

ASIA-PACIFIC TELECOMMUNITY

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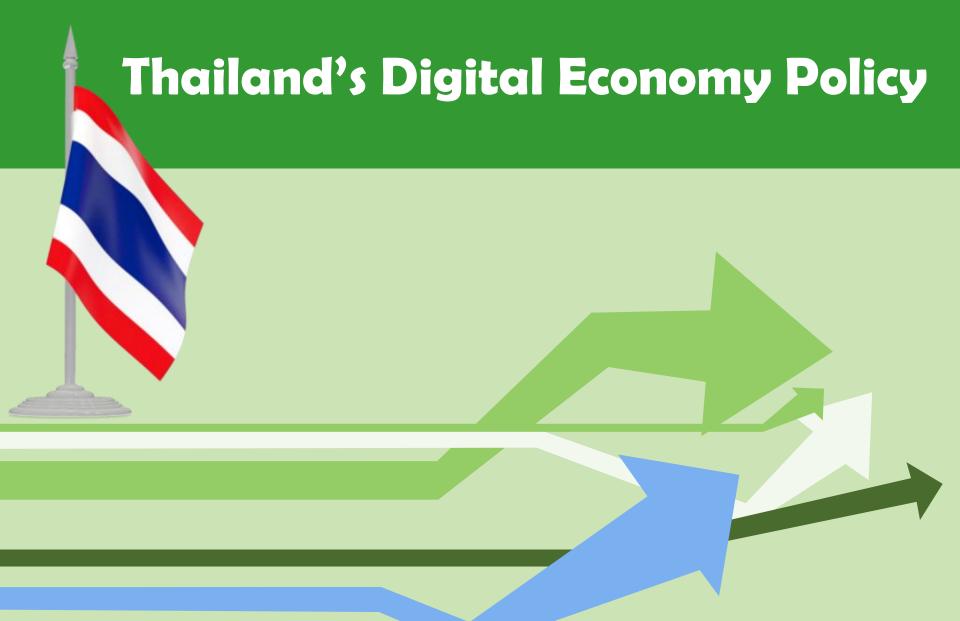
Thailand

Thailand's Digital Economy Policy

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Thailand

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Thailand's ICT Statistics



Digital Thailand Overview

TOTAL **POPULATION**

ACTIVE INTERNET USERS **ACTIVE SOCIAL MEDIA USERS**

MOBILE CONNECTIONS **ACTIVE MOBILE** SOCIAL USERS











64.9 **MILLION**

35.0 **MILLION**

34.0 **MILLION**

97.0 MILLION

vs. POPULATION: 150%

30.0 **MILLION**

URBANISATION: 34%

PENETRATION: 54%

PENETRATION: 52%

PENETRATION: 46%

Source: wearesocial.sg; Latest on March2015



Fixed Line subscribers: 5.51 million, penetration 27.35% per household

Mobile subscribers: 93.62 million,
Mobile penetration rate is 139.25%





Broadband internet subscribers: 5.96 million, penetration 27.35% per household



Thailand's ICT Policy

Timeline of Thailand ICT Policy





11th National Economic and Social Development Plan 2012 - 2016

12th National Economic and Social Development Plan 2017 - 2021



Government agenda on Digital Economy

ICT 2020 Policy Framework 2011 - 2020

2nd ICT Master Plan 2009 - 2013 (Draft) 3rd ICT Master Plan 2014 - 2018

> National Digital Economy Policy and Plan (3 years plan : 2015-2018)



Thailand's Digital Economy Policy

Our definition of Digital Economy

Digital economy is defined as the economy and society in which digital technologies are key enablers to the transformation of such basic activities as manufacturing, trade and services, learning and education, healthcare, public administration, and so on so forth, ultimately leading to job creation, economic growth, and social well-being.

What is Thailand Doing Now?

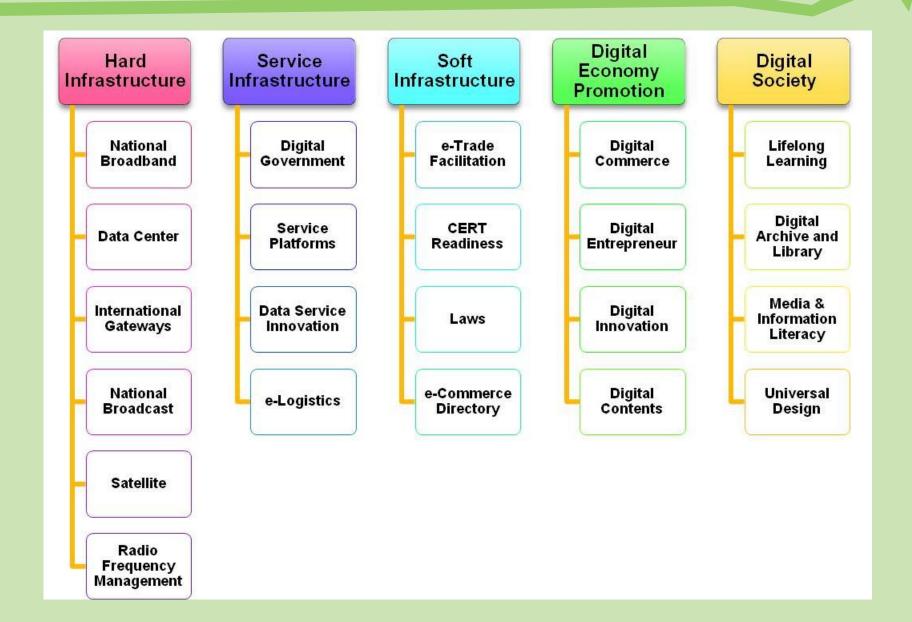
The current government has launched the Digital Economy Initiative with an aim to promote a new so-called digital economy and society by laying a strong digital foundation for the country to move forwards competitively in a modern world without leaving anyone behind.

Today, the government is in the process of reviewing legislation related to the promotion of digital economy and society and expects to establish a national digital economy committee and reform the Ministry of Information and Communication Technology to oversee the implementation of the Digital Economy Initiative by October 2015

Major Goal

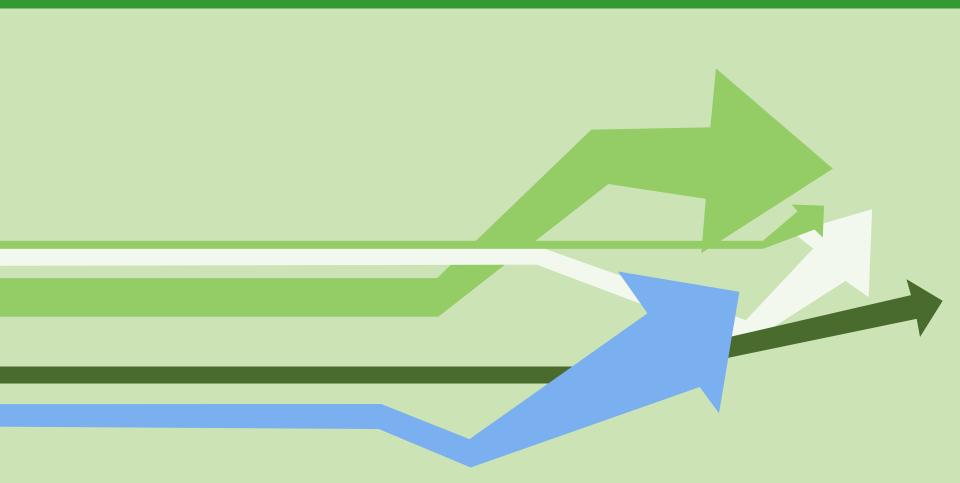
- 1. Establishing digital infrastructure with sufficient capacity and coverage to support seamless service delivery.
- 2. Using digital technology as a tool to bring better quality of life and equal access to public services of all citizens. (Digital Inclusion)
- 3. Promoting a growth of innovative businesses that utilize digital technology.
- 4. Building digital skills and transforming business practices so that Thai businesses-- especially the SMEs-- are positioned to compete successfully in the digital economy.
- 5. Increasing national GDP with major contribution from digital industries.
- 6. Creating a digital business ecosystem that responds to the dynamics of digital economy.
- 7. Significantly enhancing overall ICT readiness as assessed by global indices.

5 pillars of Thailand's Digital Economy Initiative



Thank you





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