



# Telecommunications Master Plan No.1

B.E. 2555 - 2559 (2012-2016)

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The National Broadcasting and Telecommunications Commission  
NBTC

## Unofficial Translation

### Telecommunications Master Plan No.1

**B.E. 2555 – 2559 (2012-2016)**

Whereas it is expedient to formulate the Telecommunications Master Plan to be a guideline for the National Broadcasting and Telecommunications Commission (NBTC) in spectrum licensing and business operation licensing as well as the regulation of telecommunications business in accordance with the provisions of the Telecommunications Act;

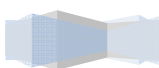
By virtue of Section 27 in conjunction with Section 49 of the Act on Organization to Assign Radio Frequency and to Regulate the Broadcasting and Telecommunications Services B.E. 2553 (2010), the NBTC has developed the Telecommunications Master Plan No.1 which shall be in force for 5 years as from the day of its publication in the Royal Gazette.

#### **1. Conceptual Framework and Direction of the Development of Telecommunications Service**

The Act on Organization to Assign Radio Frequency and to Regulate the Broadcasting and Telecommunication Services B.E. 2553 (2010) prescribed that the NBTC shall formulate a Spectrum Management Master Plan, National Table of Frequency Allocation, Broadcasting Master Plan and Telecommunications Master Plan so as to be a guideline framework for the development of broadcasting, television, radiocommunications, and telecommunications services of the country. These Master Plans focus on licensing and regulating business operations in accordance with government policies and relevant laws in order to promote free and fair competition, as well as on licensing and regulating the spectrum usages for the utmost benefit, by taking into account the appropriateness, necessity and sufficiency of spectrum available for the commercial use, public services, state security and public facilitation.

In the Telecommunications business regulation, the Act prescribed that the NBTC shall prepare the Telecommunications Master Plan which shall be in accordance with the Spectrum Management Master Plan and at least shall provide guidelines for development and promotion of free and fair competition among operators and guidelines for spectrum licensing and business operation licensing.

The NBTC has therefore formulated the Telecommunications Master Plan, by examining and analyzing the outcomes of its implementation according to the guidelines for the development of telecommunications business under the Telecommunications Master Plan No.1 B.E. 2548-2550 (2005-2007) and the Telecommunications Master Plan No.2 B.E. 2551-2553 (2008-2010); the analysis results of environment related to telecommunications



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industries; Spectrum Management Master Plan; and the Policy Statement of the Council of Ministers delivered to the National assembly. The Master Plan will be a guideline that provides direction for the development of telecommunications business in the next 5 years, aiming to provide the general public with wide varieties of telecommunications services via modernized telecommunication networks in an equal access manner with affordable price on the basis of fair competition and efficient resource management. This will provide essential infrastructure for the national development towards knowledge-based and innovative society, reduce disparity between city and rural residents in order to continually improve the competitiveness of the country in the area of telecommunications infrastructure as well as to develop measures to ensure the efficient consumer protection.

### 2. Vision

To develop telecommunications business, bridge the gap of access to information technology, enhance the country's competitiveness, and improve the quality of life of people.

### 3. Mission

3.1 Licensing and regulating telecommunications business operations in order to develop and promote free and fair competition among operators;

3.2 Setting up criteria, guidelines and conditions for spectrum licensing and business licensing;

3.3 Ensuring the worthiness, efficiency and benefit maximization of the utilization of telecommunication resource;

3.4 Providing universal basic telecommunications services and social services;

3.5 Protecting Consumers in telecommunications in using services equally with quality at fair price;

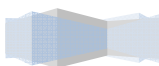
3.6 Preparing the readiness of the telecommunications sector for the competitiveness at international level.

### 4. Goals

Goals for the development of telecommunications business in the next 5 years under the Telecommunications Master Plan are as follows:

4.1 To provide the general public with telecommunications services with quality and affordable and fair price, for the utmost benefits of the public in both national and local level in education, public health, cultures, state security, and other public benefits;

4.2 To develop and promote free and fair competition among telecommunications operators both incumbents and new entrants;



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4.3 To promote the utilization of telecommunications and radiocommunications resources in a worthy, efficient and sufficient manner in both the normal case and the case of an emergency or disasters;

4.4 To increase the opportunities in accessing to basic telecommunications service in both voice and broadband services;

4.5 To promote consumers' awareness in their rights, and develop effective and fair systems and mechanisms for consumer protection in telecommunications;

4.6 To raise the competitiveness of the country at international level.

### 5. Strategy

The Telecommunications Master Plan No.1 has determined its strategies in various areas, by taking into account the environment of the country, technological change, competition among operators, consumer protection, and the benefits of the nation and the general public as follows:

#### 5.1 Developing and promoting free and fair competition

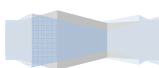
Focusing on regulating telecommunication business in a fair basis in all levels where monopoly, reduction or restriction of competition exists, by emphasizing on the prevention of the abuse of the market power by the incumbents or the dominant operators. This includes preventing any individual or particular group of operators from using their power to dominate market or having behavior that distort market mechanism which leads to an inefficient competition in the market. This strategy is to push forward the free competition and enable the general public to use telecommunications services in a reasonable and fair price.

##### Indicators

- 1) An increase in the level of competition in the telecommunications business;
- 2) A decrease in the price of telecommunications services.

##### Strategic Implementation Approach

- 1) Develop, review or improve rules and criteria which may be the barrier to the free and fair competition in telecommunications business;
- 2) Develop or improve rules and regulatory criteria which promote the free and fair competition in telecommunications business;
- 3) Promote and encourage the development of the operators' competitiveness;



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- 4) Set up guidelines for the impartial regulation of wholesale and retail prices so that the market mechanism can operate effectively;
- 5) Develop guidelines for the preparation for the expiry of the license, concession or contract in telecommunications business operation.

### 5.2 Spectrum Licensing and Telecommunications Business Licensing

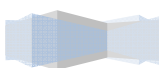
Focusing on granting licenses to new entrants based on free and fair competition; promoting licensing for services employing new technologies through technology-neutral doctrine; as well as on cooperating with relevant organizations to develop criteria and conditions for licensing the satellite communication service, with a view to fostering competition and promoting accessibility to telecommunication and broadband services.

#### Indicators

- 1) An increase in the number of telecommunications operators on the basis of level playing field and reducing barrier to the market entry;
- 2) An increase in types of telecommunications services employing new technology;
- 3) An increase in spectrum licensing for telecommunications business operation.

#### Strategic Implementation Approach

- 1) Develop and review licensing rules and criteria which may be the barrier to the entry into service market, and reduce costs and processes of acquiring licenses;
- 2) Encourage the market entry in order to benefit the telecommunications consumers of a variety of service options.
- 3) Develop and improve rules, criteria and conditions for licensing telecommunications business which employ new technology, including the provision of satellite communications service, by taking into consideration the technology neutrality and technology convergence in order to promote the competition and the distribution of telecommunications services;
- 4) Grant the spectrum licensing to promote the competition in telecommunications business by setting up rules, procedures and conditions as provided by laws.



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### 5.3 Efficient Utilization of Telecommunication Resources

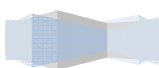
Aiming to manage and authorize the use of telecommunications resources in an efficient manner to promote infrastructure and resource sharing with a view to achieving utmost benefits in both national and local levels in education, public health, cultures, security of the state, and other public benefits, such as the case of an emergency or disasters, according to the appropriateness, the necessity, the adequacy of the use, the advancement of modern technology; as well as to promote the utilization of telecommunications resources including radiocommunications and satellite communications efficiently and in compliance with international norms and commitments.

#### Indicators

- 1) A decrease in the cost of operators in providing telecommunications service;
- 2) An increase in the sharing of essential infrastructure of operators;
- 3) Having adopted of new technologies to enhance the efficiency of the telecommunications services;
- 4) Establishment of plans or measures, in cooperation with telecommunications operators, for the case of emergencies and disasters.

#### Strategic Implementation Approach

- 1) Improve and develop plans and criteria for the effective, transparent and fair telecommunications resources management and regulation;
- 2) Promote the authorization to use telecommunication resources which can be used in telecommunications business to keep pace with the change of circumstances and technology;
- 3) Promote the use of telecommunications and radiocommunications resources in order to prepare the readiness for the case of emergencies and disasters or in the cases which are deemed as necessary, general public peacekeeping, national security, or economic stability, or prevention of the public interest;
- 4) Set up criteria for the use of telecommunications resources in case of emergencies and disasters, including develop measures to be well prepared for such emergencies and disasters;
- 5) Promote infrastructure sharing and rights of way, as well as encourage the efficiency improvement and deployment of infrastructure for the provision of services, particularly the provision of broadband service;



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6) Promote the establishment of new networks and alternative networks for the provision of broadband service by promoting the provision of broadband service via broadband communications network, both wired and wireless networks, with regard to technological neutrality;

7) Promote the competition of broadband service provision by encouraging the sharing of core network and internet gateways, in both domestic and international levels, as well as promote the provision broadband service with new technology.

### 5.4 Providing universal basic telecommunications services

Aiming to create measures for motivating operators to provide universal basic telecommunications services in targeted areas, and to provide the basic telecommunications services in targeted underprivileged groups as specified in the Action Plan for the Provision of Basic Telecommunications Services and Social Services, so that they can get services with quality at reasonable price. In addition, the strategy aims to promote the provision of telecommunications services for social development and improvement of quality of life. Also, the increase of potentials of telecommunications equipment manufacturers intended for the disabled and the underprivileged will be supported.

#### Indicators

1) An Action Plan for the Provision of Universal Basic Telecommunications Services and Social Services established within one year from the day this Telecommunications Master Plan becomes effective;

2) Having the coverage of basic voice telecommunications services which is not less than 95 percent of the population of the country;

3) Having the broadband internet services with speed not less than 2 Mbps, covering not less than 80 percent of the population of the country.

#### Strategic Implementation Approach

1) Set up an Action Plan for the Provision of Universal Basic Telecommunications Services and Social Services by targeting the areas for the provision of universal basic telecommunications services, determining targeted group for the provision of basic telecommunications services, as well as determine the nature and type of services for society and education;

2) Promote the provision of universal basic telecommunications services and social services by setting up measures for enhancing the provision of universal basic telecommunications services in the targeted area, promoting the targeted group to be served with the universal basic telecommunications services, service provision for society,

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education, public health, and state security including the provision of services in case of emergencies and disasters;

3) Promote the development of products for universal basic telecommunications services and social services by supporting the telecommunications innovation in order to increase opportunities, bridge the gap, and support the disabled and the underprivileged to be able to access to the universal basic telecommunications services and services for society and education;

4) Bridge the gap of accessing to broadband services by supporting the provision of broadband services in remote area, setting up measures to motivate the provision of broadband services in non-commercial areas, and supporting the disabled and the underprivileged to be able to access to broadband services.

### 5.5 Protecting consumers in telecommunications

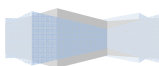
Focusing on promoting consumers' awareness on their basic rights in telecommunications services and advantage of utilizing each type of telecommunications services, increasing consumers' capabilities in keeping pace with the changing technologies for efficient use, enhancing the users' understanding of their rights and freedom to use telecommunication services and be able to access to various channels for lodging the complaints effectively, as well as establishing measures for increasing ethical roles and social responsibilities of the operators.

#### Indicators

- 1) Being able to establish criteria for the protection of consumers' rights within two years;
- 2) Being able to set up criteria for controlling the quality of services in data service within two years;
- 3) Having the improvement of the dispute resolution mechanism with fast, efficient and fair process;
- 4) An increase of consumers' awareness on their basic rights in the telecommunications business.

#### Strategic Implementation Approach

- 1) Improve and enforce the rules for the protection of consumers' privacy effectively;
- 2) Develop and improve standards of contract, standards for the provision of services including criteria, procedures and mechanisms for monitoring quality of service;





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3) Develop and improve the complaint management system and the dispute resolution by mean of mediation, under the criteria, procedures and mechanisms for dealing with consumers' problems in an efficient and fair manner;

4) Develop and disseminate the information on basic rights which the consumers in telecommunications should aware;

5) develop criteria for the protection of the consumers' rights under section 31 paragraph 2 of the Act on Organization to Assign Radio Frequency and to Regulate the Broadcasting and Telecommunication Service B.E. 2553 (2010);

6) Promote consumer protection by encouraging the learning process and strengthening the consumers' network for protection of their rights, enhance the public awareness of their rights to the use of telecommunications service, as well as support the general public participation;

7) Promote the use of telecommunications technology to improve the quality of life and the public participation by establishing the learning process for utilizing telecommunications technology, developing quality of learning, accessing to and utilizing of information, education of the public, occupation, public health, and provision of services for other public benefit for the safety of life and property;

8) Set up guidelines for operators to disclose of useful information for consumers, and set up measures to enhance the role of operators for their social responsibilities.

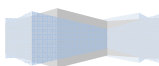
### **5.6 Preparation for joining the ASEAN Economic Community and promoting of international cooperation**

Focusing on promoting Thailand to have potentials and readiness for joining the ASEAN Economic Community in 2015 by fostering international cooperation in telecommunications, establishing networking mechanism in infrastructure, regulations, industry, research and development entities, regulators and the public, as well as promoting international cooperation in both bilateral and multilateral levels for the benefit of the nation.

#### **Indicators**

1) Having measures for the preparation in telecommunications business for joining the ASEAN Economic Community in 2015;

2) Having the development, improvement and establishment of telecommunications rules and regulations in accordance with international commitment within the specified period.



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### Strategic Implementation Approach

- 1) Establish working groups and plans to prepare for the readiness of telecommunications business regulation in order to support the preparation for joining the ASEAN Economic Community in 2015;
- 2) Promote international cooperation in telecommunications under bilateral and multilateral levels frameworks;
- 3) Develop, improve and issue telecommunications rules and regulations to be in line with international commitment;
- 4) Push forward a mutual recognition agreement of standards and the conformity and assessment on telecommunications under cooperation frameworks by creating a connection between industry, conformity and assessment bodies, operators, regulators and consumers;
- 5) Encourage telecommunications operators to prepare for the competitiveness in telecommunications industry, and to support the preparation for joining the ASEAN Economic Community in 2015.

### 6. The relationship with the government

The implementation of this Telecommunications Master Plan must be in accordance with the policies of the Cabinet which were announced to the Parliament.

### 7. Implementation and evaluation

To enable the development of the telecommunications business under the Telecommunications Master Plan No.1 effectively, and to monitor and evaluate the successful outcomes, the guidelines for implementation and evaluation are thus as follows:

7.1 The NBTC, by the Telecommunications Commission (TC) has to transform the Telecommunications Master Plan to its implementation by setting up the 5-year Action Plan of the Office of the NBTC comprising plan, projects/outputs, activities, the agency responsible, duration, indicators and guidelines for monitoring and evaluation which is consistent with this Telecommunications Master Plan. Also, the resources necessary for the implementation must be allocated adequately.

7.2 The NBTC, by the TC has to monitor and evaluate the performance of implementation which specified in the Telecommunications Master Plan continuously in order to improve the guidelines for the development of telecommunications business to be modern, appropriate to the environment, and in accordance with the policies of the Cabinet which were announced to the Parliament.

