OUTCOME OF PRELIMINARY STUDY OF DIGITAL ECONOMY INDICATORS

Thailand Digital Outlook

In accordance with the framework from Organisation of Economic Co-operation and Development (OECD)

ONDE
Office of the National Digital Economy and Society Commission
Ministry of Digital Economy and Society

The Office of the National Digital Economy and Society Commission (ONDE)

- A national planning agency under Ministry of Digital Economy and Society
- Acts as a secretary office of the National Digital Economy and Society Commission
- Presents policy models for Thailand's Digital Economy through the mechanism of the National Digital Economy and Society Commission

Core Mission

01 To direct and place policies for developing national digital economy and society

02 To be a core supporting, coordination and integration for all working parties

03 To place the foundation of development in highly-efficient digital infrastructure in order to support future's usage

04 To encourage in order to create economic and society innovation environment

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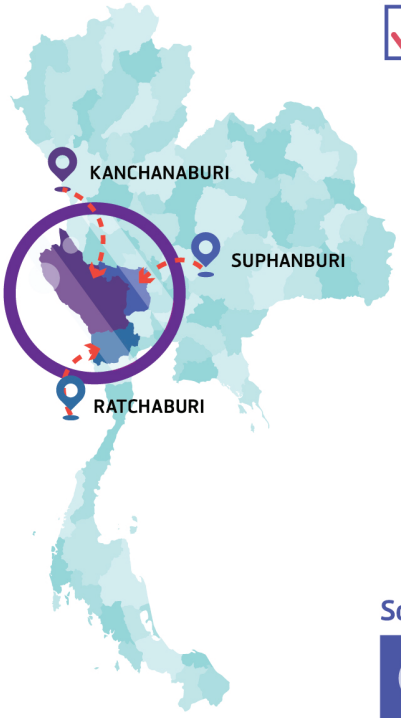
Thailand Digital Outlook Project

In 2018, ONDE has developed a project namely Thailand Digital Outlook in order to analyze and collect several indicators related to Measuring the Digital Transformation in accordance with OECD's Framework.

The outcomes are used to design a prototype for exploring the data collected from the Village Broadband Internet Project (Net Pracharat) and analyzing the overall development of digital economic and innovation policies. Hence, the outcomes are used to define or improve digital economic policies for efficiently developing the country and standardize with international.



Benefits of the Project

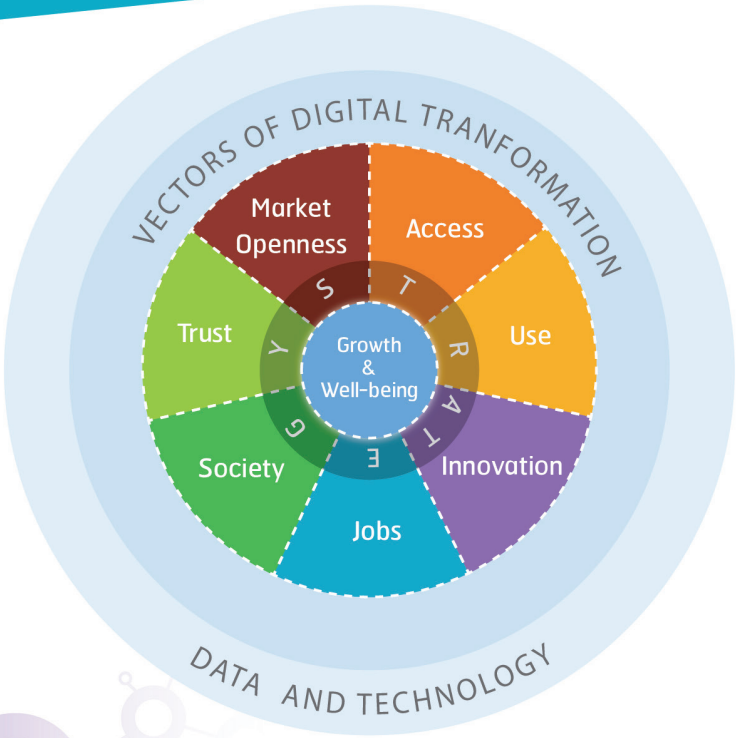
- To develop national digital economic indicators
- To understand the impacts from the policies toward economic and society divisions
- To analyze efficiency and potential of "Thailand 4.0" policies
- To be able to publicize gained knowledge from the government to all parties in order to handle with the digital transformation

Source of Data

- Digital technology usage of the citizens in the areas through Net Pracharat wifi
- Digital technology usage of the citizens in the areas through mobile data networks

The Organisation for Economic Co-operation and Development (OECD)

- To support policies that help improving economic and social well-being of people around the globe
- To collect concerned policies from the government sectors for designing digital policies in the future which will be advantageous for economic growth and quality of life and society
- To be under developing policy-making frameworks and integrating with 7 components of Going Digital frameworks



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The Village Broadband Internet Project
Net Pracharat

Operated by TOT Public Company Limited

Targeted Villages (Zone C Villages)
the villages in remote area where the telecommunication infrastructure services have not yet covered and expected to be "The Incompetence Commercial Area and No Service" covering 24,700 Villages in Zone C (December 2018)

To expand high-speed internet network to all targeted villages nationwide

To allow citizens in remote area be able to access free WIFI at the provided spots

To permit the internet providers utilize infrastructure for servicing with reasonable prices

Benefit:

To provide an equally chances for the citizens accessing the public services

*Data from TOT Public Company Limited

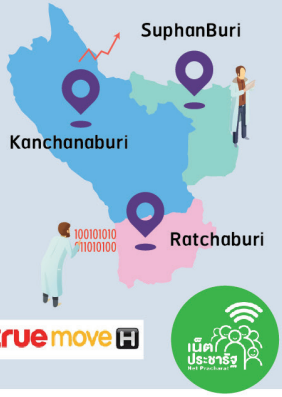
Methodology

1. Study overall operating digital economic policies in Thailand

2. Study policy framework that integrated with OECD's The Going Digital

3. Create data collection model in accordance with indicators

4. Collect data from the three provinces during 1 January to 31 December 2018



5. Develop a prototype system in analyzing and presenting data

6. Analyze data in accordance with each indicator

7. Suggest future directions and benefits from the project

The Outcome

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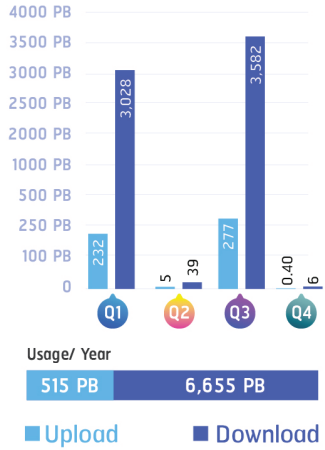
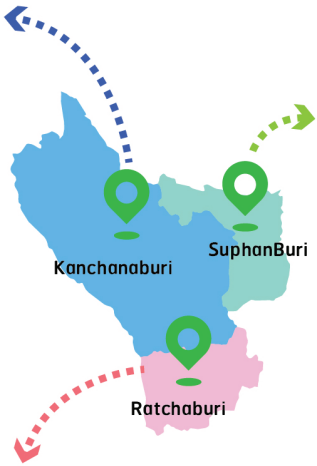
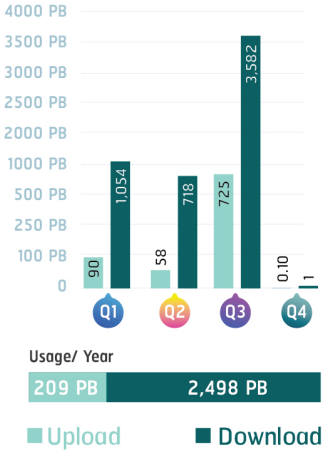
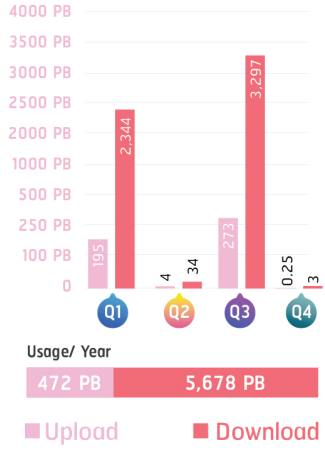
เน็ตประชารัฐ Net Pracharat

Technology and Digital Information Accessibility (Database from Net Pracharat)









Usage from the Three Provinces/ Year

1,196 PB | 14,1831 PB

Upload Download

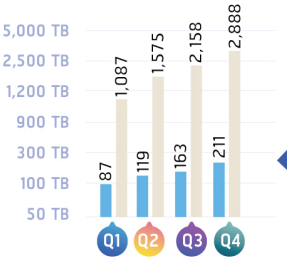
Notice:

- In February, March, June, July, and August, there were significantly high usage

Q1 = January – March 2018
Q2 = April – June 2018
Q3 = July – September 2018
Q4 = October – December 2018
PB = Peta Byte = 1000 TB (Tera byte)

*Data from TOT Public Company Limited

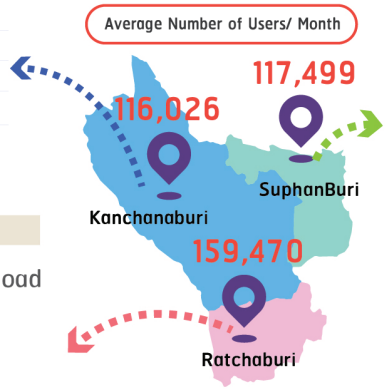
Technology and Digital Information Accessibility (Database from mobile data network)

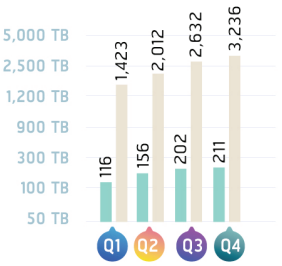


Usage/ Year

580 TB | 7,708 TB

Upload | Download

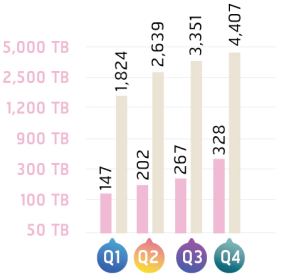




Usage/ Year

685 TB | 9,303 TB

Upload | Download



Usage/ Year

944 TB | 12,221 TB

Upload | Download

Usage from the Three Provinces/ Year

2,209 TB | 29,232 TB

Upload | Download

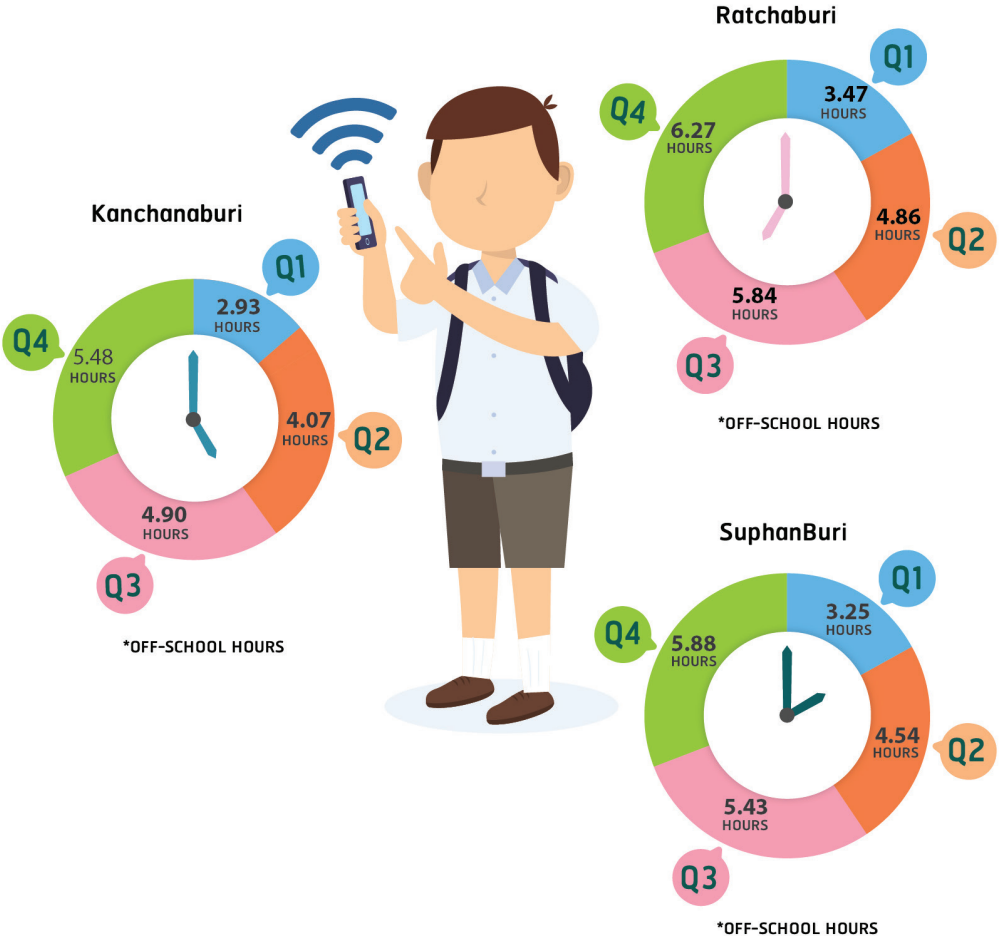
The Outcomes

- Internet users are increasing during one-year period
- The internet usage from the three provinces is increasing in the same direction
- Most internet usage is from downloading content rather than uploading content

Q = Quarter

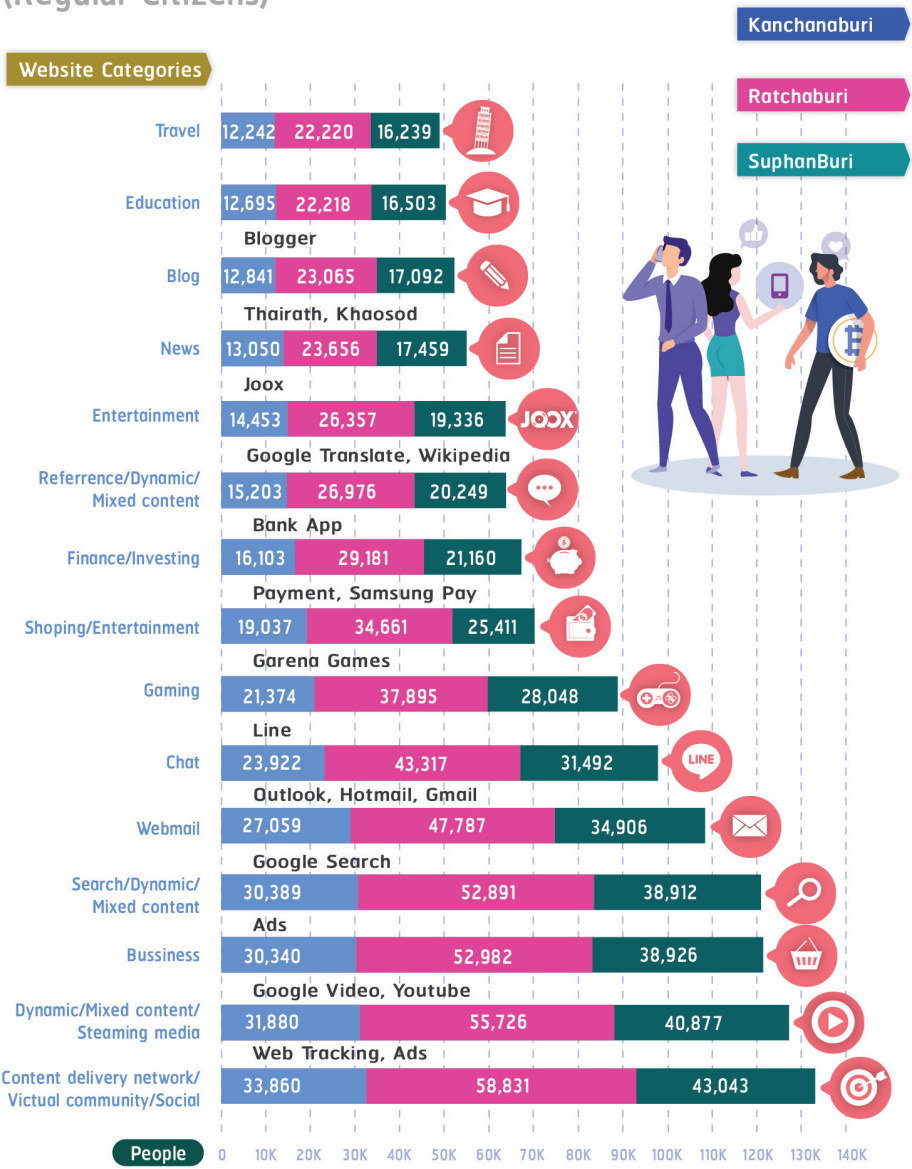
*Data from True Move H in 2018

Average Internet Usage by Students per Day



*Data from True Move H in 2018 Q = Quarter

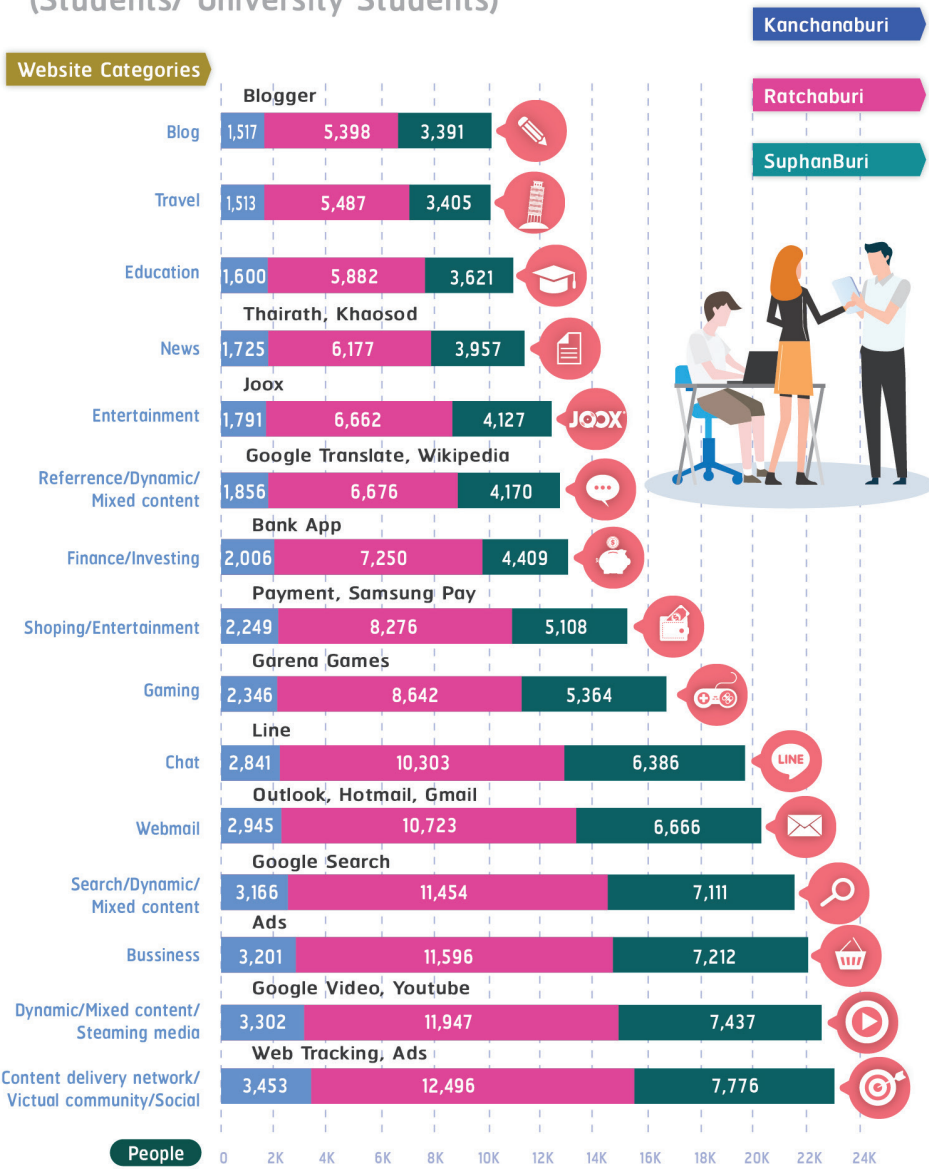
Technology and Digital Information Usage
(Regular Citizens)



*Data from True Move H in 2018

Technology and Digital Information Usage

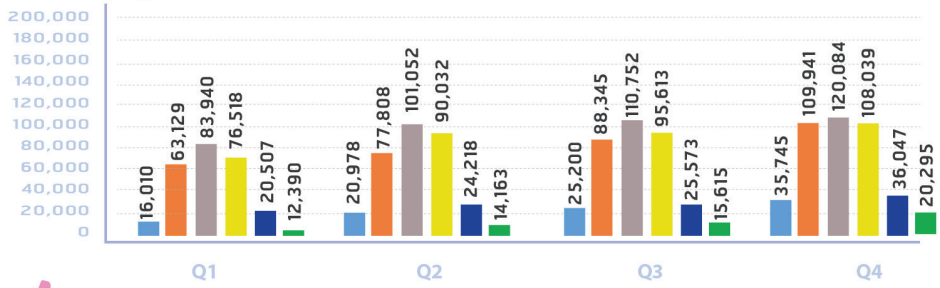
(Students/ University Students)



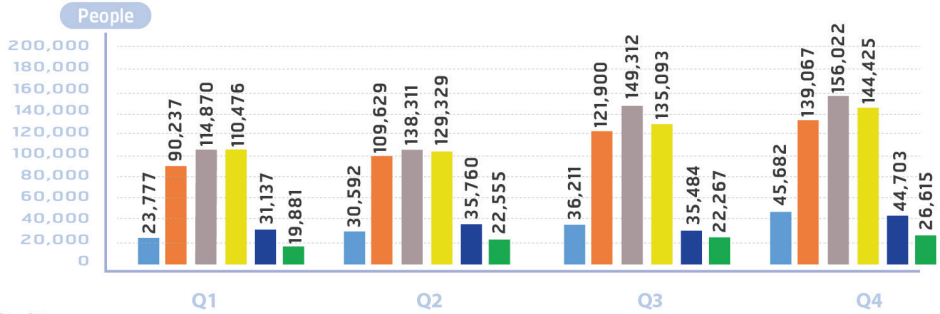
*Data from True Move H in 2018

Number of Internet Users from Each Age Range

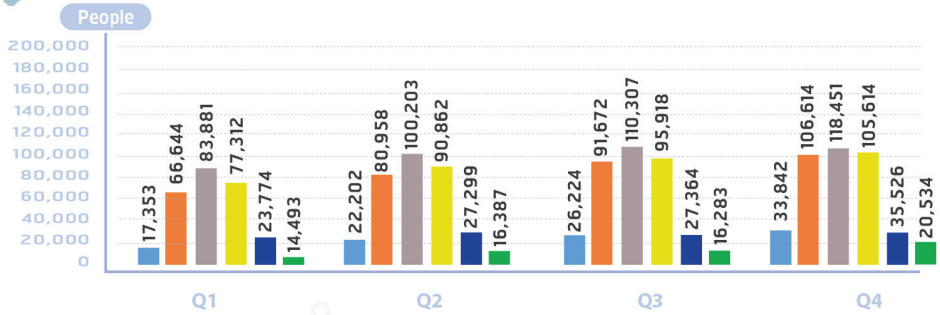
Kanchanaburi



Ratchaburi



SuphanBuri



Q = Quarter *Data from True Move H in 2018

Number of Social Media Users

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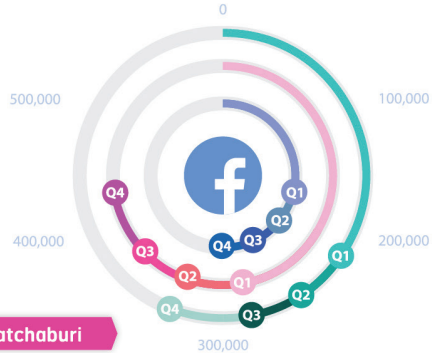
Kanchanaburi

Q1	171,720	Q3	223,262
Q2	190,057	Q4	281,248

SuphanBuri

Q1	219,639	Q3	270,519
Q2	241,094	Q4	317,928



Ratchaburi

Q1	293,392	Q3	364,131
Q2	320,779	Q4	428,120

Facebook

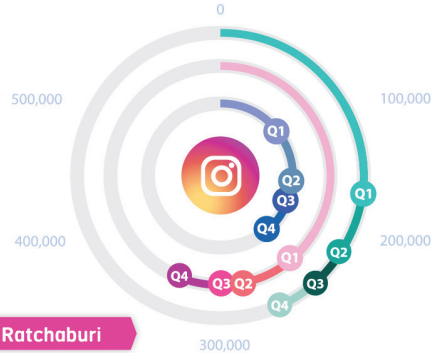
Unit : People

Kanchanaburi

Q1	136,414	Q3	178,976
Q2	160,799	Q4	207,038

SuphanBuri

Q1	177,883	Q3	222,095
Q2	206,701	Q4	245,244



Ratchaburi

Q1	237,282	Q3	298,508
Q2	267,745	Q4	330,367

Instagram

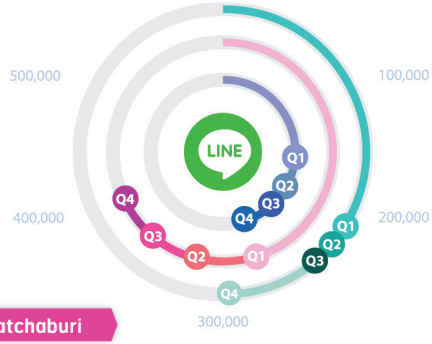
Unit : People

Kanchanaburi

Q1	171,720	Q3	223,262
Q2	190,057	Q4	281,248

SuphanBuri

Q1	208,760	Q3	255,246
Q2	229,812	Q4	298,448



Ratchaburi

Q1	279,591	Q3	344,508
Q2	307,140	Q4	402,792

Line

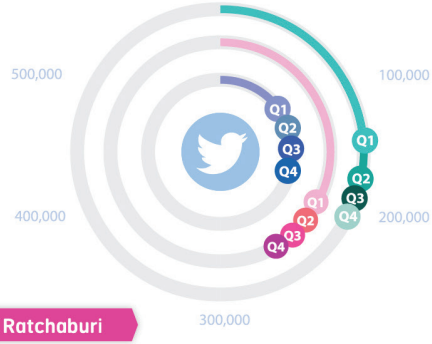
Unit : People

Kanchanaburi

Q1	113,884	Q3	142,954
Q2	131,768	Q4	158,344

Suphanburi

Q1	149,644	Q3	180,706
Q2	171,566	Q4	191,344



Ratchaburi

Q1	198,782	Q3	242,448
Q2	227,963	Q4	255,771

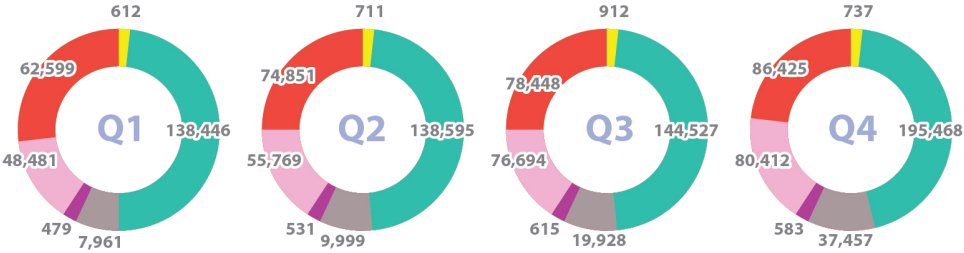
Twitter

Unit : People

*Data from True Move H in 2018 Q = Quarter

Internet Usage Indicators per Categories

- USE : e-Consumers - Online Shopping
- JOBS : Independent Workers (Freelance)
- SOCIETY : e-Banking
- SOCIETY : e-Government
- INNOVATION : Use of Digital Tools by Research
- SOCIETY : Job Search and Healthcare



Unit : People

- USE : e-Consumers - Online Shopping
- JOBS : Independent Workers (Freelance)
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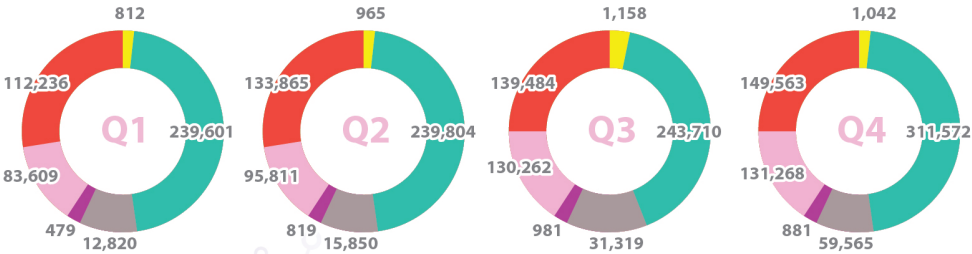

Unit : People

Q = Quarter

*Data from True Move H in 2018

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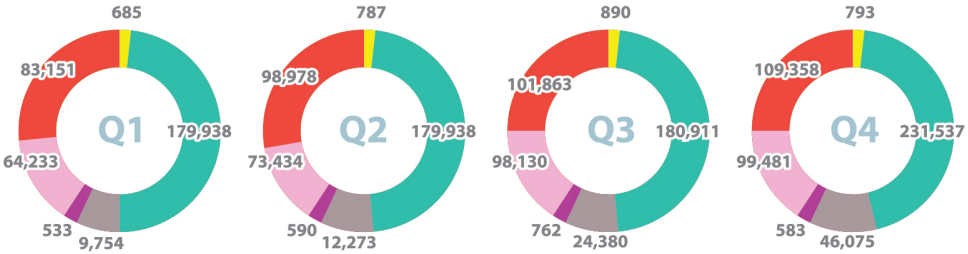

Unit : People

The Outcomes

- Government websites usage is still low
- Citizens in the areas do not much utilize the internet for research and study
- E-commerce usage is high
- From the outcomes, Government can utilize data for digital economic policy making in the future; for example, e-Commerce promotion
- Citizens started to realize and are more accessible to e-Banking hence it could imply that e-Payment promoting effectively working well
- Citizens at each age range are using internet while the users in the range of 30-39 years old are the most usage group
- The most popular social media for citizens are Facebook and Line is the second-ranked popular
- Government can make policies or interested contents based on each age range via social media according to the presentation above in order to be more accessible and touched to people in the digital era

Q = Quarter *Data from True Move H in 2018

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