

Price Structures

Mobile broadband has grown rapidly following the auction of the 2.1 GHz spectrum held by the NBTC. Most mobile broadband plans charge users according to actual usage in megabytes rather than time-based usage.

In addition, it is common for providers to implement a Fair Usage Policy, where once the purchased usage quota (for example 90 MB, 1 GB, 2 GB, or 5GB) has been reached, usage speed will be reduced.

There are mainly two types of price plans.

- 'Limited' price plans, such as True's iNet, which offers 2 GB of data for 499 baht per month, at a speed of 42 Mbps. If the user exceeds 2 GB, each additional MB at the same speed costs 2 baht.
- 'Unlimited' price plans, such as True's iNet, which offers 2 GB of data for 599 baht per month at a speed of 42 Mbps. When the 2 GB limit is reached, the user can continue to use unlimited data at a reduced speed of 128 Kbps.

Competition is strong in the mobile broadband market. Usually when one provider offers a new price plan, others will follow suit by offering similar or higher-value plans in an effort to retain customers. In addition, discounts on smartphones are also offered as part of bundled services, further contributing to the continued growth of mobile broadband.

Data Consumption and Usage Types

There is a rapid trend of users shifting from feature phones to smartphones. In 2014, there were close to 20 million smartphones in use, compared to 27 million feature phones. OVUM has forecasted that by 2018, almost all handsets in use in Thailand will be smartphones.

IDC forecasted that mobile data consumption will continue to rise rapidly. By 2020, monthly usage will reach 192,265 MB per user, compared to 72,351 MB per user in 2015 (a 165% increase). By 2020, internet browsing will be the main activity type, accounting for 32% of all data consumption, compared to 25% in 2015.

Customers have a tendency to use mobile broadband through handsets and tablets more than they do through dongles. By 2020, it is estimated that the amount of data consumed through handsets/tablets will be 102,450 MB per month per user, while usage through dongles will be 89,814 MB per month per user

If we look at the amount of data consumption per user, we find that subscribers in the Dtac group consume the most data per month, followed by True Mobile and AIS groups respectively.