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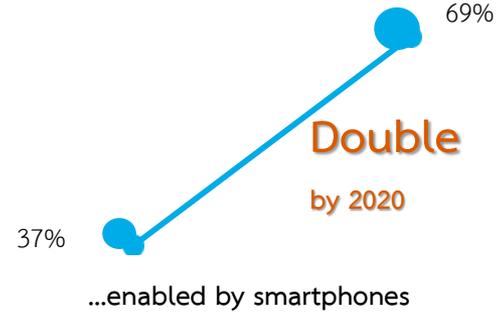
# REALIZING DIGITAL THAILAND

An Internet not for the few,  
but for the many

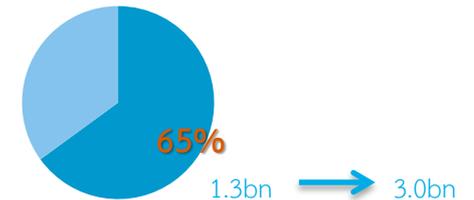


### Mobile connections spreading

Mobile broadband connections  
2014-2020 (Asia)



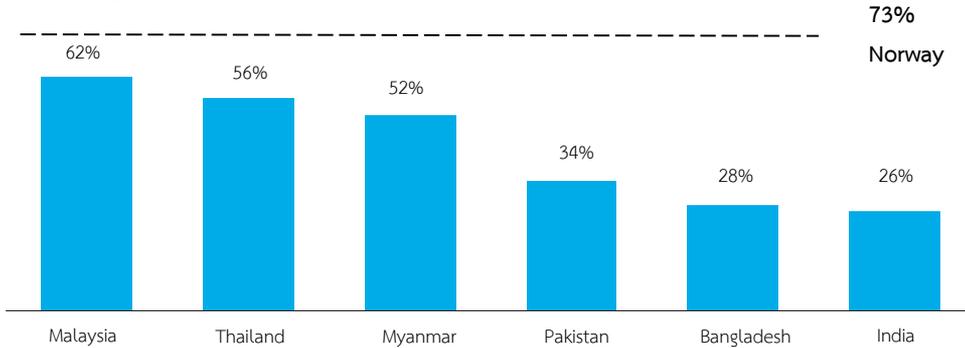
Smartphone connections %  
in 2020 (Asia)



# INNOVATION IS MOVING TO ASIA

## Active data users

Percentage of own subscriptions



## 9 of top 10 device makers

in the World are Asian

## 2 billion customers

use Asian messaging applications



## The Facebook capital

of the World is Bangkok

## India largest market

for Whatsapp

# SHARED VALUE AND TARGETS FOR A DIGITAL THAILAND



CREATE  
OPPORTUNITY AND  
SOCIAL EQUALITY

**100%**

**OF THAI  
POPULATION**

with access to the  
Internet as a standard  
public service



INCREASE GLOBAL  
COMPETITIVENESS

**25%**

**OF GDP  
FROM DIGITAL  
INDUSTRIES**



TRANSFORM  
GOVERNMENT  
SECTOR

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

(currently 102 of 193)<sup>3</sup>



DEVELOP HUMAN  
CAPITAL SUPPORT  
FOR A DIGITAL WORLD

**100%**

**OF THAIS DIGITALLY  
LITERATE**

## 6 PILLARS FOR A DIGITAL THAILAND

Digital Infrastructure

Digital Innovation  
Ecosystem

Digital Technology  
for an Equitable  
Society

Government Services

Human Capital

Holistic Frameworks  
for a  
Digital Thailand

**The Challenge:** Thailand lacks both fixed and mobile digital infrastructure coverage and mobile penetration, particularly at the 4G level

### dtac Recommends:

Development of a spectrum roadmap for the allocation and auction of 700, 850, 1800, 2300, 2600 MHz bands

### 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 THAIS CONNECTED

**The Challenge:** Businesses lack

know-how to take full advantage of digital technology in their operations

**dtac Recommends:**

Promotion of the digital startup ecosystem and entrepreneurship through multi-stakeholder partnerships, such as **dtac Accelerate**.

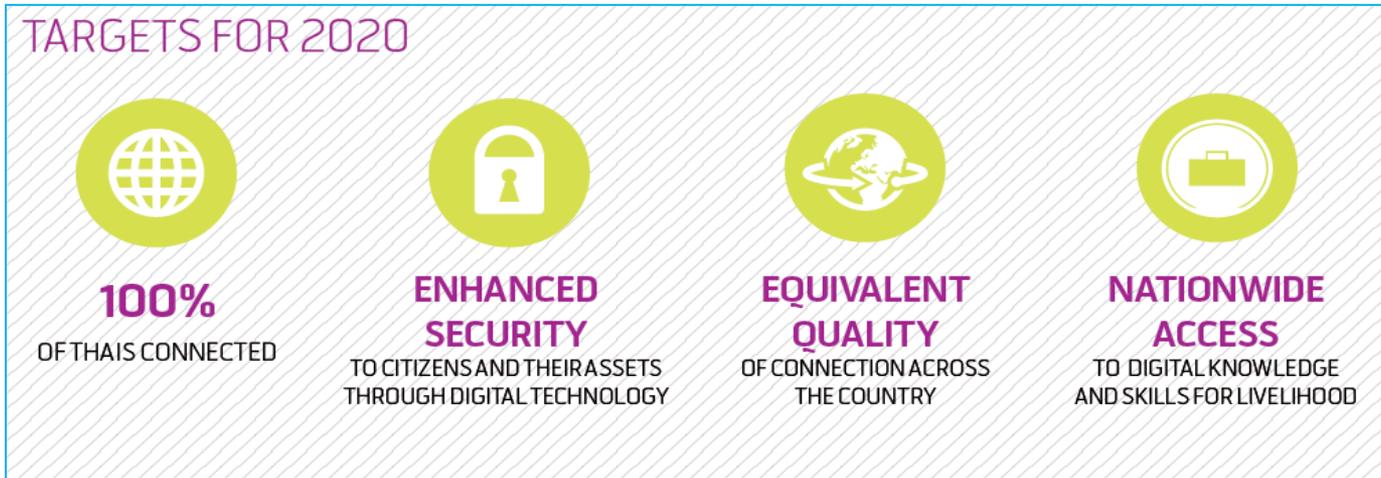


## The Challenge:

48 million Thais remain unconnected and unable to avail themselves of the socioeconomic benefits of the internet

## dtac Recommends:

Public/private partnerships to digitize health, education, financial and agricultural services, such as dtac's **Smart Farmer program**



### The Challenge:

Thailand currently lags behind developed nations in the online availability of basic public services

### dtac Recommends:

Private sector engagement to accelerate e-government services, such as dtac's **Paysbuy**

#### TARGETS FOR 2020:

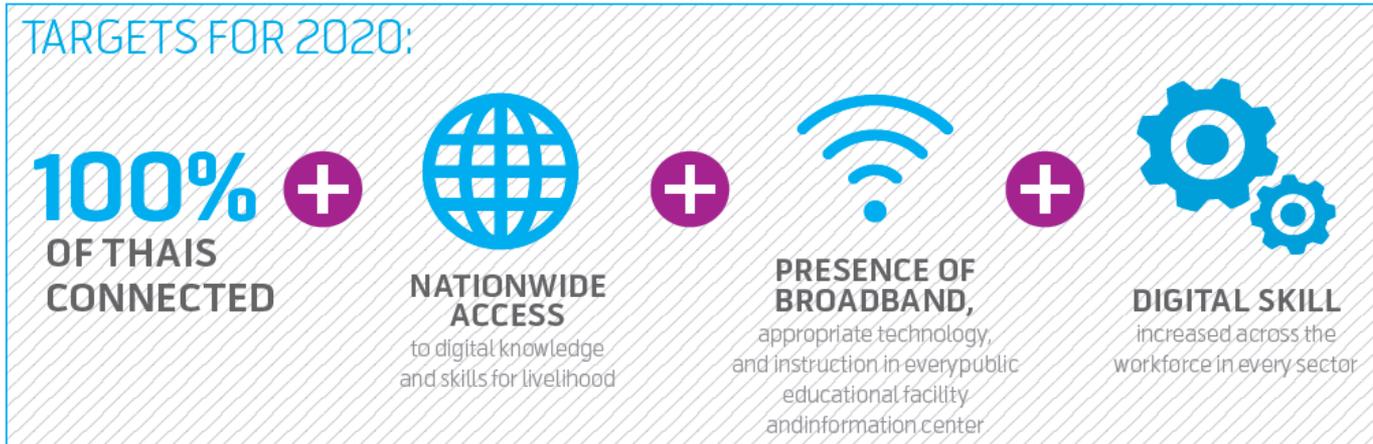
- 1 Improve UN eGovernment ranking**  
(currently 102 of 193; target top 50)
- 2 Nationwide digital**  
access to stable and reliable public records and services
- 3 Public participation**  
in policy decisions through Connected Governance and enhanced connectivity to justice system

## The Challenge:

Gaps in the educational system and lacking digital readiness in the workforce

## dtac Recommends:

Public/private partnerships in sourcing private sector expertise and human capital to deliver up-to-date and relevant instruction, such as dtac's **Net Arsa** program



## The Challenge:

Lack of holistic framework for laws, regulations and criteria for governing the digital sector

## dtac Recommends:

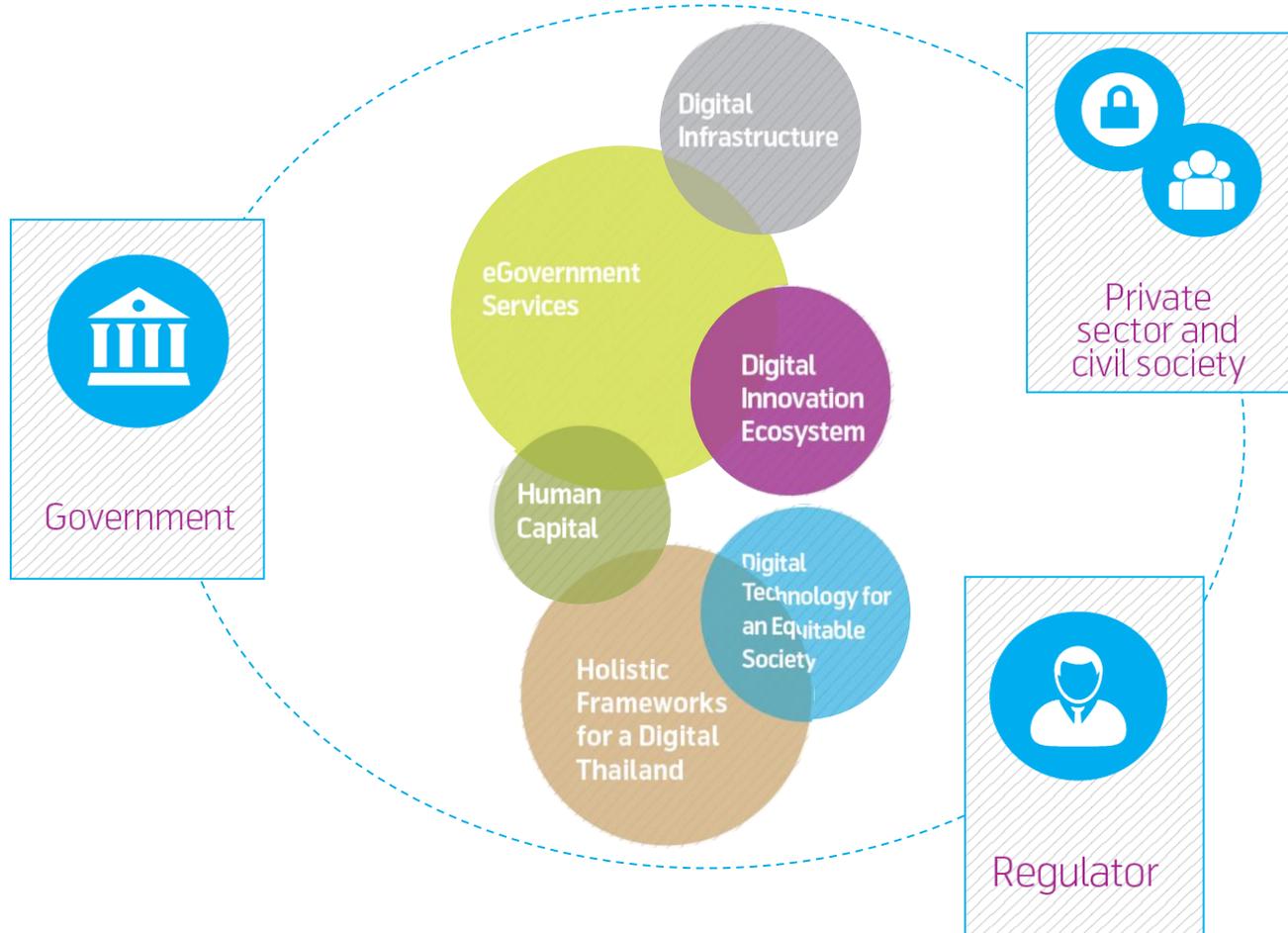
Implementing transparent digital economy laws and ensuring the independence of the NBTC, as well as building digital resilience among consumers through **Safe Internet** activities

### 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

# ROLES OF PUBLIC AND PRIVATE SECTORS



# Thank you

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