REALIZING DIGITAL THAILAND

An Internet not for the few, but for the many
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THE SHARED VISION FOR DIGITAL THAILAND

The Royal Thai Government has identified building a Digital Economy and Society as a priority in order to transform Thailand into a digital leader within the ASEAN Economic Community. The Digital Economy is an important driver of innovation, competitiveness and growth, and holds huge potential for Thai entrepreneurs and the small and medium-sized enterprises that make up 99 percent of Thai businesses. At the same time, the Prime Minister emphasizes that the creation of a Digital Economy and society has the potential to enhance Thai public education and educational accessibility for all age groups, as well as aid in the process of reducing social disparity and mobilizing economic growth transregionally.¹

## BENEFITS OF A DIGITAL ECONOMY

The benefits of the government’s plan to build a Digital Economy for Thailand and the Thai people include the following areas:

<table>
<thead>
<tr>
<th>Area</th>
<th>Benefit</th>
</tr>
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<tbody>
<tr>
<td>GDP Growth and National Income</td>
<td>10% increase in broadband penetration raises economic growth by 1.38%</td>
</tr>
<tr>
<td>Competitiveness and Growth</td>
<td>75% of the economic benefits of the Digital Economy to date have been captured by traditional industries who are leveraging ICT to create efficiencies and competitive advantages. (BCG)</td>
</tr>
<tr>
<td>Labour Productivity and Employment</td>
<td>21% of GDP growth in advanced economies between 2005 and 2010 arose from the Internet and associated digital technologies, doubling its contribution from the previous 10 years. (McKinsey Global Institute)</td>
</tr>
<tr>
<td>Socioeconomic Welfare</td>
<td>The global Digital Economy has created 2.4 new jobs for each one lost to technology-related efficiencies. (McKinsey, BCG)</td>
</tr>
<tr>
<td></td>
<td>Cheaper broadband is correlated to higher growth rates in labour productivity especially in lower-income OECD countries. (McKinsey, BCG)</td>
</tr>
<tr>
<td></td>
<td>In only 15 years the Digital Economy Revolution in developed countries has achieved a rise in GDP per capita equal to what the Industrial Revolution took 50 years to achieve.</td>
</tr>
</tbody>
</table>
THE SHARED VISION FOR DIGITAL THAILAND

For the same reasons, dtac is a strong believer in the value of a Digital Thailand. As part of Telenor Group’s broad experience of emerging markets in this region and elsewhere around the globe, we see the urgency of taking action to make this goal a reality. With accelerated efforts from all stakeholders, we believe it is possible to reach many key objectives for national digitalization by 2020. We have worked consistently to help Thailand achieve digital leadership in the region, and firmly believe that Thailand has the potential to be Number One in ICT in ASEAN.

This report is intended to present dtac’s concrete recommendations for achieving this goal. They have been formulated against the background of our long experience in Thailand, and Telenor Group’s experience from other emerging digital economies around the world. It is also intended to demonstrate our initiatives to support Digital Thailand and draws on examples from other economies in the process of digitalization.

Achieving a Digital Economy and Society must be a collaborative effort involving stakeholders from the government, private sector and civil society. dtac is committed to working with all stakeholders to see the growth of a truly Digital Thailand.

TARGETS FOR DIGITAL THAILAND

The ICT Ministry’s draft Development Plan for Economy and Digital Society 2016 has set out a number of key targets and indicators for the development of a Digital Economy and Society in the near term:¹

- **CREATE OPPORTUNITY AND SOCIAL EQUALITY**

- **INCREASE GLOBAL COMPETITIVENESS**

- **TRANSFORM GOVERNMENT SECTOR**

- **DEVELOP HUMAN CAPITAL SUPPORT FOR A DIGITAL WORLD**

**100% OF THAI POPULATION**

With access to the internet as a standard public service

**25% OF GDP FROM DIGITAL INDUSTRIES**

**Top 50 on UN e-Government ranking**

(currently 102 of 193)²

**100% OF THAI DIGNITY LITERATE**

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*Source Box:*

¹ Ministry of Information and Communication Technology, Development Plan for Economy and Digital Society, draft as of 2 February, 2016

Thailand compares favorably to its regional peers in most key indicators, and potential exists for robust future progress given existing technical and human infrastructure, as well as the strong support the current government is giving to building a Digital Economy and Society. Already great progress has been made: between 2010 and 2015, Thailand’s ICT Development Index ranking jumped 18 places from 92 to 74, one of the most dramatic improvements in the grouping.

Thailand is the most dynamic country globally in the “Use” category, an unsurprising result given remarkable 3G penetration—51% as compared to the global average of 21%—and the number of hours per day spent online by Thais, at 3.9 hours, is almost double the global average. At the same time, Thailand still lags behind regional peers like Malaysia in terms of overall mobile penetration, smartphone ownership, 4G rollout, and, most worryingly, the “Skills” indicator, in which it should very well expect to be performing better. Nevertheless, given the government’s ambitious plans and a young, digitally aware middle class, Thailand can and should reasonably expect to be Number 1 in ASEAN in all or most of the key indicators by 2020.

### HOW IS THAILAND DOING?

**KEY INDICATORS IN A REGIONAL COMPARISON:**

<table>
<thead>
<tr>
<th>Country</th>
<th>ICT Development</th>
<th>Global IDI Rank</th>
<th>Total Mobile Penetration</th>
<th>Unique Mobile Subscribers</th>
<th>3G + 4G</th>
<th>Smartphone</th>
</tr>
</thead>
<tbody>
<tr>
<td>Thailand</td>
<td>4.8</td>
<td>74</td>
<td>122%</td>
<td>85.47%</td>
<td>82.47%</td>
<td>58.98%</td>
</tr>
<tr>
<td>Indonesia</td>
<td>3.8</td>
<td>108</td>
<td>126%</td>
<td>58.43%</td>
<td>40.48%</td>
<td>40.37%</td>
</tr>
<tr>
<td>Singapore</td>
<td>7.9</td>
<td>19</td>
<td>145%</td>
<td>71.52%</td>
<td>63.14%</td>
<td>78.16%</td>
</tr>
<tr>
<td>Malaysia</td>
<td>5.2</td>
<td>64</td>
<td>142%</td>
<td>76.1%</td>
<td>60.3%</td>
<td>64.63%</td>
</tr>
<tr>
<td>Philippines</td>
<td>4.0</td>
<td>98</td>
<td>117%</td>
<td>65.09%</td>
<td>44.74%</td>
<td>40.9%</td>
</tr>
<tr>
<td>Vietnam</td>
<td>4.1</td>
<td>102</td>
<td>152%</td>
<td>49.66%</td>
<td>36.48%</td>
<td>27.84%</td>
</tr>
</tbody>
</table>

**Source Box:**

3. Data from ITU, 2015; GSMA Intelligence, Q4 2015
4. IDI, ICT Development Index
What does that mean?

Today, only about

According to the draft Development Plan for Economy and Digital Society of 2016, there are six key action areas for building a Digital Economy in Thailand⁸; these are supplemented here with dtac’s concrete recommendations for implementation.

**PILLAR 1: DIGITAL INFRASTRUCTURE**

**THE CHALLENGE:**
The link between internet penetration and the birth of a truly Digital Economy is a vital one. Despite its digital ambitions, Thailand stands at a crossroads both in terms of lacking both fixed and mobile digital infrastructure coverage, particularly in the provinces. Furthermore, mobile penetration is hampered by delays in the availability of spectrum to expand effective service coverage nationally, particularly at the 4G level.

**GOVERNMENT ACTIONS:**
The government conducted 1800 and 900 band auctions in 2015, and aims in 2016 to upgrade the national basic digital infrastructure, including bringing internet broadband to reach 30,000 villages (accounting for 40% of the 70,000 villages in Thailand). At the same time, Thailand is also enlisting private sector help to construct a national data center to support the development of the digital economy, improve access to international gateways, and boost national broadband access. Thailand is actively pursuing the introduction of further submarine cable systems in order to send and receive digital data between countries in ASEAN and the world. The South-East Asia Japan Cable System will be introduced to Thailand with direct connectivity with Hong Kong, Taiwan, and Japan in order to establish Thailand as truly the center of ASEAN.

**DTAC RECOMMENDATIONS:**
Digitalization with affordable and universal fixed and mobile broadband internet access will directly contribute to the government’s objective of increasing equality and reducing the digital divide. According to the GSMA, accessibility to both mobile and fixed broadband in Thailand can be significantly increased from 52% in 2013 to 133% by 2020, with a corresponding GDP increase of US $23 billion (THB 730 billion).⁹ The socioeconomic benefits of such a windfall are clear.

However, mobile broadband will undoubtedly become the primary source for internet access at all levels of society in the near term, and particularly among rural populations. With this in mind, the government should look to make spectrum in the 850 MHz and 1800 MHz bands available for auction in order to expand 3G and 4G mobile services through auction at the earliest possible opportunity. Additionally, the government should develop a spectrum roadmap with timelines for the allocation of 700, 850, 1800, 2300, 2600 MHz bands through auction. The lower frequency bands will contribute to providing coverage in rural areas, while the high frequency bands will ensure enough capacity to meet consumer demand in rural areas.

**INTERNET FOR ALL**

Telenor Group has played a fundamental role in the mobile revolution in every country where we work. We are now driving the next revolution: the digital one. Telenor aims to enable the digital transformation of the societies we serve by extending internet connectivity to as many people as possible, thereby bringing the socioeconomic and cultural benefits of the internet to all the markets where we work.

**DTAC-PROPOSED TARGETS FOR 2020**

1. **133% BROADBAND INTERNET PENETRATION**

2. **GDP increase of US $23 BILLION (THB 730 BILLION)**

3. **100% 4G COVERAGE**

4. **100% OF THAI CONNECTED**

**What does that mean?**

*Today, only about* 40% OF THE WORLD’S POPULATION has access to the internet.

*With only 32% active data users, the vast majority of the unconnected are in emerging Asia. By making “Internet for All” a pillar of our global strategy, we are striving to reach them. From Bulgaria to Bangladesh and Myanmar, Telenor Group has set an ambition of 200 million active internet users by 2017.*

**Source Box:**

⁸ MICT, op. cit
⁹ GSMA, 2015
**PILLAR 2: DIGITAL INNOVATION ECOSYSTEM**

**THE CHALLENGE:**
According to the Boston Consulting Group, SMEs who heavily use ICT grow and export twice as much as their competitors. However, in Thailand there is still reluctance on the part of the SMEs that make up more than 99% of all businesses to employ digital technology in their processes, much less actively engage in pursuing innovative digital businesses. There is no doubt that enabling the SMEs that comprise the backbone of the Thai economy to achieve their full potential through both ICT-enhanced business practices and actively pursuing e-commerce will have broad positive socioeconomic impact.

**DTAC RECOMMENDATIONS:**
The goal of promoting Thailand as a digital hub must be supported through actions that promote the digital startup ecosystem and entrepreneurship through multiple partnerships. Thailand has many important assets in this area: a strong creative industry, groundbreaking ICT entrepreneurs like Builk and OokBee, and high consumer demand. To make a vibrant ecosystem a reality, all stakeholders, including government, academia and the private sector must come together to create a conducive environment for innovation. Multinationals like Telenor involved with the transnational digital ecosystem in particular, have a unique perspective and contribution to make towards encouraging Thai startups. Telenor Digital for example works with startups across the globe to bring exciting new content and services to its users. Building on that experience, the dtac Accelerate program has enabled multiple Thai startups at all stages of the growth process to build their skills, realize ideas, scale up, source financing, and go to market (see box below).

**GOVERNMENT ACTIONS:**
The government is striving to encourage digital innovation and build a dynamic digital ecosystem through such bodies as the National Science and Technology Development Board and the Office of Small and Medium Enterprise, as well as a number of key public/private partnerships. Initiatives aim to stimulate the economy through digital innovation, increase the potential of SMEs and larger businesses by creating a business-centric, conducive environment for technology enterprises.

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**SMEs who heavily use ICT grow and export twice as much as their competitors**

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**Source Box:**  
Boston Consulting Group, Ahead of the Curve: Lessons on Technology and Growth from Small Business Leaders, 2013
DTAC CONTINUES TO DRIVE THAI ENTREPRENEURSHIP AND INNOVATION WITH THE DTAC ACCELERATE PROGRAM.

PILLAR 2: DIGITAL INNOVATION ECOSYSTEM

TARGETS FOR 2020:

- **TARGET TOP QUARTILE OF Global Competitiveness INDEX (RANK AS OF 2016: 32/140)**
- **TARGET TOP QUARTILE OF Networked Readiness INDEX (RANK AS OF 2016: 67/143)**
- **Increased Public/Private Partnership for ecosystem development**

**50%**
SME contribution to GDP (currently 37%)

Thailand in **Top 20**
In Compass Global Startup Ecosystem ranking (currently unlisted)

DTAC ACCELERATE

**THE 4-MONTH BOOT CAMP**

FOR EARLY-STAGE STARTUPS

BRINGS TOGETHER AN AMAZING COMMUNITY OF STARTUPS IN THE INITIAL PHASE OF DEVELOPMENT, FELLOW ENTREPRENEURS, EXPERIENCED MENTORS AND INVESTORS WITH A COMMON TRAIT TO DREAM BIG AND MAKING AN IMPACT ON THE WORLD OF TECHNOLOGY.

TEAMS IN THE INCUBATOR OR ACCELERATOR TRACKS

**RECEIVE SUPPORTING FUNDS OF THB 500,000–1,500,000 PER TEAM.**

AFTER 4 MONTHS OF INTENSIVE COACHING AND MENTORING FROM WORLD-CLASS MENTORS FROM SILICON VALLEY AND ASIA, TEAMS RECEIVE PITCHING OPPORTUNITIES IN FRONT OF LEADING LOCAL AND REGIONAL VCS AS WELL AS THE OPPORTUNITY TO ATTEND THE 2-WEEK BLACKBOX CONNECT PROGRAM IN SILICON VALLEY WITH ITS VC ROADSHOW.

TEAMS ALSO RECEIVE COMMERCIALIZATION SUPPORT FROM DTAC, TELENOR, AND OTHER REGIONAL TELENOR BUSINESS UNITS.

SINCE ITS BEGINNING IN 2013, DTAC ACCELERATE HAS LAUNCHED SOME OF THE BIGGEST NAMES IN THAI TECH ENTREPRENEURSHIP INCLUDING

- **PIGGIPO** PERSONAL FINANCE APP
- **DRIVEBOT** CAR DIAGNOSTIC DEVICE OUTFIT
- **CLAIM DI** MOBILE INSURANCE CLAIM APP

**HTTP://ACCELERATE.DTAC.CO.TH/**

**Source Box:**


THE CHALLENGE:  
The Digital Economy must be an inclusive one, aimed at alleviating urban-rural disparity and boosting rural incomes, particularly among Thailand’s backbone of agriculturalists. The digital divide in Thailand remains significant between urban and rural populations, and is strongly affected by income – in 2015, 48 million Thais remain unconnected and unable to avail themselves of the socioeconomic and cultural benefits of the internet. [13]

GOVERNMENT ACTION:  
The government aims to increase the coverage by digital community centers–telecenters to foster economic activity through SMEs, including industries related to the One Tambon One Product (OTOP) program. Such policies are aimed at enabling rural populations to engage in e-commerce and ensure that digital development occurs "from the inside out", rather than being a trickle-down process. Initiatives to develop digital skills at the local level will be prioritized to stimulate local development and encourage high-tech agricultural, food, and information technology industries in non-urban areas.

DTAC RECOMMENDATIONS:  
Through its vision for Internet For All (see box on p.6), Telenor has been a driving force behind digital inclusion internationally. Bringing 48 million unconnected Thais to digitalized health, education, financial and agricultural services will promote greater equity and help Thailand accelerate out of the middle-income trap.

dtac already works to connect farmers and train them build their businesses through the Smart Farmer program; such public/private partnerships can reduce the burden on the government and contribute significantly towards reducing the digital divide.

TARGETS FOR 2020

100% OF THAIS CONNECTED

ENHANCED SECURITY TO CITIZENS AND THEIR ASSETS THROUGH DIGITAL TECHNOLOGY

EQUIVALENT QUALITY OF CONNECTION ACROSS THE COUNTRY

NATIONWIDE ACCESS TO DIGITAL KNOWLEDGE AND SKILLS FOR LIVELIHOOD

DTAC PAYSBUY

With more than 97% of payment transactions in Thailand conducted in cash, enormous resources are required to safeguard, transport, and monitor cash transactions. E-payment thus plays an important role in increasing efficiency through creating a cashless society while also empowering the more than 20% of unbanked Thais to participate more fully in the economy.

dtac, through its subsidiary Paysbuy, has provided e-payment services to online merchants and Thai consumers since 2007. Paysbuy aims to make e-payment a convenient and secure way for Thai consumers to transact, and thus stimulate the electronic economy. Through its e-money, mobile wallet, payment gateway, and counter payment offerings, Paysbuy helps increase financial inclusion and foster the growth of Thai e-commerce. In 2015, Paysbuy facilitated more than 50 billion THB of transactions for consumers and is a trusted payment partner for more than 14,000 online merchants in Thailand.

http://www.paysbuy.com

Source Box:
PILLAR 3: DIGITAL TECHNOLOGY FOR AN EQUITABLE SOCIETY

DTAC SMART FARMER

dtac implements the Smart Farmer program in collaboration with the SamnuekRak Ban Kerd Foundation, RuamDuayChuayKan community radio, the Department of Agricultural Extension, and the Bank for Agricultural Cooperatives. The program creates and supports promising young agriculturalists age 17-45 across the country, using technology to improve farming techniques, share commodity prices, encourage innovation, and pool agricultural knowledge and practices. Participants receive training in using the dtac-designed Farmer Info application, which provides agricultural knowledge and farming tips in the form of video clips. The application also provides real-time agricultural commodity prices, as well as an online shop that provides Thai SME products direct to consumers. Since its inception in 2008, the program has empowered 250,000 farmers and won multiple awards for ICT excellence.

http://www.dtac.co.th/csr/star1677.php

TELENOR PAKISTAN EASYPAIISA

TELENOR AND TAMEER BANK LAUNCHED EASYPAIISA.

Access to financial services has significant benefits for individuals, businesses and society at large. With increasingly advanced devices and better data connectivity, basic money transfer services have become increasingly sophisticated: customers can access loans and build up savings, send and receive remittances through an inter-operable system with banks and telcos, buy airtime from any operator, receive salaries and make payments to and from their account for online, retail and other purchases, while also collecting and repaying 3rd party microfinance loans, making donations, receiving microinsurance, and taking the leap from a cash-only economy to a Digital Economy.

With financial services, people in rural areas and at the base of the pyramid are experiencing a whole new level of financial empowerment. The Pakistan government has also started using Easypaisa to distribute government disbursements – directly into the account of the beneficiaries – as well as to collect payments.

THE CHALLENGE:
A key attribute of Digital Thailand must be information, transparency and accessibility for all groups, and particularly digital access to public information and services. However, Thailand currently lags behind developed nations in the online availability of basic public services. The vast majority of public records have also not yet been made digitally available to citizens.

GOVERNMENT ACTIONS:
A national “superhighway network” – formally known as the Government Information Network (GIN) – or Super GIN – is in the process of establishment, linking existing government data systems and thereby making public information more easily accessible, boosting economic growth, assisting with natural disasters, tackling illegal trade and criminal activity and managing security issues.

DTAC RECOMMENDATIONS:
Public services can benefit tremendously from digitalization, both in terms of quality, accessibility and transparency through initiatives such as the Super GIN. These efforts can be enhanced through partnership with the private sector, which has a unique contribution to make in the provision of e-government services – consider, for instance, dtac’s initiatives to extend banking services to the unbanked through Mobile Financial Services such as dtac’s Paysbuy.

In order to enable the growth of this important dimension of the Digital Economy, it is vital that the government introduce regulation allowing more variety of secure electronic formats such as e-receipts and e-invoices to offer more user flexibility and promote wider use, thereby increasing the efficiency and transparency of e-businesses and enabling smaller vendors to take advantage of digital markets. Additional IT investments should be made for Revenue Department to handle large number of e-receipt transactions to accommodate the future growth of e-commerce.

TARGETS FOR 2020:

1. **Improve UN eGovernment ranking**
   (currently 102 of 193; target top 50)

2. **Nationwide digital access**
   to stable and reliable public records and services

3. **Public participation**
   in policy decisions through Connected Governance and enhanced connectivity to justice system

BIG DATA FOR THE PUBLIC GOOD

Telenor Group’s ambition is to leverage our expertise to find sustainable long-term solutions to social challenges, creating shared value for society and the company. Deploying our capabilities in Big Data, a study by Telenor Research in conjunction with the Harvard T.H. Chan School of Public Health, Oxford University, the U.S. Center for Disease Control, and the University of Peshawar demonstrates the power of mobile to predict and track the spread of epidemic dengue fever. The study, “Impacts of human mobility on the emergence of dengue epidemics in Pakistan”, analysed anonymized call data records from more than 30 million Telenor Pakistan subscribers during the 2013 dengue outbreak, using the large sample to accurately map the geographic spread and timing of the epidemic.

The resulting model contributes to the design of more effective national response mechanisms in Pakistan and other at-risk nations, while demonstrating the potential for Big Data to accurately reveal mobility patterns that can help combat and predict the spread of virulent disease.


Source Box: “AT Kearney report, Lifting the Barriers to E-Commerce in ASEAN, 2015"
PILLAR 5: HUMAN CAPITAL

THE CHALLENGE:
Human Capital is without doubt the crosscutting issue in Thailand’s digital ambitions. Thailand’s Digital Economy may be hampered in the short term by gaps in the educational system and digital readiness on the part of the workforce: a recent study by Singapore Management University observes that Thailand’s workers suffer from a significant skills gap particularly in the area of IT.

GOVERNMENT ACTIONS:
Plans for a Digital Economy thus aim to build an internationally-competitive IT workforce while also ensuring digital literacy and inclusion at the local level. Policy will be aimed at increasing creativity in using digital technology in the private sector and in government, as well as encouraging young workers to enter the field of technology equipped with digital expertise and skills that meet international standards.

DTAC RECOMMENDATIONS:
A major challenge for Thailand within the ASEAN context will be strengthening both digital literacy and English language to enable the workforce to function in a connected world.

DTAC NET ARSA
In support of the government’s goal of doubling the number of internet users in 5 years (approximately 20 million currently), and as part of Telenor’s vision of Internet For All, dtac has pledged to increase the number of active internet users in Thailand to reach 90% of total dtac customers.

In order to realize the goal of connecting the unconnected, the dtac team has established the dtac Internet Volunteer/Net Arsa – free teaching at your home program – providing training on how to use the internet, founded on dtac’s philosophy of making a contribution to local communities.

DTAC NET ARSA focuses on raising awareness of the benefits of the internet through simple language and hands-on training with real applications. Once trainees learn and understand how to use the internet, they pay it forward by teaching others in the community. dtac thereby contributes to a national policy goal while improving the lives of Thai people, helping those lacking opportunities, enhancing our work and lifestyle, and eventually creating a self-sustaining digital society.

Net Arsa has more than 60 volunteer internet coaches stationed across Thailand and has helped to connect more than 50,000 people nationwide.
https://www.facebook.com/dtacnetforall/

TARGTS FOR 2020:

100% OF THAI S CONNECTED
NATIONWIDE ACCESS to digital knowledge and skills for livelihood
PRESENCE OF BROADBAND, appropriate technology, and instruction in every public educational facility and information center
DIGITAL SKILL increased across the workforce in every sector

Source Box:

 REALIZING DIGITAL THAILAND
PILLAR 6: HOLISTIC FRAMEWORKS FOR A DIGITAL THAILAND

THE CHALLENGE:
In order to catalyze a Digital Economy and Society, Thailand requires holistic frameworks for laws, regulations, and criteria governing the digital sector. These must be effective, relevant, and aligned with international standards for security, safety, and human rights in order to build confidence in Digital Thailand for all digital stakeholders and ensure healthy digital growth.

GOVERNMENT ACTIONS:
The government is formulating legislation ensuring safe digital access and services, as well as introducing regulation guaranteeing secure and trusted digital transactions. Security, safety and user rights protections aligned with international standards are important considerations outlined by the government, as well as educational measures to a digitally literate user public that enjoys the same security, safety and rights online as they do offline.

DTAC RECOMMENDATIONS
Reaping the full benefits of modern technology requires an equally modern policy framework focused on facilitating innovation, healthy competition and removing barriers to ensure efficient delivery of services to customers. Thailand is in the process of revising a number of digital economy laws, a process that should be undertaken in a transparent manner through public consultation. Establishing a business-friendly environment and a level playing field with state owned companies while guaranteeing the independence of the National Broadcasting and Telecommunications Commission and clearly defining its mandate would be indispensable to this process.

At the same time, a number of key regulatory issues should be closely evaluated. In line with expanding Thailand’s digital infrastructure (see Pillar 1 above) ensuring allocation of spectrum through transparent and competitive auction should be a key priority.

Finally, building digital resilience by ensuring that the privacy, online safety and personal data of consumers are protected. This should be undertaken not only through regulation, but through education and training targeted at creating a truly digitally-literate and internet-aware public across all ages and demographics. dtac is particularly active in these areas through the Safe Internet activities conducted in all Telenor business units worldwide (see boxes below).

TARGETS FOR 2020:

1. Digital Economy laws implemented transparently and through public consultation
2. Ensure future allocation of spectrum through transparent and competitive auction
3. Regulation allowing more variety of secure electronic formats for e-receipts/e-tax invoices
4. Online Safety education standard for public ICT school curriculum K-12

DTAC SAFE INTERNET AND CYBERBULLYING

Thai children and youth aged 5-28 years have the highest internet usage rate of 75%, while 80% of children and adolescents across Thailand have been bullied online.

Unproductive and harmful internet usage has become an overlooked and undertreated social and economic issue. dtac has implemented the Safe Internet initiative in order to build up the capacity of children and youth in Thailand to use the internet in a safe way and also to prepare them to be good “digital citizens”.

More than 7,000 students and teachers in Bangkok have been exposed to a school outreach roadshow providing knowledge about safer navigation of the online environment.

A viral online campaign raising the alarm on the issue of cyberbullying
The “Digitally-Savvy Parent Guide Book”, a tool for helping parents to educate their children about safe technology usage at home.
A series of anti-cyberbullying workshops involving 15,000 students and parents
Child helpline to address cyber-bulling
The Royal Thai Government’s objective of building a Digital Economy and Society for Thailand is undoubtedly one of the most ambitious and important short- and long-term initiatives for shaping the future of the country. The emergence of Digital Thailand will have direct benefits in the areas of GDP growth and broad-based socioeconomic prosperity and inclusion; labor productivity and employment; and competitiveness within the ASEAN Economic Community and beyond.

Significant steps need to be taken in order to reach the bold goals set by the Digital Economy and Society agenda. These require the participation and cooperation of multiple stakeholders, from policy-makers to the private sector and civil society, as multiple factors are at play in creating a healthy enabling environment for Digital Thailand, including regulation and policy-related issues, large-scale infrastructural challenges, private-sector contribution and collaboration; and societal factors as detailed above.

At the same time, the growth of efficient and progressive broadband infrastructure will generate new skilled jobs, generate socioeconomic prosperity, strengthen digital inclusion and pave the way for the achievement of related objectives set out in the government’s Digital Economy Plan.

At the same time, the creation of a viable Digital Economy is not the responsibility of the government alone. The private sector and civil society also play key roles in building a conducive environment and enabling ecosystem.
Close coordination between government, the private sector, academia and civil society is needed in order to realize Digital Thailand. Aligning government policies and regulations, private investment, academia, and civil society for digitalization to benefit all is one of the biggest challenges Thailand faces.
Public participation in policy decisions through Connected Governance and enhanced connectivity to justice system.

Improve UN eGovernment ranking (currently 102 of 193; target top 50)

Nationwide digital access to stable and reliable public records and services

100% Thais connected

Nationwide access to digital knowledge and skills for livelihood

Presence of broadband, appropriate technology, and instruction in every public educational facility and information center

Digital skills increased across the workforce in every sector

Regulation allowing more variety of secure electronic formats for e-receipts/e-tax invoices and investments on IT system capacities for Revenue Department

Online Safety education standard for public ICT school curriculum K-12

Digital Economy laws implemented transparently and through public consultation

Ensure future allocation of spectrum through transparent and competitive auction; independent NBTC in place

133% broadband internet penetration

100% 4G coverage

GDP increase of US $23 billion (THB 730 billion)

100% of Thais connected

Target top quartile of Global Competitiveness Index

Target top quartile of Networked Readiness Index

Thailand in Top 20 in Compass Global Startup Ecosystem ranking

Increased public/private partnership for ecosystem development

50% SME contribution to GDP

Enhanced security to citizens and their assets through digital technology

Nationwide access to digital knowledge and skills for livelihood

100% Thais connected

Equivalent quality of connection across the country

Holistic Frameworks for a Digital Thailand

Digital Innovation Ecosystem

Human Capital

Digital Technology for an Equitable Society

eGovernment Services

Digital Infrastructure

ROADMAP TO 2020