

Broadband Development in Thailand

Prasert Ahiphunya

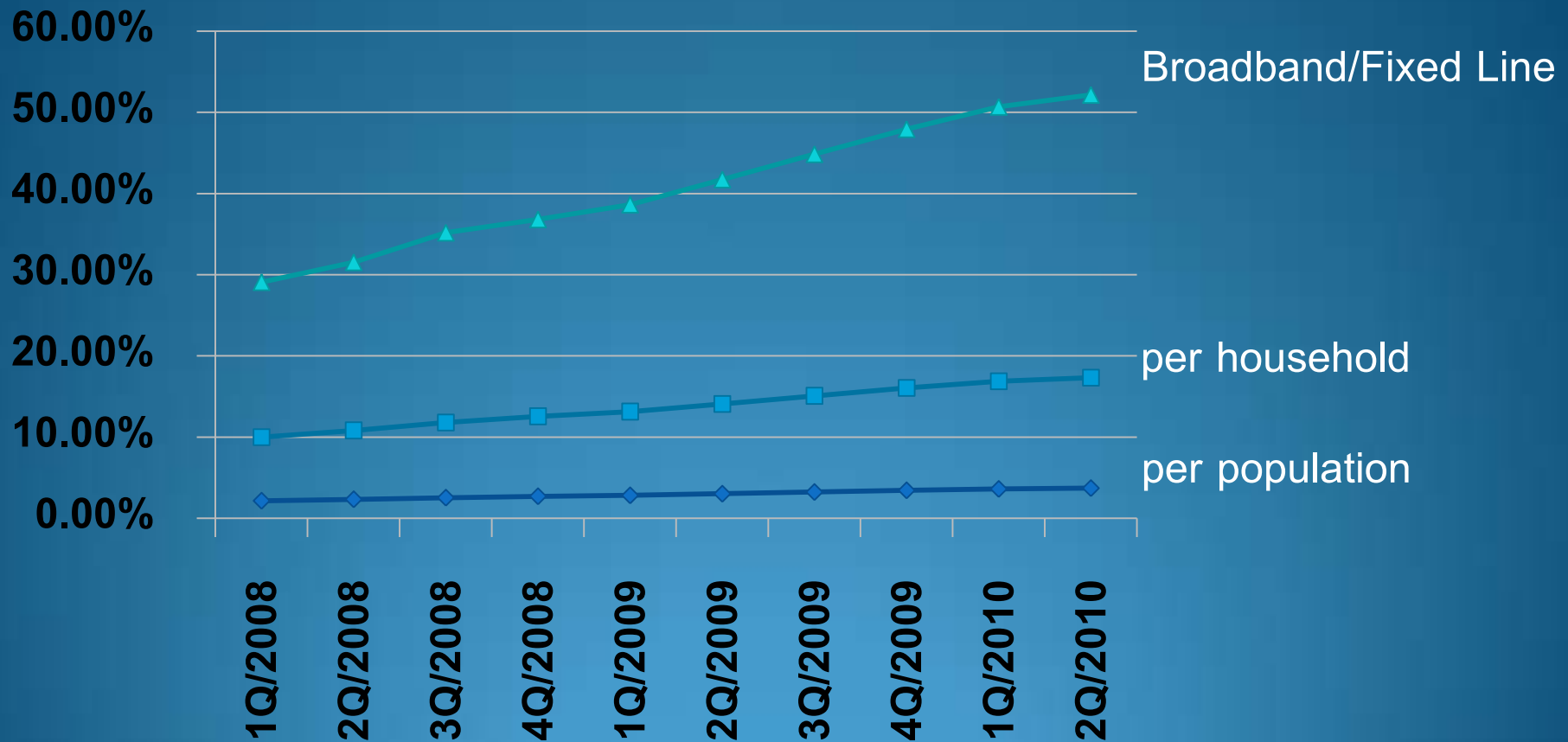
24 November 2010

Agenda

- ❖ Overview of Broadband in Thailand
- ❖ Roles of National Telecommunications Commission (NTC) and Ministry of Information and Communication Technology (MICT)
- ❖ NTC:
 - Telecommunications Business Master Plan No.2:
 - NTC Guidelines on Promoting Broadband
- ❖ MICT
 - National Broadband Policy
 - MOU on Infrastructure and Network Sharing

Overview of Broadband in Thailand

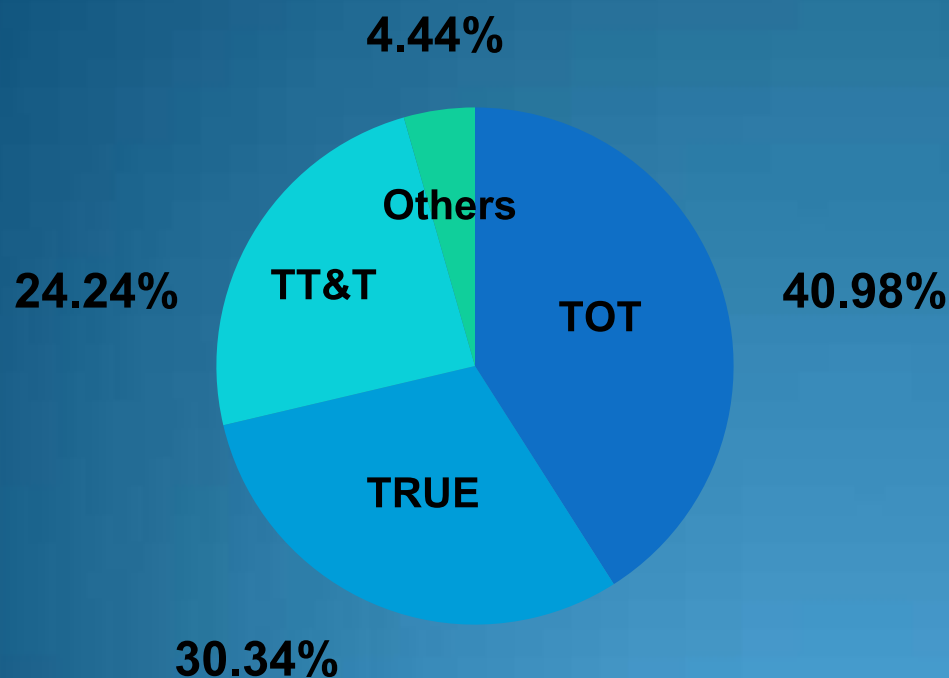
Broadband Penetration (%)



Source: Thai Telecom Industry Database, Policy and Regulatory Development Bureau, NTC

Broadband Subscribers in Thailand by Providers:

Second Quarter, 2010



Source: Thai Telecom Industry Database,
Policy and Regulatory Development Bureau, NTC

Provider	No. of Subscribers	%
TOT	1,014,075	40.98
TRUE	750,792	30.34
TT&T	600,000	24.24
Others	110,000	4.44
Total	2,474,867	100.00

Assessment of the Thai Broadband Market

Summary of Country Rankings in each index

Rank	Competition (High Score = Greater Competition)		Availability (High Score = Greater Availability)		Price (High Score = Lower Price)		Take-up (High Score = Greater Take-up)	
1	Thailand	0.68	The Philippines	0.70	The Philippines	0.92	Malaysia	0.34
2	Vietnam	0.61	Malaysia	0.65	Thailand	0.80	Vietnam	0.15
3	The Philippines	0.49	Vietnam	0.62	Malaysia	0.79	Thailand	0.09
4	Malaysia	0.40	Thailand	0.41	Vietnam	0.50	The Philippines	0.08
5	Indonesia	0.22	Indonesia	0.22	Indonesia	0.02	Indonesia	0.01

Source: Analysys Mason, 2009

Note: 1. Four countries, which have been compared to Thailand, have been chosen based on a consideration of socio-economic and demographic data and all of them (including Thailand) is a member of ASEAN.

2. Each country has been scored with a numerical value between 0 and 1 for each index.

Examples of supply-side barriers being faced by the Thai broadband market

Supply-side Barriers

- ❖ Population density and distribution in Thailand are not conducive to the widespread availability of fixed local access network infrastructure
- ❖ Spectrum for 3G and BWA services has not yet been awarded for other operators/new entrants (except TOT and CAT Telecom) which limits the availability of services using a wireless local access network
- ❖ Difficulty accessing infrastructure useful for telecoms deployment to build new networks

Source: Analysys Mason, 2009

Examples of demand-side barriers being faced by the Thai broadband market

Demand-side Barriers

- ❖ Limited / underserved demand through barriers to accessing services such as lack of coverage / availability and low device (PC) penetration
- ❖ Limited IT literacy and lack of consumer education on awareness of benefits of broadband
- ❖ Lack of public sector services / initiatives and compelling local content

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_8002

