment
• Advertising
• Marketing
• Educations

e-Payment

Logistic & Fulfillment

Back Office Tool

Critical Service Infra

Soft Infra

Standards Registry

e-Doc exchange

IT Security & e-Authen., Standards, Law

Online
Complaint
& Dispute
Resolution



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**NATIONAL
DIGITAL
ECONOMY
AND SOCIETY
COMMISSION**

LAYER:3

Hard Infra.
Physical (Network)
Logical (Spectrum)

IMT: International Mobile
Telecommunications

TV/Radio
Broadcasting

Radio communication

Satellite

NBTC
(Policy & Regulation)

IMT : the use of 3G and 4G and
Internet connection for communications,
on top of the existing means or Over
The Top Service, such as Line Phone

PRINCIPLES FOR DRIVING DIGITAL ECONOMY AND SOCIETY

PRIVATE
SECTOR

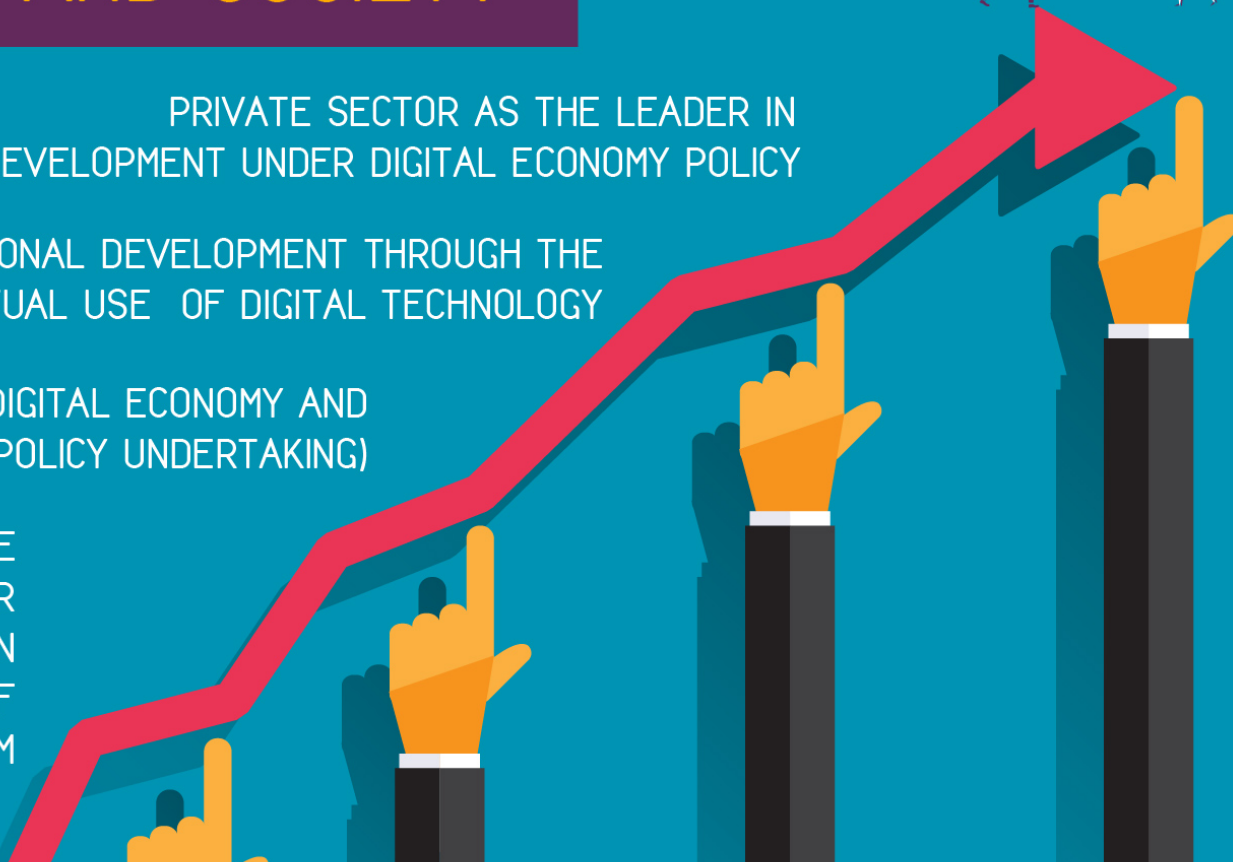


PRIVATE SECTOR AS THE LEADER IN
DEVELOPMENT UNDER DIGITAL ECONOMY POLICY

FRAMEWORK ON NATIONAL DEVELOPMENT THROUGH THE
MUTUAL USE OF DIGITAL TECHNOLOGY

NATIONAL DIGITAL ECONOMY AND
SOCIETY COMMISSION (POLICY UNDERTAKING)

GOVERNMENT'S GOOD GOVERNANCE
AND CYBERSECURITY, CONSUMER
PROTECTION AND DATA PROTECTION
POLICY IN THE OVERSIGHT OF
NATIONAL IT SYSTEM



预览已结束，完整报告链接和二维码如下：

https://www.yunbaogao.cn/report/index/report?reportId=5_4413

