



# BUILDING A SMARTER SOCIETY - FOR THE MANY, NOT JUST THE FEW.

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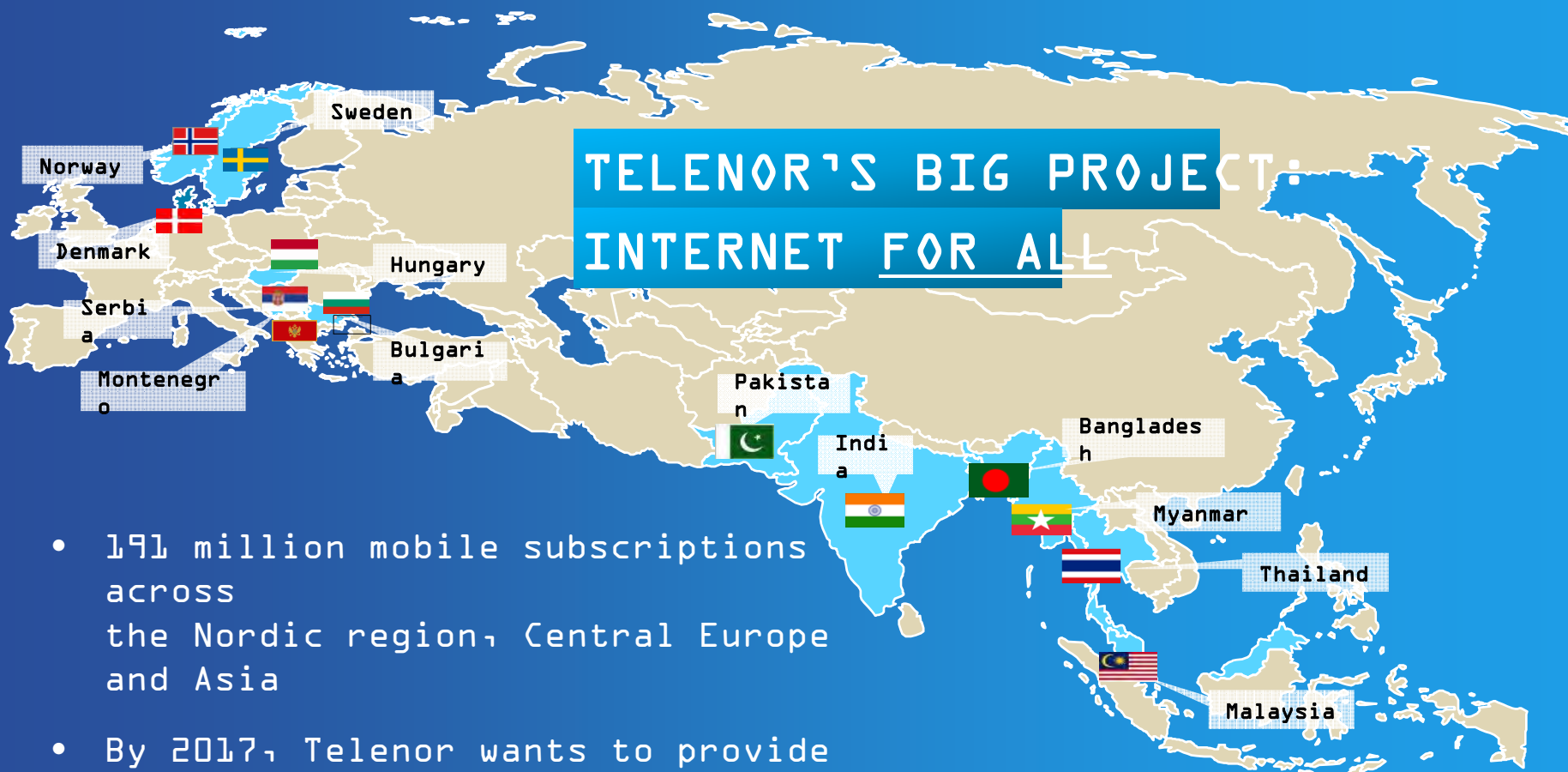
ITU CONFERENCE "SMARTLY DIGITAL ASIA PACIFIC", BANGKOK, 22 AUGUST 2015



WE'RE ALREADY IN  
THE AGE OF THE DIGITAL NATIVES

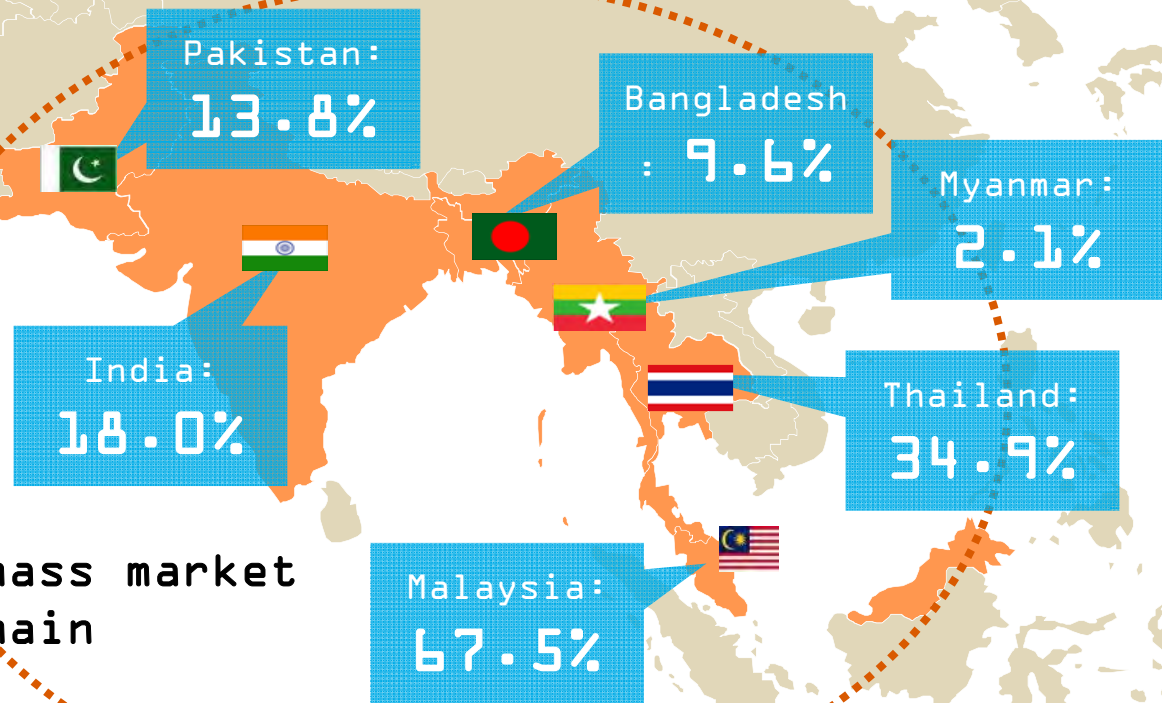


# TELENOR'S BIG PROJECT: INTERNET FOR ALL



- 191 million mobile subscriptions across the Nordic region, Central Europe and Asia
- By 2017, Telenor wants to provide an internet experience to 200 million customers or a projected 80% of our users

# MOBILE INTERNET IS EVERYWHERE - OR IS IT?



Still, many mass market consumers remain unconnected.

Data from World Bank, 2014 (Internet users per 100 inhabitants)



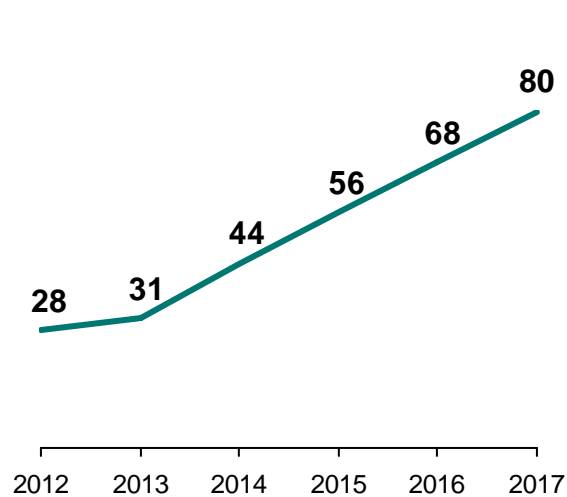
TODAY, THAILAND'S DIGITAL DIVIDE IS  
BETWEEN CITY AND UPCOUNTRY



# THAI DATA DEMAND IS RISING STEEPLY AND QUICKLY

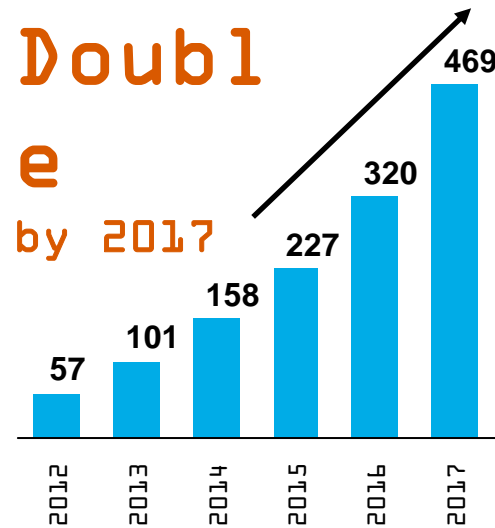
More users getting online...

Data user penetration 2012 -2017\*



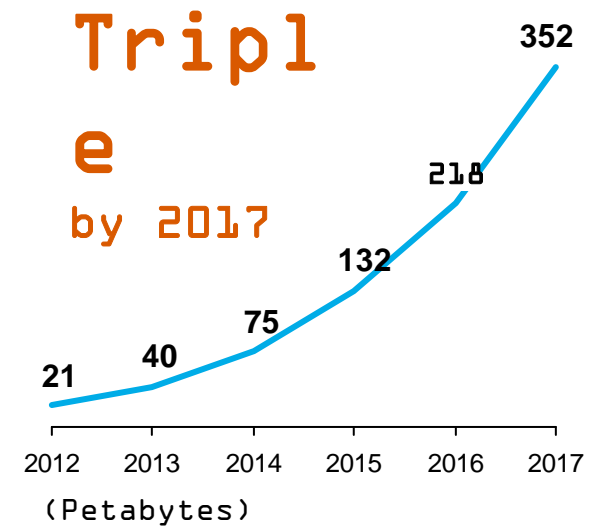
...using MUCH MORE data...

Avg. data usage per user



...driving Thai internet traffic

Thailand data traffic 2012 -2017

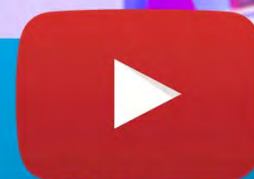




THAI MILLENNIALS ARE DIGITAL  
FRONTRUNNERS

85%

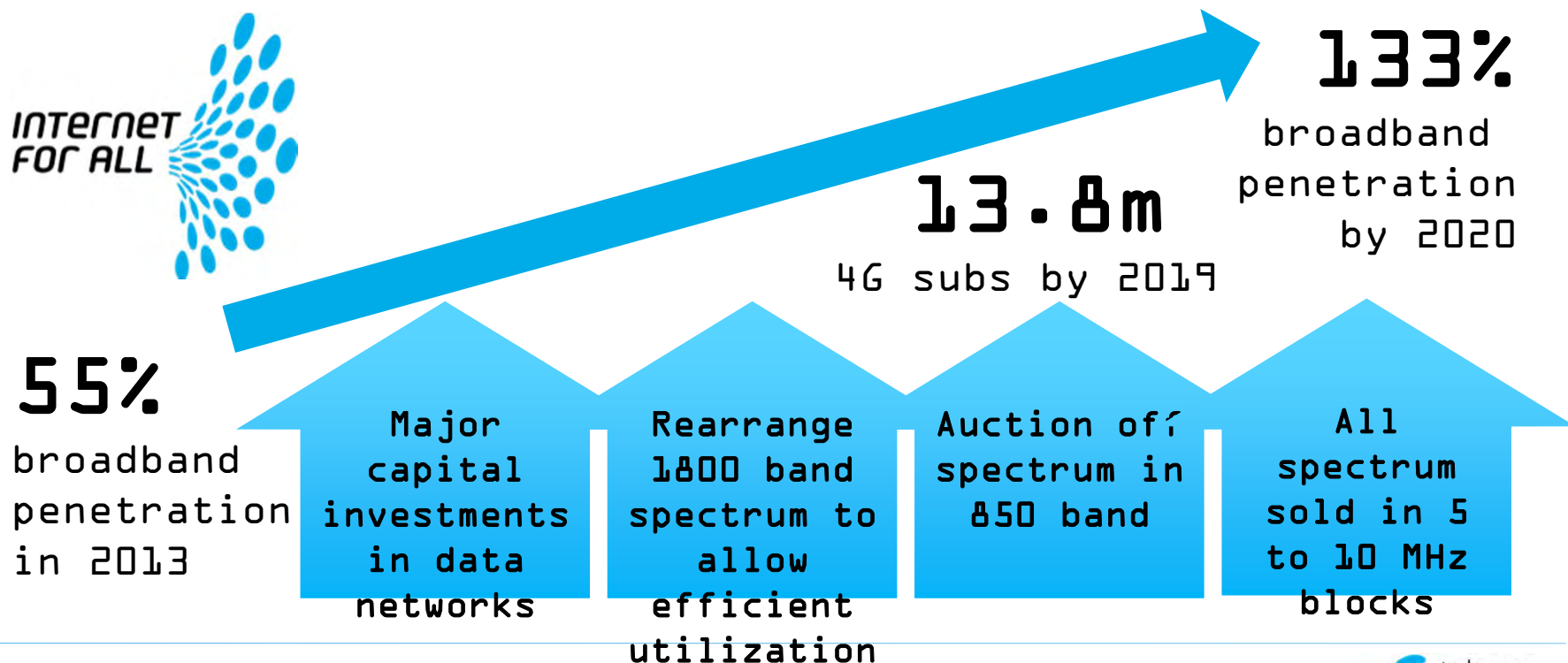
of dtac's 35 million  
customers are regular  
YouTubers



495.5 mn

photos uploaded in 2014,  
making Thais among  
world's most active  
sharers

# MOBILE OPERATORS AND REGULATOR MUST INVEST, COMPETE AND COLLABORATE TO SERVE DEMAND





# ENABLING OPPORTUNITIES - EMPOWERING



# BUILDING A DIGITAL FUTURE IS ALL ABOUT COLLABORATION

1. Availability of spectrum

2. Future proof regulations  
and policy frameworks

3. Affordability

4. Relevant local content

EMPOWERING  
SOCIETIES





Thank you!

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