

# Ericsson's digital Thailand report discusses Thailand's readiness for a digital economy



Ericsson's Digital Thailand report on ICT consumer trends and industry insights provides key discussion points for government and industry on how to realize the Digital Thailand vision.

The report demonstrates how Thai consumers are embracing ICT in all facets of life and are ready for the Internet-of-Things (IoT) and Thailand is a leading nation in ICT adoption in the region. 2016 marks 110 years of Ericsson in Thailand and working with customers, partners, and government to revolutionize the way Thai people live, work and communicate with each other. Ericsson has today launched its Digital Thailand report, which provides key consumer and industry insights on Thailand's readiness for a digital economy, at its official inauguration of its newly-renovated Bangkok office.

The Digital Thailand report, based on Ericsson ConsumerLab's research and interviews with local tech industry players, demonstrates how Thai consumers are embracing ICT in all facets of life, are ready for the Internet-of-Things (IoT) and that Thailand is a leading nation in ICT adoption in the region.

Thai consumers are ahead of or on par with the global peers when it comes to embracing ICT. For example, 45 percent of Thai consumers (compared with 37 per cent globally) believe that discovering products through online communities is easier than searching the internet and 33 percent of consumers surveyed in Thailand engage in some form of sharing activity such as sharing accommodation, food, clothing, rides and Wi-Fi with peers using websites and smartphone apps (global average is 34 percent).

Nadine Allen, Head of Ericsson Thailand, says: "Ericsson is a strong supporter of the Thai Government's vision for a Digital Thailand, as it is very aligned with our own vision of a Networked Society, in which every person, business and society is empowered to reach their full potential through connectivity. We have been working with our customers, partners and the Thai government for the last 110 years to transform the way Thai people live, work and communicate and we are committed to doing so for the next 110 years and more."

"Our Digital Thailand Report provides important discussion points for government and industry around how we can collaborate to further accelerate the country's transformation towards a Digital Thailand."

As ICT adoption increases, network performance becomes critical to truly realize the Digital Thailand vision. Currently internet users in Thailand experience a cell-edge throughput of 225 Kbps, which is good for web browsing but not enough for video, music streaming and real-time video conferencing. In order to realize the Digital Nation vision, it is important that a good mobile broadband experience is available for consumers in both urban and rural Thailand. Local app development that addresses the everyday challenges of the consumers will also help to increase the pace of change towards a digital economy.

Ericsson predicts that the Internet of Things (IoT) is expected to surpass mobile phones as the largest category of connected devices globally in 2018 and the Digital Thailand report demonstrates the readiness of Thai consumers for the IoT. In Thailand, 43 percent of consumers feel that

connecting household appliances, gadgets, and services to the internet would benefit society, compared to 36 percent globally, and 84 percent of consumers would like to connect different devices or things to the internet to make it more efficient compared to 81 percent globally. TV, car, camera and home alarm are the top devices that Thai consumers want to connect to the internet.

However, with the increasing internet usage, there are concerns related to the privacy and security of internet users. One-third of Thai consumers fear that details about their personal life are being recorded without their knowledge.

Nadine Allen says: "These concerns have to be addressed to encourage Thai consumers to actively participate in the digital economy. As a global ICT leader, Ericsson looks forward to combining our global and local insights to collaborate with industry and government on the realization of a Digital Thailand."

Ericsson's journey in Thailand commenced in 1906 with the deployment of Thailand's first ever telephone exchange. Ericsson pioneered 1G, 2G and 3G mobile technology in Thailand and we have been rolling out 4G with our customers to deliver an enhanced mobile broadband experience to Thai consumers. As part of our ongoing commitment to Thailand, which is one of the top 3 markets for Ericsson in South East Asia and Oceania, Ericsson recently renovated our Bangkok office located in the Suntower building. The office inauguration included demonstrations of ground-breaking technical innovations that will be enabled by 5G, including Cloud Robotics and Augmented Reality.

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#### NOTES TO EDITORS

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Ericsson is the driving force behind the Networked Society - a world leader in communications technology and services. Our long-term relationships with every major telecom operator in the world allow people, business and society to fulfill their potential and create a more sustainable future.

Our services, software and infrastructure - especially in mobility, broadband and the cloud - are enabling the telecom industry and other sectors to do better business, increase efficiency, improve the user experience and capture new opportunities.

With approximately 115,000 professionals and customers in 180 countries, we combine global scale with technology and services leadership. We support networks that connect more than 2.5 billion subscribers. Forty percent of the world's mobile traffic is carried over Ericsson networks. And our investments in research and development ensure that our solutions - and our customers - stay in front.

Founded in 1876, Ericsson has its headquarters in Stockholm, Sweden. Net sales in 2015 were SEK 246.9 billion (USD 29.4 billion). Ericsson is listed on NASDAQ OMX stock exchange in Stockholm and the NASDAQ in New York.

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