

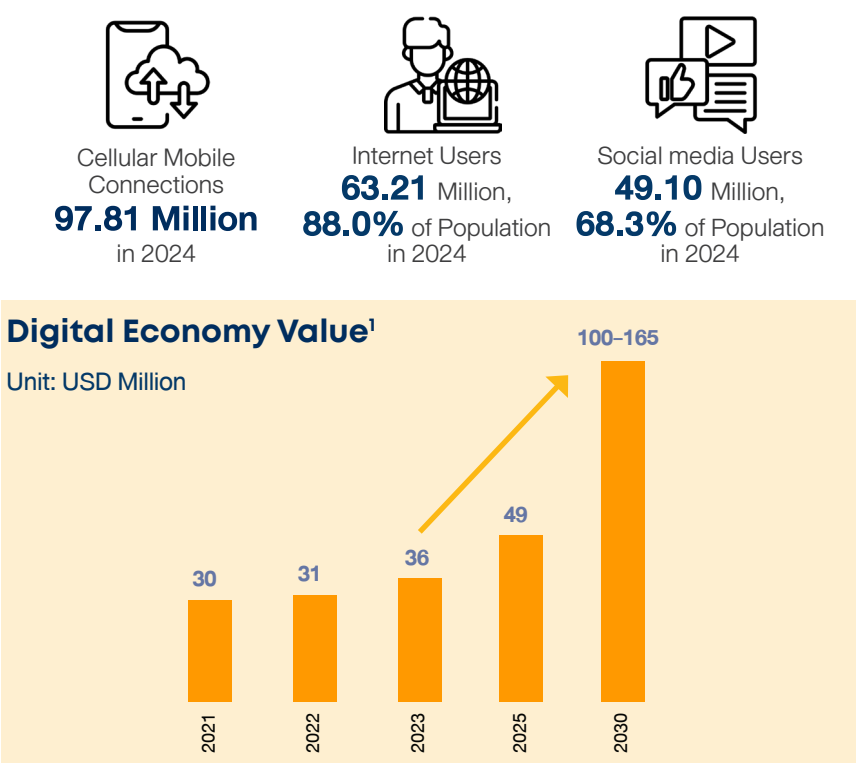


# **DIGITAL AND CREATIVE INDUSTRY**

# THAILAND: THE THRIVING DIGITAL ECONOMY

Thailand's digital economy is a powerful engine driving the nation's transformation—igniting economic growth, sparking innovation, and bringing Thailand to the global stage. Globally, Thailand's high rankings in key digital competitiveness indexes underscore its leadership in the ASEAN region. The rapid growth in internet access and the increasing numbers of internet and social media users have fueled diverse digital activities such as e-commerce, digital payments, and online media. This solid foundation is mirrored in the strong projected growth of Thailand's digital economy. In 2023, the digital economy contributed around six percent of the national GDP—approximately USD 36 billion<sup>1</sup>—marking Thailand's potential as the second-largest digital economy in the region.

## Thailand's Digital Landscape<sup>2</sup>



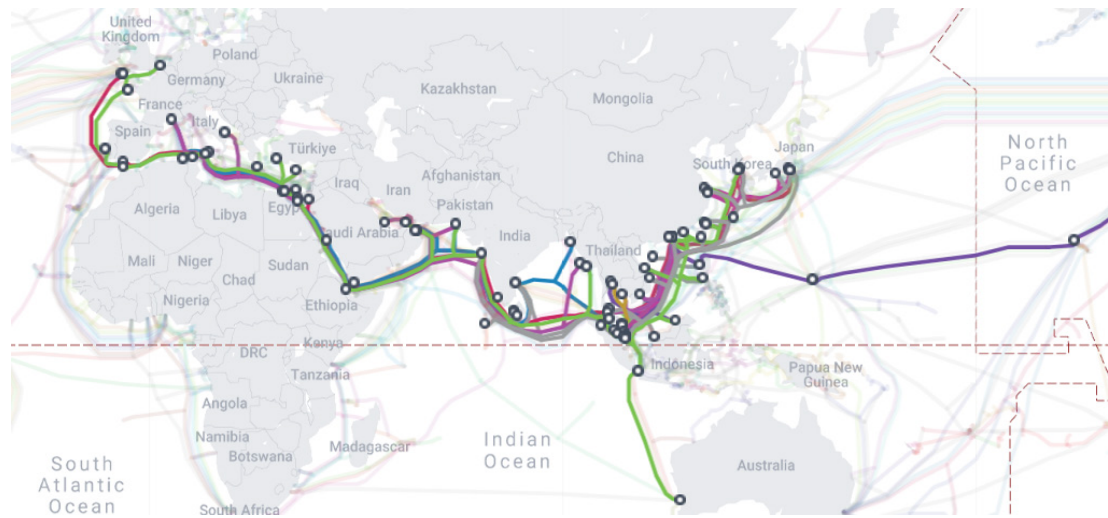
## Thailand's Competitiveness at Global Level



Source: <sup>1</sup> Google e-Economy SEA 2023, <sup>2</sup> We Are Social and Meltwater

# AVAILABILITY OF SUBMARINE CABLE NETWORKS CONNECTING TO THE WORLD

Digital infrastructure is a key driver of Thailand's digital economy success. The extensive submarine cable network serves as the backbone of Thailand's global digital connectivity, enabling high-speed, low-latency international communication and supporting a range of activities—from e-commerce and cloud services to financial transactions and digital entertainment. Currently, **Thailand has eight international submarine cable** systems in operation, with six more under construction. This expansion strengthens Thailand's global digital competitiveness and reinforces its position as a regional digital hub.



### 8 international submarine cable system

- Asia Africa Europe-1 (AAE-1)
- Asia-America Gateway (AAG) Cable System
- Asia Pacific Gateway (APG)
- FLAG Europe-Asia (FEA)
- Malaysia-Cambodia-Thailand (MCT) Cable
- SeaMeWe-3
- SeaMeWe-4
- Thailand-Indonesia-Singapore (TIS)

### 6 cable system under construction

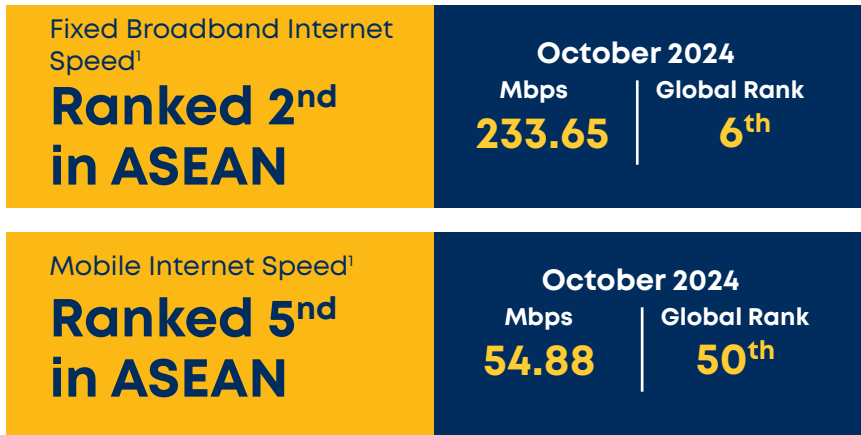
- Asia Direct Cable (ADC) (2024)
- India Asia Xpress (IAX) (2024)
- MIST (2024)
- Southeast Asia-Japan Cable 2 (SJC2) (2025)
- SEA-H2X (2025)
- Vietnam-Singapore Cable System (VTS) (2027)

Source: TeleGeography



# NATIONWIDE COMPREHENSIVE INTERNET ACCESS

Thailand’s internet connectivity is among the most advanced in ASEAN, particularly in fixed broadband, where speeds rank at the top regionally and globally. Extensive investments in fiber-optic infrastructure and 5G deployment have equipped Thailand with reliable, high-speed internet, supporting both the digital economy and the growth of tech industries.



To further enhance digital infrastructure and strengthen the digital economy, the government has introduced various supportive policies. Notably, **the Net Pracharat Project** has successfully expanded high-speed internet access to rural and underserved communities nationwide. This project has earned international acclaim, receiving the Information Society (WSIS) Prize from the International Telecommunication Union (ITU)<sup>2</sup>.



Data as of May 2021

Source: <sup>1</sup> Speedtest Intelligence by Ookla, <sup>2</sup> Ministry of Digital Economy and Society

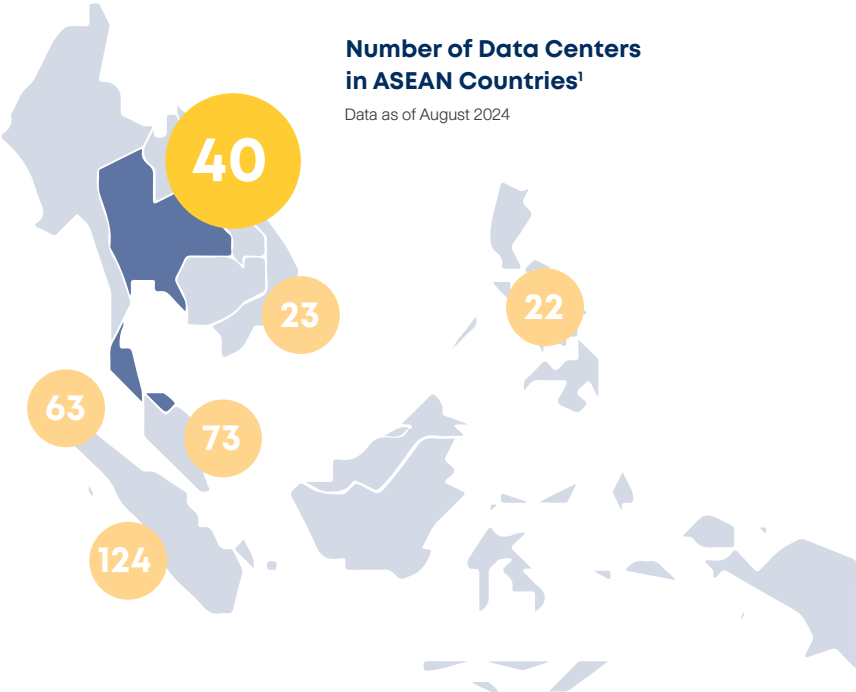
# BECOMING A LEADING HUB FOR CLOUD SERVICES AND DATA CENTERS



Recognizing the growing role of future technologies like cloud computing, the Thai government introduced the **Cloud First Policy** in 2024. This initiative encourages the adoption of cloud solutions across government agencies, aiming to streamline digital government operations while promoting efficiency and transparency.



To drive this policy, a **Cloud First Policy Board** has been appointed to establish policies related to cloud usage, management structure, procurement guidelines, and the transition of the entire government work system.



Aligned with the Cloud First Policy, the government also acknowledges data centers as vital infrastructure supporting cloud services and enhancing digital offerings. As a result, Thailand has attracted increased investment from data center providers, placing the country among the leaders in data center capacity.



Data as of August 2024

Source: <sup>1</sup> Data Center Map



# LEGAL FRAMEWORK SUPPORTING DIGITAL ECONOMY GROWTH

Over the years, the Thai government has introduced various laws and regulations to support its digital economy policy. These initiatives aim to enhance convenience, reduce barriers, build consumer trust, align Thai standards with global standards, and increase efficiency in online activities and transactions.



**Personal Data Protection Act (PDPA)**  
aligns closely with the European Union's GDPR

**Digital Economy and Society Act**  
developing digital services, promoting investment in digital infrastructure, and encouraging PPP



**Computer Crime Act**  
imposing security standards and legal responsibilities on cloud service providers

**Cybersecurity Act**  
ensures that cloud providers operating in Thailand adhere to high-security standards

Additionally, many Thai government agencies have established **regulatory sandboxes**, allowing companies to test new technologies and business models with **regulatory flexibility**. This approach helps agencies gain valuable insights and adapt regulations to evolving digital trends, fostering sustainable growth in Thailand's digital economy.



# SMART NATION, SMART CITIES



With a strong foundation in both hard infrastructure, such as high-speed internet, and soft infrastructure, including an enabling legal framework, Thailand is advancing its nationwide **“Smart City” initiative**. This project aims to create modern, livable urban spaces that sustainably enhance residents’ quality of life. Thailand is dedicated to this transformation, working toward smart cities that prioritize economic vitality, environmental sustainability, and overall well-being.



1. Smart Environment
2. Smart Mobility
3. Smart Living
4. Smart People
5. Smart Energy
6. Smart Economy
7. Smart Governance

## Existing Proposals for Thailand’s Smart City Development<sup>1</sup>



Data as of October 2024



## IMD Smart City Index 2024

**Bangkok Raked 3<sup>rd</sup> in ASEAN**

Following Singapore and Kuala Lumpur

**HDI Index = 0.839**

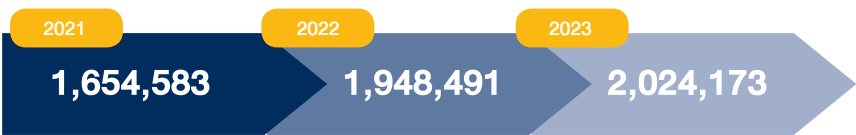
Ranked 84<sup>th</sup> from 142 cities worldwide

Source: DEPA

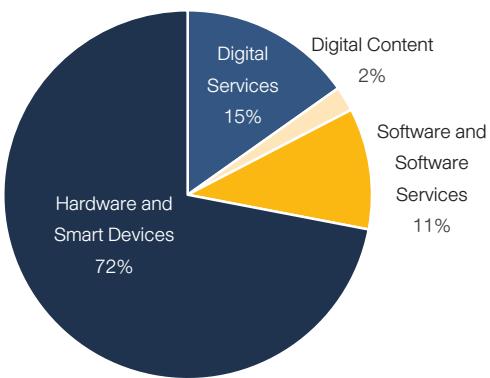


# THAILAND'S DIGITAL INDUSTRY PERFORMS STRONGLY

As Thailand positions itself as a leading economic hub, it actively promotes and supports the digital industry's capabilities. Over recent years, the industry has shown strong contributions to Thailand's economy, with a compound annual growth rate (CAGR) of approximately 10.61% from 2021 to 2023, reflecting rapid post-COVID-19 expansion.



Unit: Million THB



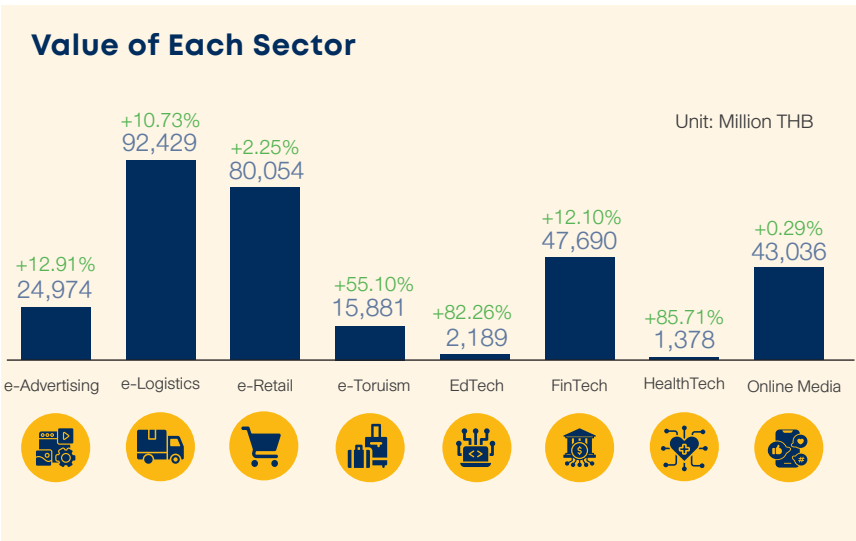
Among industry sectors, hardware and smart devices make up the largest share, followed by digital services, software and software services, and digital content. Notably, the software sector achieved remarkable growth, expanding by 12.80% and reaching a value exceeding 200 billion THB.



Source: DEPA

# INCREASED CONTRIBUTION FROM THE DIGITAL SERVICES INDUSTRY

Thailand's digital service sector holds significant potential. Driven by the continued growth in day-to-day digital transactions across various platforms, the sector saw an expansion of nearly 10% in 2023. Key markets, including e-retail, e-logistics, FinTech, and online media, have achieved substantial scale, promising healthy turnover and growth for active players. While HealthTech and EdTech remain smaller, their growth rates are highly impressive. Overall, as internet accessibility increases and reliance on digital technology rises, demand for digital services is expected to expand, driving further market growth in the future.



Source: DEPA

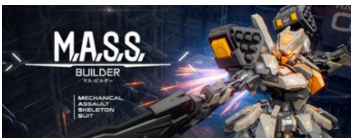


# CREATIVE INDUSTRY: GAME

Thailand’s digital content industry is thriving, with the game industry as its largest contributor. Thailand is currently the second-largest gaming market in Southeast Asia and **ranked 19<sup>th</sup> globally in 2022** for gaming revenue<sup>1</sup>. The market continues to benefit from the growing number of online gamers, particularly on mobile devices. A survey by Rakuten Insight revealed that 82.8% of Thai teenagers (ages 16–24) play online games, with half of them spending around 1–2 hours per gaming session. Additional drivers of industry growth include the rising popularity of e-sports in Thailand and the increasing adoption of streaming services on mobile devices and tablets.



Home Sweet Home



M.A.S.S. Builder



ARAYA



Several games from Thai developers have successfully penetrated the international market and gained popularity across various countries.



Source: <sup>1</sup> Allcorrect Games, <sup>2</sup> DEPA

# CREATIVE INDUSTRY: ANIMATION



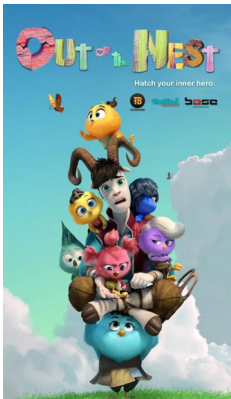
Since the early-to-mid 2000s, Thailand has built a strong reputation for producing high-quality animation. Iconic Thai productions like **Khan Kluey, Yak: The Giant King, and The Legend of Muay Thai: 9 Satra** showcase the talent within Thailand’s animation industry. Beyond domestic projects, Thai animators have demonstrated exceptional skill and creativity, contributing to the success of global animation projects by handling critical elements such as art, storytelling, character effects, and lighting. With these strengths, Thai studios are producing high-quality, globally standardized animation, positioning themselves as preferred outsourced providers for leading international animation developers.



**Wish Dragon (2021)**  
by Sony Pictures Animation and Tencent Pictures  
(in corporation with **The Monk Studio**, Thai Studio)



**My Daemon (2023)**  
by Igloo Studio  
7.9/10 on IMDb



**Out of the Nest (2024)**  
by T&B Media Global  
**Annecy Selections in**  
Annecy International Animation Film Festival 2024



Source: <sup>1</sup> DEPA

# CREATIVE INDUSTRY: FILM AND SERIES

Beyond games and animation, Thailand's success in the series and film industry is equally remarkable. With a comparative advantage in rich cultural heritage, natural resources, and historical sites, Thailand offers a diverse array of content, gaining increasing recognition and influence in international markets. Thai films, such as **How to Make Millions Before Grandma Dies**, have achieved box office success, while many Thai-produced series have gained popularity on streaming platforms like Netflix. Additionally, government incentives encouraging foreign film productions in Thailand further reinforce the country's status as a hub for the creative cultural industry.



**The Whole Truth(2021)**  
Top 10 from 31 countries globally on Netflix's TV (Non-English) during the first week of airing



**Hunger(2023)**  
Top 1 from 88 countries globally in Netflix's TV (Non-English)



**Master of the House (2024)**  
Top 10 from 63 countries globally on Netflix's TV (Non-English) during the first two weeks of airing



**How to Make Millions Before Grandma Dies (2024)**  
Thailand's submission for the Oscars. The film grossed over USD 50 million worldwide.

Promotion for Foreign Film Productions in Thailand



Offering a **cash rebate of 15-30%** on eligible expenditures incurred in the country for a period of two years, with a maximum rebate of 150 million THB per project.



# THAILAND'S STARTUP LANDSCAPE

In addition to its promising digital industries, Thailand's startup ecosystem is thriving. With a robust support network, Thailand has become an attractive destination for startup establishment, drawing over 300 startups and 400 investors, with total fundraising exceeding USD 2 billion. Key players operate across sectors such as FinTech, business solutions, e-commerce, EdTech, and food, showcasing a wide range of opportunities. With established infrastructure, a promising market, and strong government support, Thailand has created an innovation-friendly environment, fueling the rise of unicorns like Flash Express, Line Wongnai, and Ascend.

Data as of October 2024



## Emerging Unicorn Startup in Thailand



## Global Startup Ecosystem Index 2024

Thailand



Bangkok



Source: <sup>1</sup> Techsauce



# THAILAND'S ENABLING ECOSYSTEM EMPOWERING STARTUPS

With a comprehensive innovation ecosystem, Thailand provides an ideal environment for launching and growing startups. Key contributors from both the private and public sectors, domestically and internationally, actively support startup success across the country. This strong support network grants startups access to essential resources and a nurturing environment, empowering them to scale into industry leaders and establishing Thailand as a regional startup powerhouse.

### Government

- Provide fundamental startup ecosystem
- Policy makers
- Give funds to startup
- Enhance innovative environment in ecosystem



### University

- Source of innovation, invention, and skilled labor
- Implement startup mindset
- Inform students and supported startup process since the beginning



### Association

- Intermediary of startup
- Engage startup with their partner
- Unite startup into community to have more influence



### Investor (VC, Angel group)

- Basis source of financing for startup



### Media Partner

- Provide communication channel
- Advertisement
- Social network system
- Online platform



### Global Partner

- Support additional resources (such as advanced technology, etc.)
- Make startup connection network for business vision



### Corporate

- Provide supportive action and specific resources (such as customer access, etc.)
- Mentor of startup



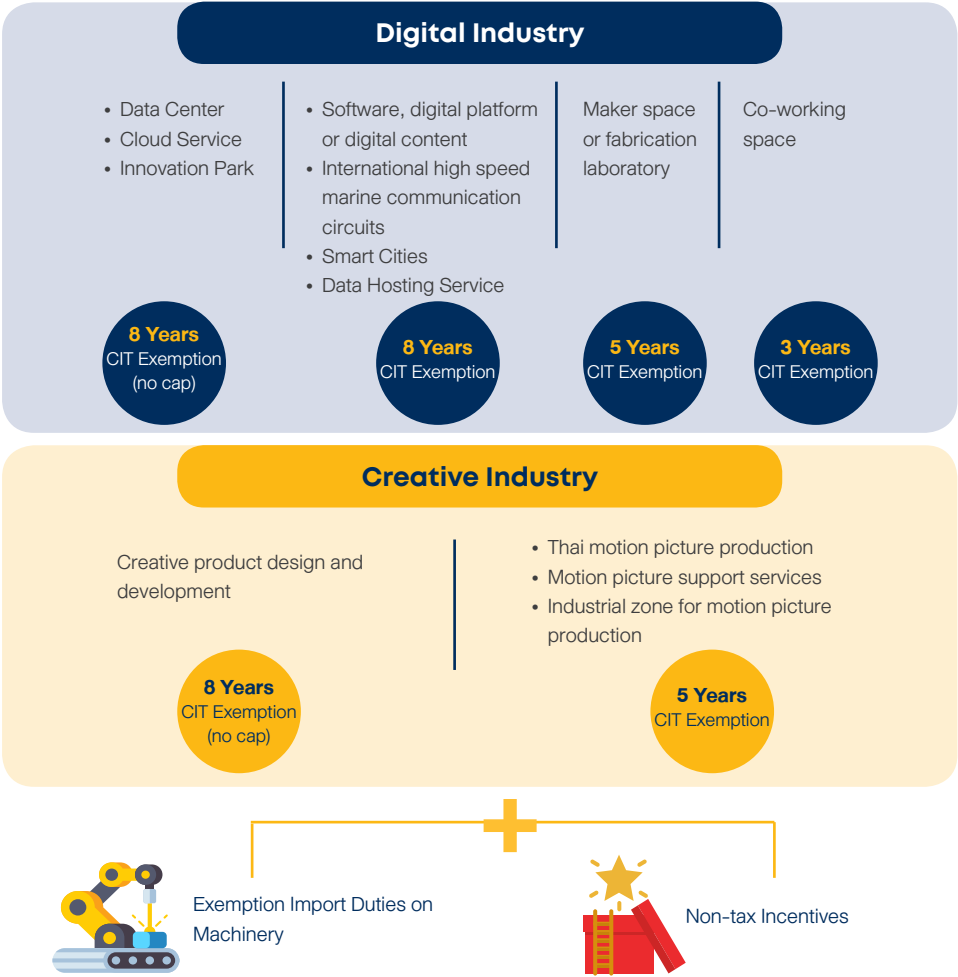
### Incubator/Accelerator

- Support startup in early process
- Advice and mentor startup



# BOI'S INVESTMENT INCENTIVES FOR THE DIGITAL AND CREATIVE INDUSTRY

The BOI provides a wide range of incentives for investments in the digital and creative industries. Eligible activities can receive tax incentives, including up to an 8-year CIT exemption, depending on the type of activity, along with various non-tax incentives. Non-tax incentives include permission to bring in expatriates, remit foreign currency abroad, and own land for project use.



Source: National Innovation Agency

Source: BOI Investment Promotion Guide 2023





# SUPPORTING MEASURE FROM GOVERNMENT AGENCIES

In addition to BOI investment incentives, other government agencies offer substantial support for the digital sector through various measures and programs designed to foster innovation, attract investment, and develop talent.



- Support the development of the digital industry through innovation and digital technology
- **DEPA Fund** such as **Depa Startup Funds**, **Digital Manpower Fund**, **Digital Research Development and Innovation Fund**, **Digital Voucher** etc.








Provide incentive program for innovation business development or innovation project funding

**Economic Innovation Grant**



**Social Innovation Grant**

- Sectoral Social Innovation Project
- City and Community Innovation Challenge
- Social Innovation Village
- Social Innovation Driving Unit (SIDU)



Promote economic and social development through creativity



TCDC (Co-working Space Area)



CEA Online Academy



Creative Asset Platform



Creative Maturity Assessment



Business Consultation Program

Source: DEPA, NIA, CEA

# AVAILABLE FACILITIES FOSTERING DIGITAL INNOVATION

Thailand also provides a variety of supporting facilities that foster innovation, encourage collaboration, and create a favorable ecosystem for tech-driven businesses—all contributing to the country's ambition to become a digital hub.



**EECd, or Digital Park Thailand** is a promoted zone within the EEC focused on fostering digital players and innovators in the development of digital technology.


**Thailand Digital Valley** is a project led by DEPA aimed at creating an ecosystem that attracts leading global companies to establish themselves and drive the country's future digital economy.

**DEPA Digital One Stop Service** is established to facilitate investors and function as the central hub for connecting data to the city's smart command center.



**True Digital Park** is Southeast Asia's largest tech and startup hub. True Digital Park East open in 2019 with an aim to be a critical driver for the development of the startup and innovation ecosystem in Thailand.

All under one roof, startups, entrepreneurs, tech companies, investors, accelerators, incubators, academies and government agencies co-exist in our interconnected ecosystem.



**True Digital Park Startup Ecosystem**

**950+**  
Startup in the Ecosystem

**600+**  
Community Events

**260+**  
Upskill Classes

**30+**  
VC Partners

**3+**  
Unicorn Startups in the Space

Source: DEPA, True Digital Park







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