



Results and Establishment of Thailand's Digital Development Indicators 2022 (Thailand Digital Outlook 2022)

Title Results and Establishment of Thailand's Digital Development Indicators 2022 (Thailand Digital Outlook 2022)

First Edition August 2022

Amount 200 volumes

Place of Publication Office of the National Digital Economy and Society Commission

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Overview of the Thailand Digital Outlook Project



The Office of the National Digital Economy and Society Commission (ONDE) has conducted the Thailand Digital Outlook Project since 2019 in accordance with the framework of the Organization for Economic Cooperation and Development (OECD) for further analyses and policy recommendations on the country's digital economy development.

Phase 1 Project

2019



Studied best practices to evaluate digital development according to OECD Frameworks



Selected **13 pilot indicators** to study the overview of Thailand



Collected secondary data from **3 pilot provinces** (Ratchaburi, Suphan Buri, and Kanchanaburi)

Phase 2 Project

2020



Studied best practices to evaluate digital development according to OECD Frameworks



Extended the scope of the Project to study **44 indicators**



Surveyed **over 36,145 sampled individual and enterprise from 77 provinces**, and collected secondary data from 19 agencies

Phase 3 Project

2021



Studied best practices to evaluate digital development according to OECD Frameworks



Extended the scope of the Project to study **57 indicators**



Surveyed **over 42,013 sampled from 77 provinces** (Individuals, Enterprises, and Primary Services Agencies) and collected secondary data from 24 agencies

Phase 4 Project

2022

- Studied best practices to evaluate digital development according to OECD Frameworks
- Extended the scope of the Project to study **85 indicators**
- Surveyed **over 46,346 sampled from 77 provinces** (Individuals, Enterprises, and Primary Services) and collected secondary data from 27 agencies
- Collaborated with the Electronic Transactions Development Agency (ETDA) and the National Statistical Office (NSO) on survey
- Produced actionable policy and roadmap for the development of digital economy and society
- Designed Data exchange model
- Produced interactive dashboard to display indicator data and analytical data from the survey

Project Objectives

- ◆ To study worldwide best guidelines and practices for assessing digital development policy and compare such policies of Thailand and those of other sampled countries
- ◆ To reflect Thailand Digital Outlook, digital development, and use of digital technology
- ◆ To assess issues and barriers as well as the country's potentials to become a Digital Thailand in the future
- ◆ To review and reform the policies on the country's digital development in accordance with international standards, as well as to foster inter-agencies collaboration to bring about a Digital Thailand

Project Outcomes

- ◆ Various economic indicators and statistical data which reflect Thailand Digital Outlook
- ◆ Recommendations and guidelines in assessment of national digital policies and reforming such policies at the same level as international practices
- ◆ Concrete policies to enhance Thailand's digital development, serve various demands, solve issues, and create development opportunities for all sectors including the individuals, the businesses, and the Primary Services



Studies, Data Collection, and Surveys of the Project

In the 2022 Project, ONDE had established 85 'Thailand Digital Outlook' indicators and collected data from 27 agencies. The data for 52 indicators were collected from 27 secondary data sources and the data for the other 33 indicators were obtained through surveys of over 46,346 sampled respondents, including individuals, enterprises, and primary services.

85*
Indicators

- ◆ Extended the scope of the Phase 3 Project where 57 indicators had been studied/surveyed
- ◆ Covered 8 Dimensions in accordance with the OECD Frameworks
- ◆ Collected data through survey and secondary data sources

Indicators of the Project

Data Collection through Survey

33
Indicators

- ◆ Developed Survey in collaboration with the ETDA and NSO
- ◆ Survey 3 groups or **46,346 respondents**



Sample Individuals
40,936 respondents

Sample Enterprises
3,816 respondents

Sample Primary Services
1,594 respondents

Collection of Secondary Data

52
Indicators

- ◆ Obtained data from 27 domestic and foreign agencies



◆ * The total number of indicators here included a repeated count of indicators in Growth & Well-Being Dimension and excluded other data surveyed and collected from the 2022

Overview of Individuals Survey

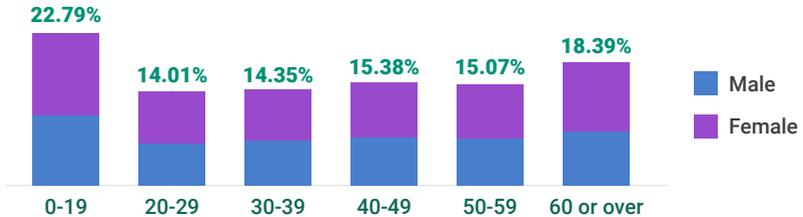
Total Number of Respondents

40,936 individuals

(as of 4 July 2022) from all 77 provinces



Gender and Age Group



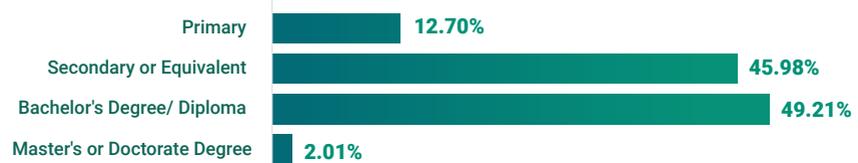
Income Distribution



Occupation



Educational Attainment



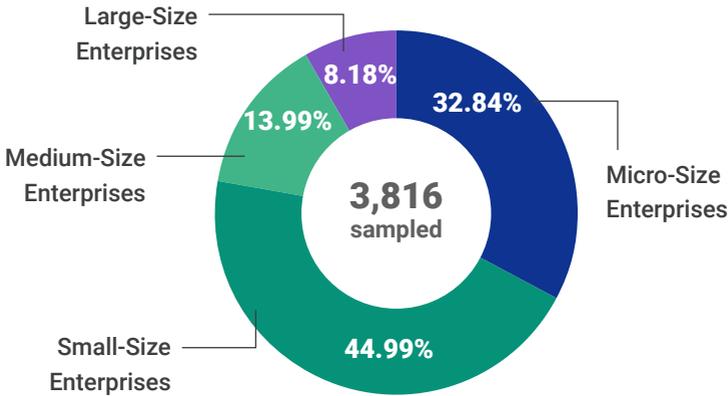
Remark : 1 Others include Househusband/Housewife, Unemployed, and others.

Overview of Enterprises Survey

Total Number of Respondents

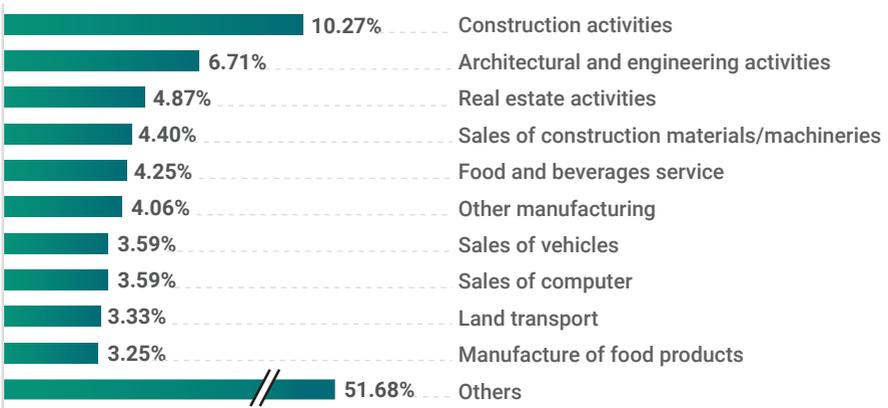
3,816 individuals
(as of 4 July 2022) from 6 regions

Size of Business



Remark : Business classifications of OSMEP

Type of Business



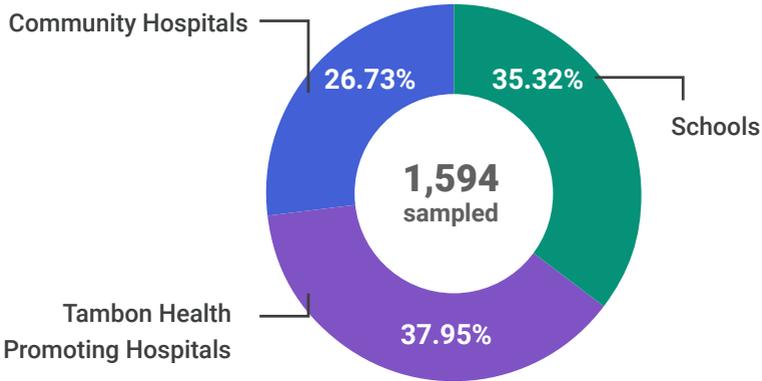
Overview of Primary Services Survey

Total Number of Respondents

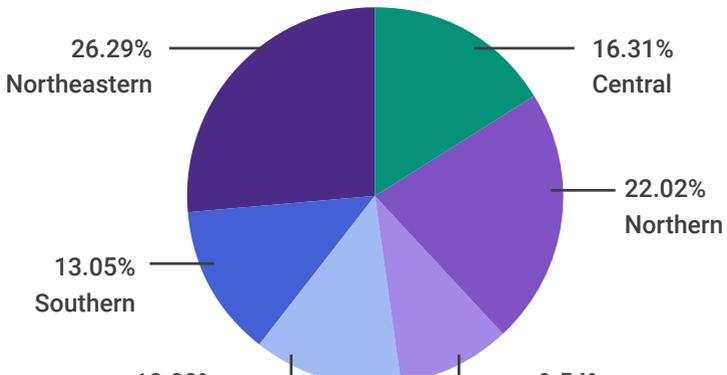
1,594 places

(as of 4 July 2022) from 6 regions

Type of Agency



Regions



Remark: *Tambon is sub-district area

Results of Surveys and Establishment of Thailand Digital Development Indicators 2022

Dimension 1: Access

Internet access and connection

is a key factor in assessing the country's digital development as it reflects the capacity of Thais to connect to the internet and receive various online services.



The data from the second quarter of 2022 found that

The household with internet connection

accounted for **88.0%**

or 21.80 million from 24.76 million households in total.



Disparity of households urban and rural areas with internet connection was at **6.60%** which is an improved rate compared to the rate of 7.20% of the previous year.



In 2021, 12.75 million Thais

had fixed broadband internet or

**an equivalent of
19 out of 100 inhabitants**



while mobile internet users made up for

**over 97 out of
100 inhabitants**



Average Internet Download Speed of Thailand in 2021



229.95 Mbps

for fixed broadband

(previous year: 168.81 Mbps)



67.99 Mbps

for mobile broadband

(previous year: 35.30 Mbps)



95.35% of internet users

used fibre optical connection in 2021, a great increase from 2020 when only 58.22% used it

xDSL

Cable

Fibre

which showed how more than 9 in 10 had switched from internet via xDSL/cable to fibre optical technology



Additionally, IoT devices have been popular as 1.72 million MSM SIM which meant 2.60 SIM cards were used per 100 inhabitants.

Private Enterprises

80.45% of enterprises

had internet connection in 2022
where over 92.41% of them used
internet with the speed of
greater than 30 Mbps



Private enterprises had access to various digital technologies
where **the top 3 most accessed technologies were**

1



Data Analytics
accounting for 86.29%

2



5G Technology
accounting for 66.16%

3



Cloud Technology
accounting for 61.37%



As for primary services such as schools as well as community and subdistrict health promoting hospitals, **the rate of access to the internet was at 95.17%**

Results of Surveys and Establishment of Thailand Digital Development Indicators 2022

Dimension 2: Use

Internet use

reflect the various digital and online activities of the population.

2022 Survey found that
the internet use among those
aged over 6 years old

was at **85.00%**
where the average usage was
7 hours and 4 minutes a day.



Here, the average volume of monthly usage among mobile internet users in 2021 was

24.29 gigabits/month/user

which is an increase from previous year or only at 18.00 gigabits/month/user.

This reflected an increase in internet use among Thais, especially for communication, entertainment, commerce, and online services.

Most Popular Online Governmental Services in 2022

Ranking

- | | | |
|---|--|---------------|
|  | Registering/receiving/verifying right to governmental services such as Thaichana | 77.14% |
|  | Keeping up with news from the government such as overview of COVID-19 Pandemic | 49.04% |
|  | Providing payments for usage of electricity, water, telephone services, or other utilities | 36.08% |
|  | Filing tax forms through an online account | 28.52% |
|  | Registering/receiving/verifying right to welfare | 25.95% |

Data from the ETDA Survey in 2022 found that **23.69%** had purchased goods or services via the internet in the last 3 months.



In terms of online payment,

Thailand's average value of digital transactions per capita was 865,373.35 baht via mobile banking (both receiving and making such transaction) which was an increase from previous year when the average was 0.607 million baht.



Moreover, over 44.98%

had filed tax forms through an online account in 2021 which was an increase from the previous year (42.44 %) while enterprises offering such online service also increased from 10.62% to 12.39% in 2021.

In 2022, 40.39% of enterprises

had online sales of goods/services.

Share of enterprises who used digital technologies, by type of technologies



Data Analytics

69.90%



Business Website/Homepage

62.46%



AI Technology

40.49%



Cloud Services

27.92%



5G Technology

14.69%



IoT Technology

4.20%



Robotic

1.04%

Share of primary services accessed to digital technologies



Data Analytics

13.32%



AI Technology

14.11%



5G Technology

47%



Cloud Technology

86.35%

Share of primary services adopted digital technologies in their services



Data Analytics

10.74%



AI Technology

4.61%



5G Technology

8.90%



Cloud Technology

75.41%

Moreover, over 902 agencies had requested access to the free-of-charge Government Data Center and Cloud Service (GDCC). (Data as of May 2022)

GDCC
Government Data Center and Cloud Service

Results of Surveys and Establishment of Thailand Digital Development Indicators 2022

Dimension 3: Innovation

Digital technology investment of the business and industrial sectors is an indicator that reflects ICT Diffusion in the economy.

In 2021, investments in digital technology by the ICT Industry

amounted to 537 billion baht or 3.32% of Thailand's GDP.

Businesses in the Information Industry

Research and Development (R&D) expenditure amounted to over 15,517.89 million baht in 2019 or about 0.09% of the country's GDP.

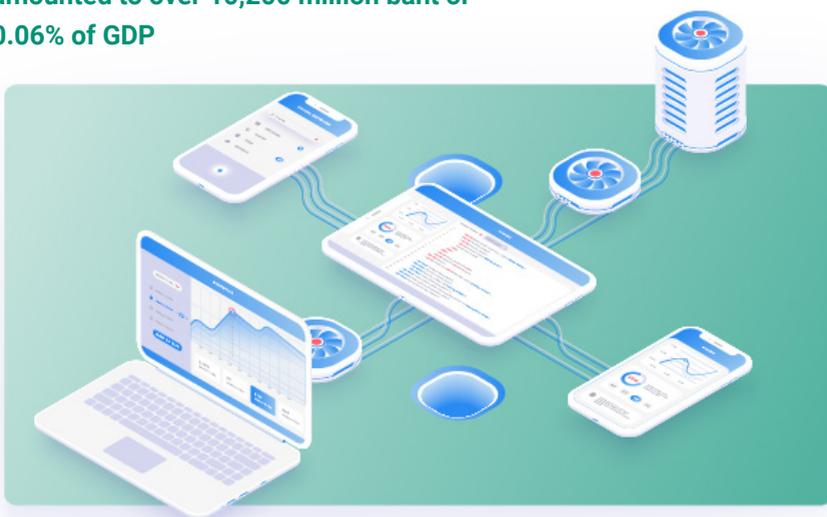


This led to Thailand's continual increase in the filing of IT-related patents

where the 64 of them in 2021 accounted for 7.38% of all patents filed

Investments in ICT Start-ups

amounted to over 10,200 million baht or 0.06% of GDP



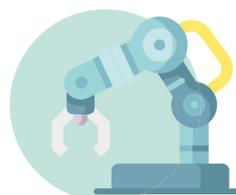
In 2021, there were over 200,000 start-ups having been active for up to 2 years which made up 24.57% of all active businesses.

Other Interesting Innovation Indicators



In 2021, **the share of new tertiary graduates in science, technology, engineering, and mathematics (STEM)** was 22.21% of all graduates, a similar value to the previous year when such share was 22.86 %.

In 2020, 69.39 robots were used in **Thailand's manufacturing industry to 10,000 laborers** which was an increase from 2019 when only 58.81 robots were used to 10,000 laborers.

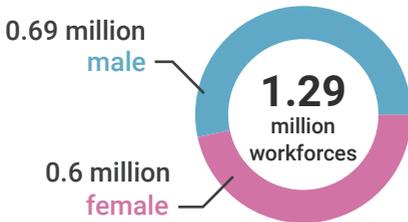


Results of Surveys and Establishment of Thailand Digital Development Indicators 2022

Dimension 4: Jobs

An economy driven by technology and innovation means businesses of various industries require a labor force equipped with ICT and digital skills as the economy still impacts the country's digital workforce.

In 2021, there were around 1.29 million IT and digital workforces in Thailand.



accounting for **3.42%** of persons in the labor market



Average income of ICT professionals/personnel

25,679 baht per month

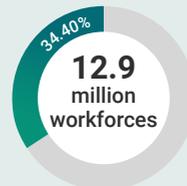


Labor productivity within digital industries

0.334 million baht/person/year

By assessing the entire labor market

Thailand would have over 12.9 million workforces which accounted for 34.40% of the country's labor force.



The 2022 Survey

found that over 5.74% of businesses reported difficulties in the recruiting and hiring of ICT personnel.



Around 45.80% of businesses provided ICT training to their employees.

however, the survey also found **35.02 % of worker that mismatch between personal skill and the jobs with assignment**



In 2021, there were around 62,466 **graduates in STEM** which accounted for **22.21%** of all graduates.



In 2021, the government has implemented a policy expenditure. In terms of labor market, more than 70 billion baht per year, or 0.43% of the GDP to assist the affected workers from stagnation and impact of Covid-19

Results of Surveys and Establishment of Thailand Digital Development Indicators 2022

Dimension 5: Society

Digital technology has enhanced the quality of life, provided convenience to Thais, and reduced social inequality by creating access to and better use of the internet for all sectors for increased opportunities.

The 2022 Survey found that



only 63.17%

of elderly Thais (aged 55-74) used the internet



while the share of internet use among households with income in the lowest quartile (lowest 25%) was

only 73.35%

Such are low shares when compared to the average internet use of all Thais.



Over 79.60% of Thai people

used the internet to access news online.

The 2022 Survey found that over 78.60% of Thais

used digital equipment such as computer, laptop, notebook, and tablet for teleworking.



Social inequality has the tendency to decline given that **the share of women who can program has** increased from 12.10% in 2021 to 14.77% in 2022 and that such skills are in high demand for the digital business sector.

The shares of Thai men and women with access to the internet were 86.60% and 83.60% respectively.

Moreover, Thais with a diploma or completion of higher education have **20.90%** higher access to the internet than Thais with lower level of education.



In terms of the assessment in science, mathematics, and reading (PISA Test),

most Thai students ranked relatively low to moderate where only 2.65% of 15-16 year old students were top-performing with high PISA ranking (above level 5) in 2018.



The current digital technology development has also led to increases in the generation of electronic was

where the volume of electronic wastein 2019 was as high as **621 kiloton per year.**



9.2 KG

or 9.20 kilogram per person per year.

Awareness of Digital Technology



Individuals



5G Technology
43.84%



Enterprises

5G Technology
52.73%



Primary Services

Cloud Technology
91.91%



Artificial Intelligence (AI)
33.78%



Cloud Technology
50.54%



5G Technology
80.00%



Cloud Technology
32.47%



Data Analytics
44.15%



Internet of Things (IoT)
31.59%

Awareness of Digital Laws



Individuals

- 1 Computer-Related Crime Act at **38.96%**
- 2 Cybersecurity Act at **33.74%**
- 3 Personal Data Protection Act (PDPA) at **30.41%**



Enterprises

It was found that more than half have “heard of” the digital laws.

- 1 The Digital Economy and Society Development Act at **44.02%**
- 2 Personal Data Protection Act (PDPA) at **39.33%**
- 3 Cybersecurity Act at **39.27%**



Primary Services

- 1 The Digital Economy and Society Development Act at **69.83%**
- 2 Development of Digitality for Economy and Society Act at **68.38%**
- 3 Computer-Related Crime Act at **66.42%**

Results of Surveys and Establishment of Thailand Digital Development Indicators 2022

Dimension 6: Trust

Confidence in the use of the internet and technologies among individuals and businesses

could be assessed from the behaviors, anxiety, and issues related to data or technology encountered by users as they are vital factors impacting the development of the digital economy and society.



In 2021, **3.40% of internet users experienced abuse of personal information or privacy violations**, which was the most common issue followed by damages to devices caused by virus.

Moreover, 64.10% have provided personal data through the internet which mostly included **70.70% of Gen Y Thai people (aged 22-41)**



In terms of trust in the information or news on social media,

it was found that **over 82.22% have encountered fake news in online social platforms** where most of them were on social media and chat applications.



Percentage of individuals not buying online due to concerns in online purchase of goods /service



**concern over onlinepayment platform
accounted for 17.33%**



**concern about returning products
accounted for 19.77%**

In terms of ICT security facilities, it was found **that 36.09% of businesses tasked their own employees to maintain ICT security and data protection measures** which was an increase percentage from last year when the share of such businesses was 28.60%



In addition, **95%** of governmental agencies such as the Ministry of Public Health **have been sharing health data via the Health Data Center (HDC) platform** with the exception of personal data which is protected by the Personal Data Protection Act (PDPA) of 2019.



Results of Surveys and Establishment of Thailand Digital Development Indicators 2022

Dimension 7: Market Openness

Use of digital technology and innovation by businesses can increase competitive potentials, enhance values of goods/services, as well as provide more access to the market through e-Commerce which has become a crucial aspect in the domestic and foreign or Cross-border e-Commerce



In 2022, **around a quarter or 26.29% of Thai entrepreneurs exported products online** as e-Marketplace platforms in Thailand have enhanced its export capacity. Such share was an increase from the previous year when only at 3.20% of entrepreneurs engaged in such activity.

Moreover, the digitally-deliverable services in 2021 accounted for 15.72% of total of service trade which was a small increase from the previous year when the share was 15.62%.

However, international trade in ICT goods/services only accounted for 10.83% of all international trades which was a decrease from 2020 (14.27%) due to increased competitions with neighboring countries and new technologies.

In the past, Thailand's added value from the export of goods as a result of digital technology was 23.14% of the total exports of all manufacturing industries.

Results of Surveys and Establishment of Thailand Digital Development Indicators 2022

Dimension 8: Growth & Well-being

Digital technology not only enhances convenience and elevate quality of life for users, but also remains an important factor that adds values to the country's economic activities and foster future development as well as growth of the economy in a progressive manner.



Students

The survey in 2018 found that Thai students aged 15-16 years who first used the internet at the age of 6 or, younger accounted for 14.60% which reflected how Thai students' introduction to the internet is relatively late when compared to such rate of developed countries.



Most students used the internet on regular days



use outside school

accounted for 37.26%



use in school

accounted for 23.42 %



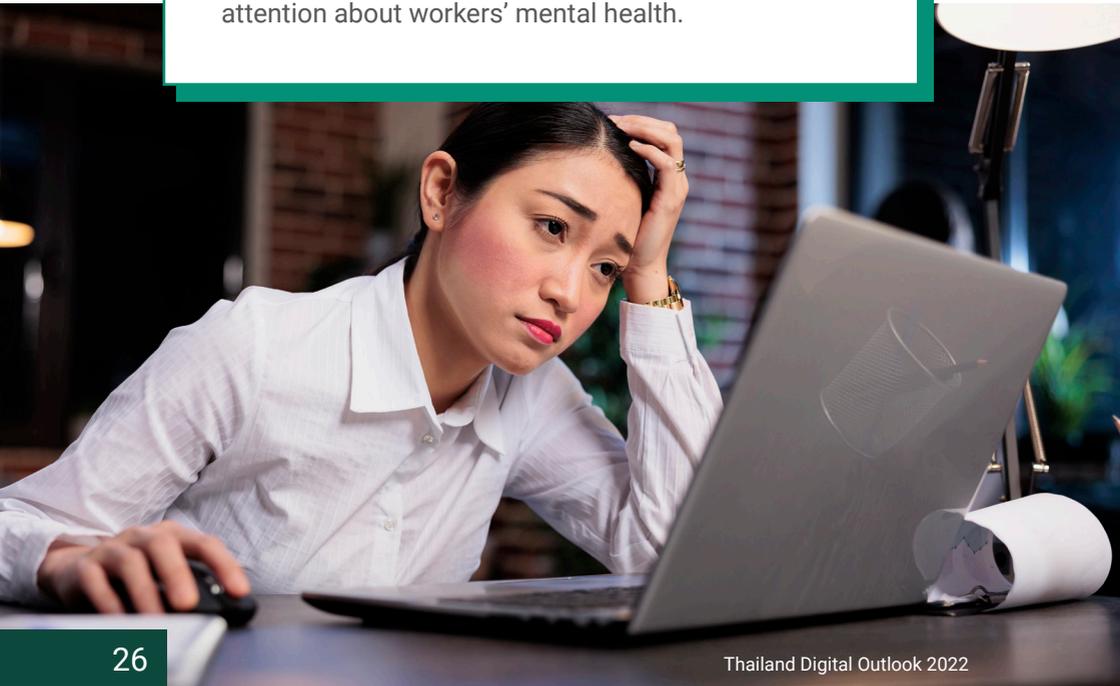
The 2022 Survey also found that 78.42% of students aged 15-16 felt bad when no internet connection is available while over 59.94% of students felt stressed during online/e-Learning.

Among working Thais

over **78.60%** of them worked from home at least once a week in **2022** where **54.12%** of them felt stressed during online teleworking.



85.90% of workers experiencing job stress associated with the use of computer of work for more than half of their total working which showed should care and attention about workers' mental health.





In 2021, the digital-intensive sectors' contribution to value added growth

accounted for 11.90%

where the medium-high and high digital-intensive sectors produced the highest share of added value or at 50.90% of all the contributions from the digital-intensive sectors.

* Businesses in the medium-high digital intensive sectors include businesses in the manufacture of computer, electronic and optical products as well as businesses in the programming and broadcasting services, and the electronic equipment manufacturing services. On the other hand, businesses in the high digital-intensive sectors include those in computer programming, consultancy and related activities, telecommunications, and information services activities.

Comparative Digital Development of Thailand in 2022 and OECD Countries

OECD had established 54 Indicators under the “Going Digital Toolkit” Framework to comparatively assess the implementations of the digital policies among OECD countries. For the 2022 Thailand Digital Outlook Project, ONDE had compared the data for 46 indicators with those of other OECD countries where the results are as follow:

Thai Digital Development in the Access Dimension

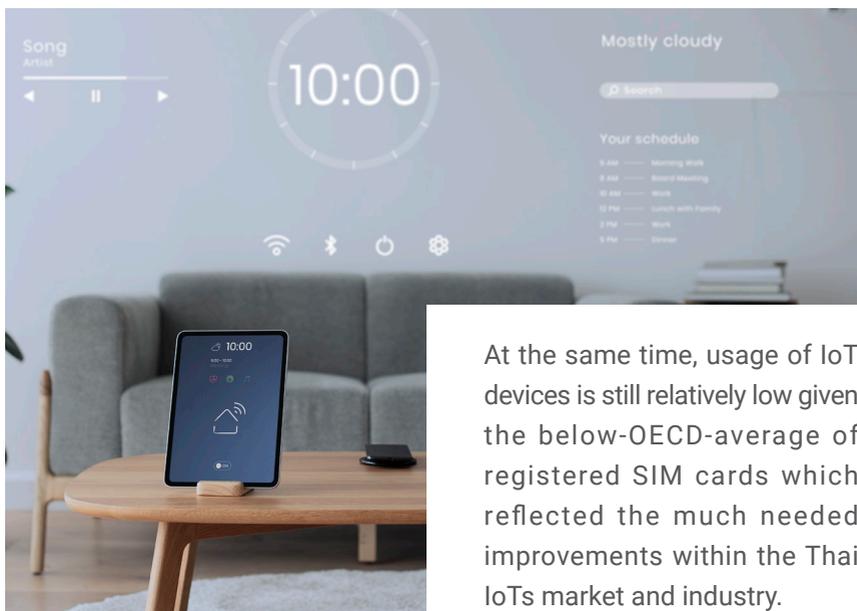


Note: Data of OECD countries were downloaded from the OECD Going Digital Toolkit database on 2 August 2022.

Based on comparative assessments of the digital development of Thailand and OECD members,

within the Access Dimension, it was found that access to high speed internet connection and fixed broadband usage have not been that high both individuals and enterprises in Thailand when compared to other OECD countries.

On the other hand, usage of mobile broadband between individuals and households has been moderate as well as the disparity in broadband up take which reflected the much needed improvements of internet coverage to enhance access in rural areas despite the already high share of population covered by 4G mobile network.



At the same time, usage of IoT devices is still relatively low given the below-OECD-average of registered SIM cards which reflected the much needed improvements within the Thai IoTs market and industry.

Thai Digital Development in the Use Dimension

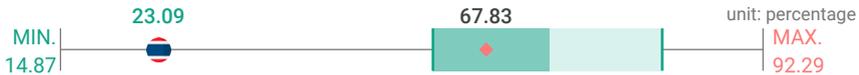
- ▶ Internet users, aged 16-74 years, as a share of individuals (U1)



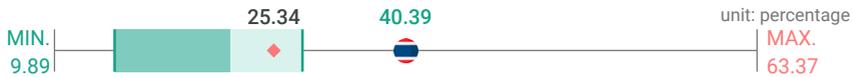
- ▶ Share of individuals aged 16-74 years using the internet to interact with public authorities (U2)



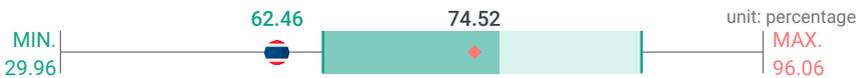
- ▶ Share of internet users who have purchased online in the last 12 months (U3)



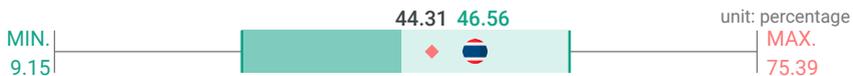
- ▶ Share of small businesses making e-commerce sales in the last 12 months (U4)



- ▶ Share of businesses with a web presence (U5)



- ▶ Share of businesses purchasing cloud services (U6)



- ▶ Average monthly mobile data usage per mobile broadband subscription (GB) (U7)



Note: Data of OECD countries were downloaded from the OECD Going Digital Toolkit database on 2 August 2022.

Based on comparative assessments of the digital development of Thailand and OECD members,

within the Use Dimension, it was found that the share of internet users in Thailand is relatively close to OECD countries but the volume of monthly data usage per individual much exceeded that of many OECD countries.



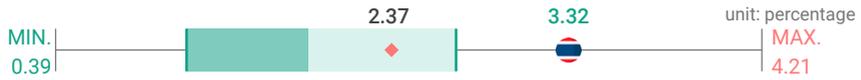
The usage of governmental digital services in Thailand has been moderate while the purchase of goods/services online among Thais has been relatively lower than that of OECD countries.

Only a low percentage of Thai enterprises have a website as other channels such as social media and e-Marketplace could be used for promotional purposes. At the same time, more businesses are starting to value the significance of data collection via the cloud system as well as the use of free-of-charge cloud services which have become more prevalent.



Thai Digital Development in the Innovation Dimension

▶ ICT investment as a share of GDP (I1)



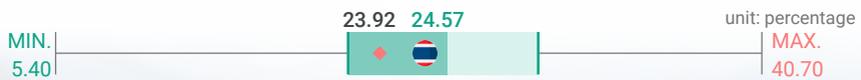
▶ Business R&D expenditure in information industries as a share of GDP (I2)



▶ Venture Capital investment in the ICT sector as a share of GDP (I3)



▶ Start-up firms (up to 2 years old) as a share of all businesses (I4)



Note: Data of OECD countries were downloaded from the OECD Going Digital Toolkit database on 2 August 2022.

Based on comparative assessments of the digital development of Thailand and OECD members,

within the Innovation Dimension, it was found that Thailand has moderate to high ranking for ICT investment as a percentage of the GDP but the level of investment in R&D of the ICT industries has been low which reflected the discrepancy in such investments of the ICT industries in Thailand and other OECD countries



Venture capital investment in the Thai ICT sectors has also been moderate.

The share of start-up firms in the past 1-2 years has also been at similar rate to OECD countries.



Thai Digital Development in the Jobs Dimension

▶ ICT task-intensive jobs as a share of total employment (J1)



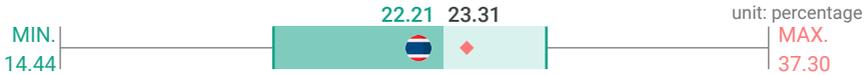
▶ Digital-intensive sectors' share in total employment (J2)



▶ Workers receiving employment-based training, as a share of total employment (J3)



▶ New tertiary graduates in science, technology, engineering and mathematics, as a share of new graduates (J4)



▶ Public spending on active labor market policies, as a share of GDP (J5)



Note: Data of OECD countries were downloaded from the OECD Going Digital Toolkit database on 2 August 2022.



Based on comparative assessments of the digital development of Thailand and OECD members,

within the Jobs Dimension, it was found that Thailand's labor market has a relatively low proportion of ICT personnel and digital-intensive employees when compared to those of OECD countries.

Compared to that of other OECD countries, the share of STEM graduates in Thailand has also been moderate.



The support from governmental agencies on the Thai labor market has been moderate when compared to other OECD countries. However, businesses have placed inadequate emphasis on the need to develop digital skills of their employees

Thai Digital Development in the Society Dimension

- ▶ Share of individuals aged 55-74 years using the internet (S1)



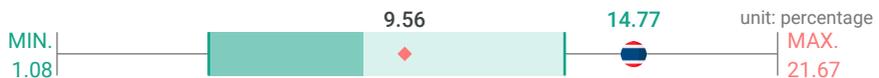
- ▶ Share of individuals who live in households with income in the lowest quartile who use the internet (S2)



- ▶ Share of individuals who use digital equipment at work that telework from home once a week or more (S3)



- ▶ Women as a share of all 16-24 year-olds who can program (S4)



- ▶ Disparity in Internet use between men and women (S5)



- ▶ Share of top-performing 15-16 year old students in science, mathematics and reading according to PISA (S6)



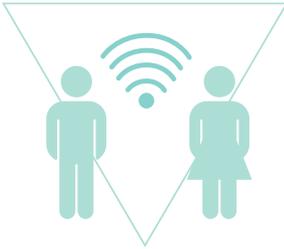
- ▶ E-waste generated per capita (S7)



Note: Data of OECD countries were downloaded from the OECD Going Digital Toolkit database on 2 August 2022.

Based on comparative assessments of the digital development of Thailand and OECD members,

within the Society Dimension, it was found that the elderly and those with low income have low rate of internet use which meant more measures are needed to enhance internet access, usage, and affordability of these particular groups.



In terms of internet use among men and women in Thailand, **it was found that access to broadband internet of women was lower than that of men which correspond with the data of many OECD countries** where disparity in internet access between the sexes has been relatively low.

As for programming skills, **it was found that Thailand has a relatively high share of women aged 16 - 24 who can program** when compared to other OECD countries which reflected the trend of newer generations acquiring programming skills.



Due to the COVID-19 Outbreak, Thailand has a high share of workers working from home or teleworking.



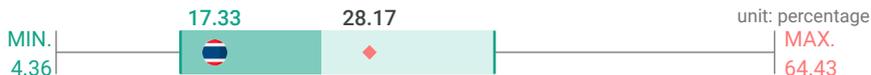
As for e-waste, it was found that Thailand low amount of e-waste generated when compared to other OECD countries which reflected the lower volume of electronic device usage among Thais.

Thai Digital Development in the Trust Dimension

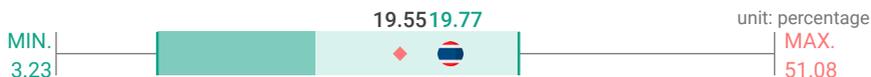
- ▶ Share of internet users experiencing abuse of personal information or privacy violations (T1)



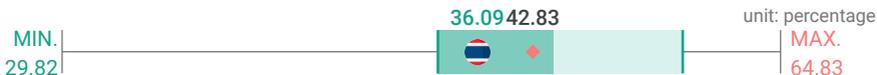
- ▶ Share of individuals not buying online due to payment security concerns (T2)



- ▶ Share of individuals not buying online due to concerns about returning products (T3)



- ▶ Share of enterprises in which own employees carry at ICT security related activities (T4)



- ▶ Health data sharing intensity (T5)



Note: Data of OECD countries were downloaded from the OECD Going Digital Toolkit database on 2 August 2022.



Based on comparative assessments of the digital development of Thailand and OECD members,

In the Trust Dimension, it was found that Thailand has a moderate share of users having experienced data breaches which was partly due to low awareness among individuals related Thai businesses have been keeping with with their IT and to privacy and personal protection.

Thai businesses have been keeping with with their IT and data security facilities where the share of Thai businesses tasking their internal employees for such assignment match that of other OECD countries

As for the trust in the e-Commerce, Thais placed considerable trust in e-Commerce services and market where many bought goods/ services while the shares of users not buying online due to concerns about returning products and payment security were in the moderate and in the low level respectively.



In terms of health data sharing intensity, Thailand ranked relatively high when compared to other OECD countries which meant medical services have been extremely effectively and that every sector trusted the health data exchange system of the country.



Thai Digital Development in the Market Openness Dimension

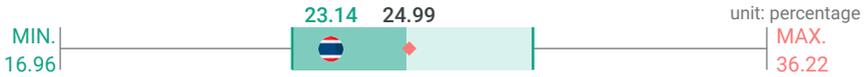
► Share of businesses making e-commerce sales that sell across borders (M1)



► Digitally-deliverable services as a share of commercial services trade (M2)



► Digital-intensive services value added embodied in manufacturing exports as a share of manufacturing export value (M3)¹



► ICT goods and services as a share of international trade (M4)



Note: Data of OECD countries were downloaded from the OECD Going Digital Toolkit database on 2 August 2022.

Source : ¹Data of 2015 from OECD Database



Based on comparative assessments of the digital development of Thailand and OECD members,

within the Market Openness Dimension, it was found that more pushes are needed to support transnational sales of digital goods/services where the current share of such trade is relatively lower than the average of OECD countries.

At the same time, the digital-intensive services value added embodied in manufacturing exports has been rather low while the share of businesses making e-Commerce sales across borders has been considerably lower than that of other OECD countries.



Thai Digital Development in the Growth & Well-being Dimension

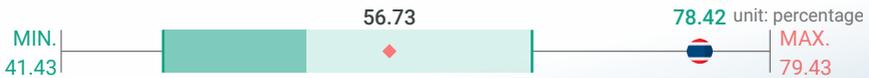
► Digital-intensive sectors' contribution to value added growth (G1)



► Workers experiencing job stress associated with frequent computer use at work (G3)



► Students aged 15-16 years who feel bad if no internet connection is available (G5)

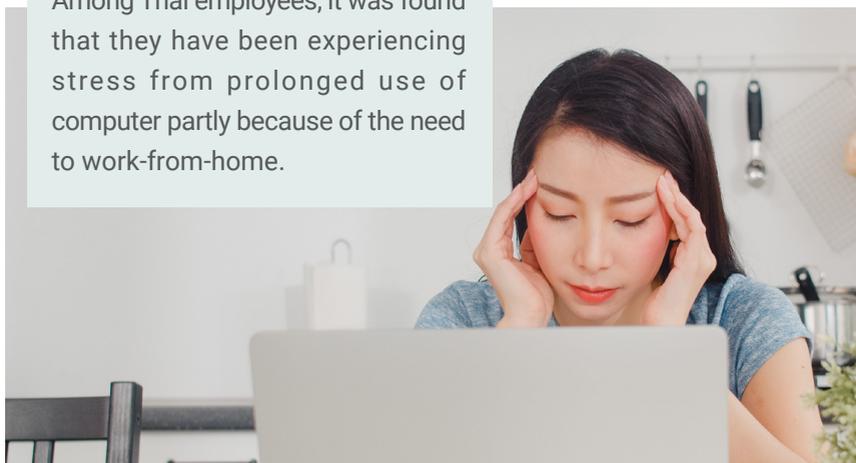


Note: Data of OECD countries were downloaded from the OECD Going Digital Toolkit database on 2 August 2022.

Based on comparative assessments of the digital development of Thailand and OECD members,

within the Growth and Well-being Dimension, it was found that the Thai digital business sector has not been able to generate much added value which means more emphasis needs to be given on the use of technology in adding productivity and values to businesses.

Among Thai employees, it was found that they have been experiencing stress from prolonged use of computer partly because of the need to work-from-home.



Meanwhile, the share of students aged 15-16 years who feel bad if no internet connection is available has been high when compared to other OECD countries which reflected the need to use the internet among students today who are engaged in various studying, communicating, and entertaining activities.





AI



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