

Spotlight: Thailand

A large majority of workers see the value of improved Internet services but worry about how people can afford to enhance the quality of their online experience



A large majority (87%) of respondents think everyone should be able to securely connect to fast, reliable Internet in public places or while they are on the move, regardless of location.

An equal number (87%) think having access to fast, reliable connectivity is crucial to the country's future economic growth, while slightly more (88%) say it's necessary for developing a well-educated and informed population.

Service requirements

The desire for better Internet services is clear among workers in Thailand: 87% feel the plans to boost infrastructure should accelerate, matching the proportion of respondents (87%) who state the reliability and quality of their broadband Internet connection is important to them.

Since 2016, the Thai Government has issued subsidies for fixed-broadband infrastructure, and universal service obligation. The "Thailand 4.0" initiative seeks to transform

the country into a knowledge-based economy, with investments to foster technological innovation, sustainability practices and growth in SMEs.

Its Digital Economy and Society Development action plans have several key targets: expand fixed broadband to all villages by 2022, with access to speeds above 100Mbps; also in 2022, increase household fixed-broadband penetration to more than 70% of the total.

There is an additional affordability goal to reduce prices of fixed broadband to 2.5% of GNI per capita in 2022; and the final target is to expand digital economy contribution to 25% of overall Thai GDP by 2027.

Now respondents seek faster improvements to support emerging post-pandemic working patterns: 86% say broadband networks must get dramatically better if hybrid and remote employment is to succeed.

Key takeaways



87% say accelerating plans to create better connectivity across the country is vital



More than 8 in 10 respondents say good connectivity is vital to support future economic growth



86% of Thai workers think broadband must dramatically improve to support hybrid roles



63% of respondents in Thailand indicate that at least three people use the Internet simultaneously during the day

The cost of connecting is another key challenge according to respondents, and 85% believe access to affordable, reliable broadband is becoming an issue for the entire population. A total of 8 in 10 (80%) indicated that this is a major problem for low-income families in particular.

Furthermore, 75% of respondents say they were unable to access critical services such as online medical appointments, online education, social care and utility services during lockdown, due to an unreliable broadband connection.

59% of respondents indicate that they spend seven or more hours per day actively on the Internet, with 76% of respondents recognising the need for online security, saying they would be willing to pay more to access a safer broadband service.

Hybrid connections

Already, more than half (54%) of respondents log on at home to do their job or run their own business. With a total of 62% saying three or more people are active online simultaneously under their roof, and more than half (51%) anticipating their household's combined online usage will increase or stay the same in the next 12 months, the pressure on services is clear.

More than 6 in 10 (64%) say they will seek to upgrade their home Internet service in the next 12 months, but over a fifth (23%) say doing so would be too expensive.

Home broadband usage patterns anticipated over the next 12 months

