

## AT A GLANCE

### NBTC MOVE

#### Push for tax on OTT players in own countries

The National Broadcasting and Telecommunications Commission (NBTC) will propose to the meeting of the Asean broadcasting and telecom regulators in Thailand late this year that all Asean regulators should slap VAT and corporate income tax on the over-the-top (OTT) players in their countries to ensure a level playing field to all players in the digital content field.

NBTC secretary general Takorn Tantasith made the remark yesterday at the opening of the two-day seminar, International Symposium on Converging Technologies & Disruptive Communications-Moving Forward, which was hosted by the NBTC in Thailand.

Takorn added that the Digital Advertising Association (Thailand) estimated that total spending on digital media advertising will reach more than Bt14 billion by the end of this year, growing about 21 per cent from last year, and Facebook will remain the most popular platform followed by YouTube.

On the other hand, the overall ads spending on terrestrial TV channels has declined by about 10 per cent per year on average from more than Bt2.5 billion in 2015 to about Bt2 billion at the present.

The OTT operators are those delivering media content to viewers, such as films and TV programmes, via the Internet.