



*The National Broadcasting and Telecommunications Commission (NBTC)*

# Regulatory Aspects of Media Communication in Modern Era

*Pacific Media Partnership Conference 2015: Partnering for Broadcasting  
25-27 August 2015, Apia, Samoa*

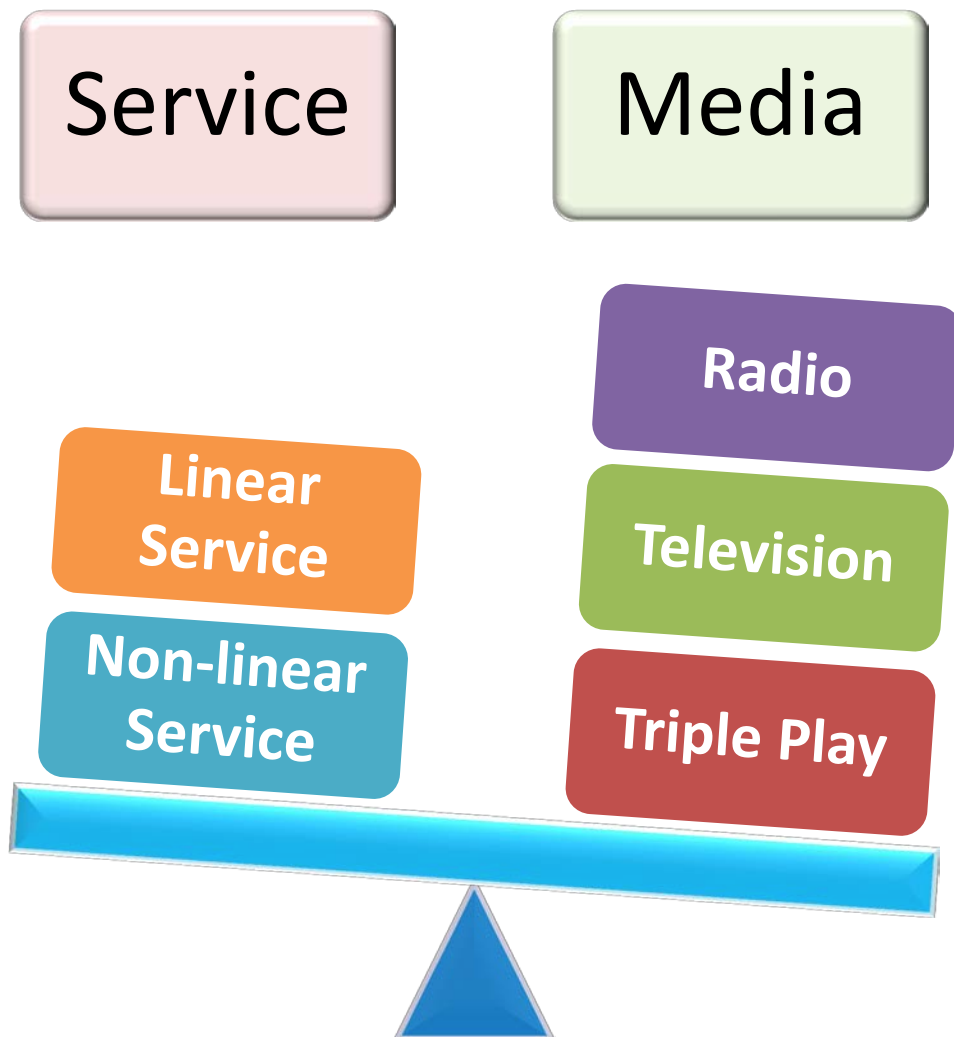
***Col. Dr. Natee Sukonrat***

***Chairman of the National Broadcasting Commission, Thailand***



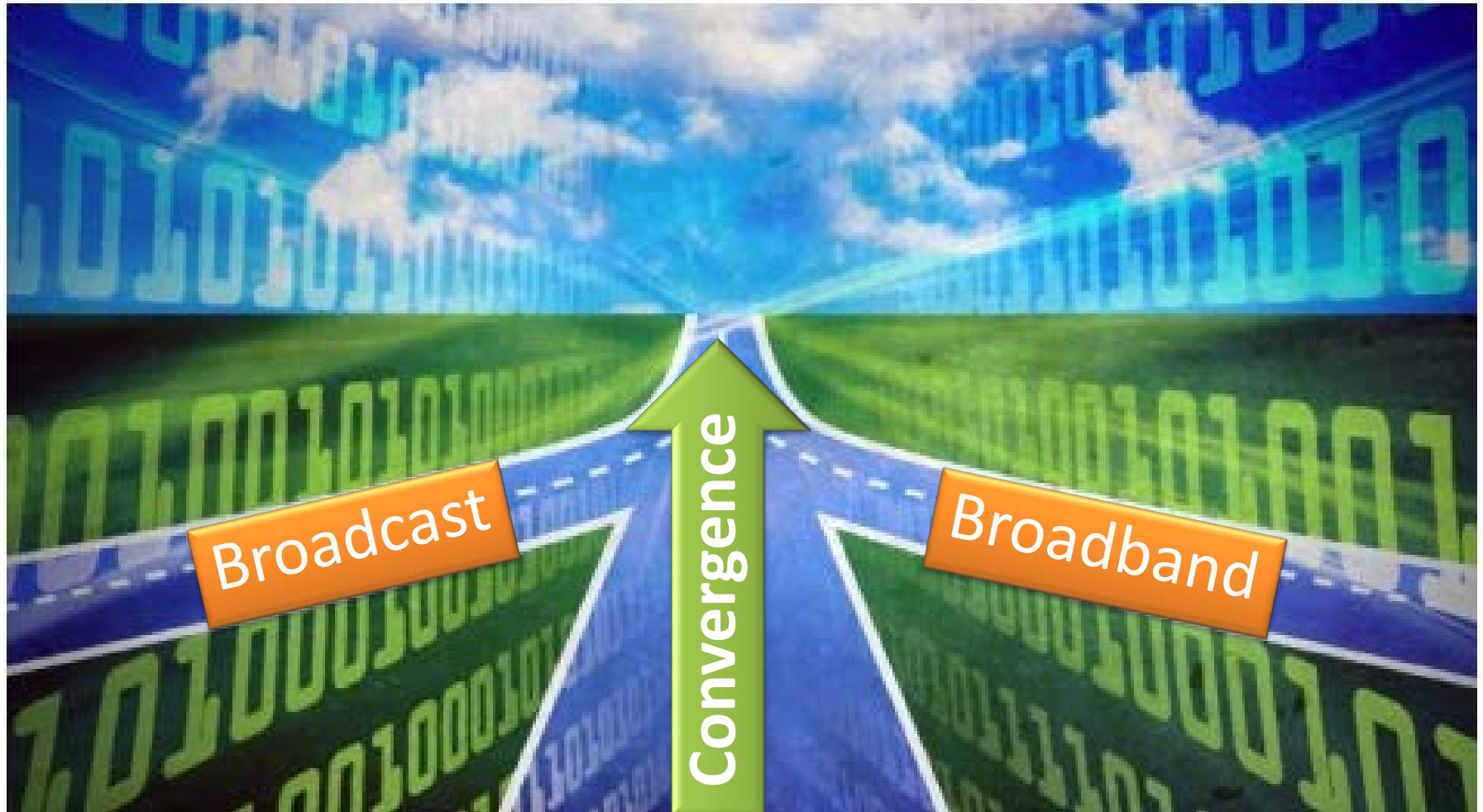


# Media Communication



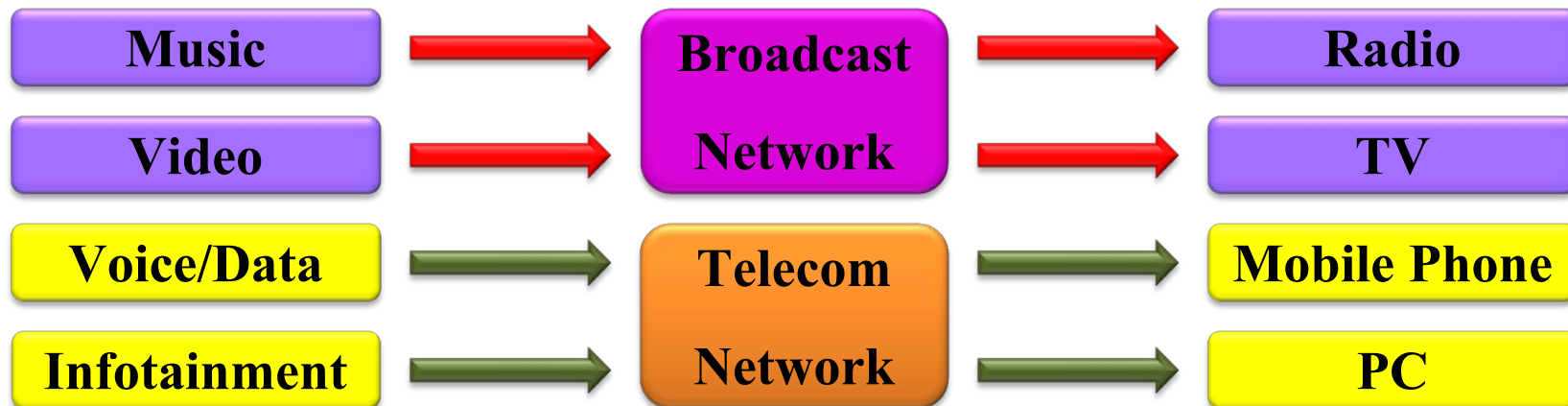


# Convergence

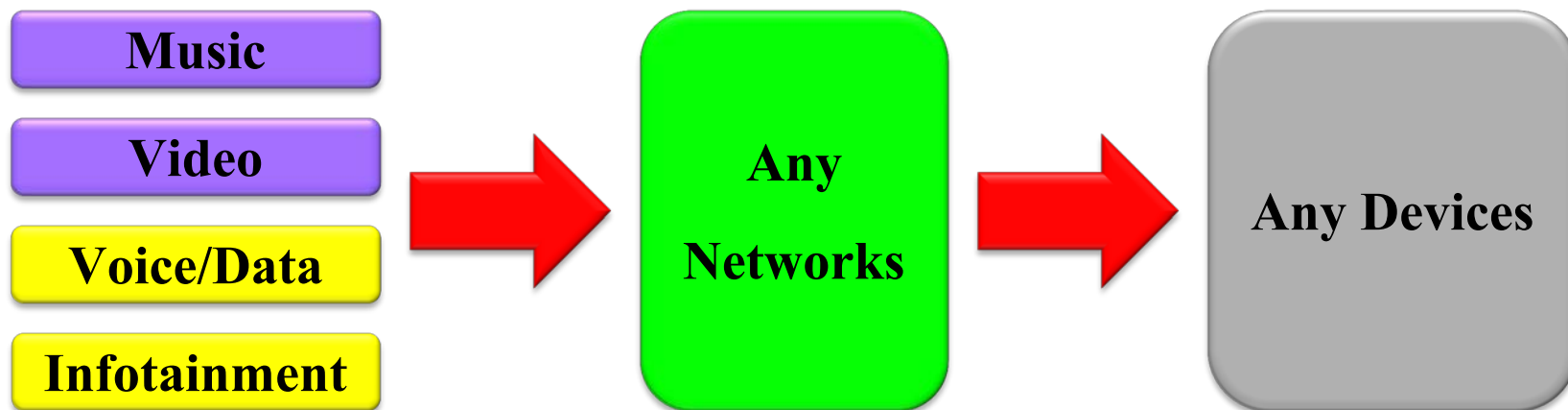




## Traditional Ecology



## Ubiquitous Ecology





# New Landscape

- Content drives consumer consumption
- Network and devices make content ubiquitous
- Consumer behavior changes
- Regulatory regime require to accommodate with new context
- New business model for Broadcast and Broadband Services



# New Challenges

1

- Service providers that previously served different markets are now competing for the same customers.

2

- There are significant and on-going changes in how services, applications and content are provided and sold to consumers.

3

- The challenge for all regulators is to understand the underlying dynamics of convergence from a consumer perspective.



# New Regulatory Framework

Free & fair competition of newly emerging market

Strengthen broadcast and broadband cooperation model

Socio-economic value

Bridging digital divide

Privacy, security and reliability

Consumer protection



*Col. Dr. Natee Sukonrat*

Chairman of the National Broadcasting Commission  
NBTC Thailand



**Thank you**