

Fixed Telephone Market

Subscribers and Penetration Rates

The fixed telephone market has been declining over the recent years, primarily as a result of migration to mobile and VoIP services, as well as the rise of smartphones and 3G/4G services. As of Q1/2015, there are 5,596,218 fixed telephone subscriptions, 2,954,622 of which are in the Bangkok metropolitan areas, and 2,641,596 are in provincial areas.

Market Structure and Market Shares

The fixed telephone market consists of three main operators, TOT, TRUE and TT&T. As of Q1/2015, TOT has the highest market share at 61.4%, Followed by True (28.8%) and TT&T (9.8%).

Market Competition

Based on the above market shares, the HHI of the fixed telephone market as of Q1/2015 is 4,699 and has a continuing upward trend. Part of this increase in HHI values is due to the fall in the number of fixed telephone subscriptions as they are replaced by mobile services.