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Contact Information
Customer Care
European Office: +49 711 87 05 10 39
Asian Office: +63 2 632 78 15
E-mail: Bruca@infocom-de.com
Internet: <http://www.infocom-de.com>

InfoCom says users in Thailand gear up for fixed and mobile broadband.

Taiwan mobile non-voice revenues make already more than 25% of total mobile revenues — Mobile carriers concentrate efforts to increase data usage — Mobile apps widely available for all mobile platforms — Promotions and offers also targeting prepaid segment — To 2015, fixed broadband base expected to increase at an average of 9% a year.

Manila, Philippines — As Thai telecom carriers are about to commercialise 3G services on 2.1GHz spectrum, mobile services usage patterns in Thailand confirm 3G-readiness and all mobile carriers are planning to launch 3G services within the first half of the current year. For one, mobile non-voice services revenues already comprise more than 25% of mobile service revenues generated in 2010 and they are expected to increase significantly while total mobile service revenues growing at an annual average rate (CAAGR) of only 2% in the next four years.

To increase data usage, the operators are focusing on bundling data services with smart phones such as Blackberry, iPhone and Samsung Galaxy as well as with USB data cards. The operators also offer more affordable smart phones with increased functionalities. While there are a number of available business applications including e-mail, Blackberry services as well as news applications such as *Blue* — carrier AIS' Blue(TM) providing with free, streaming, real-time data from global financial markets — a large number of them are geared towards personal rather than business use — for instance, chat and social networking applications. The Taiwanese mobile carriers also push a number of customised personal applications as contained, for instance, in the True App Center, available with True Move, which contains more than 120 custom mobile apps — some of which are exclusive to True Move subscribers — for iPhone, Android, Blackberry.

With prepaid subscribers dominating the Thai mobile base, the operators launched lower-cost services targeting expressively this segment. As a result of off-peak promotions, the mobile carriers succeeded in improving significantly minutes of use (MOU) and helping

stabilise mobile voice revenues. To push also non-voice services, the operators tailored data service offerings to fit the prepaid mass market. For instance, AIS launched packages for mobile Internet surfing via GPRS/EDGE and started offering Blackberry as prepaid.

As of the fixed broadband segment, household penetration lays at around 16%. The segment, however, showed a relatively significant growth in 2010 along with the decrease in monthly fees and the cost of modems, increased popularity of online content and the availability of higher bandwidths. True Online, Thailand's largest broadband access service provider by subscribers and revenues, had 788 000 broadband subscribers (mostly DSL, 3Q10), an increase of 18% YoY. From 2011 to 2015, Thailand's fixed broadband subscriber base is expected to increase at 9% (CAAGR).

About this contribution: InfoCom has just released 2010 values +5 year forecasts for a large number of countries. New figures and data are available in TELESEQ, InfoCom's interactive dataroom, available online. TELESEQ is ONE system comprised of the entire telecommunications and related markets with data available for a huge number of services, with split a large number of indicators, by region, country and carrier, for 85 countries and 10 regions, containing forecasts for 5 years over the current year.

About InfoCom: InfoCom is a market research and consultancy company with over 20 years experience providing strategic analyses and planning assistance to stakeholders in the telecommunications, IT and multimedia industries. InfoCom's independent and fact-based analyses highlight trends and opportunities, supporting decision makers to understand market dynamics in order to improve their competitive advantage.

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