

CONSUMER PROTECTION ON TELECOM IN THAILAND

Saree Aongsomwang

Foundation for Consumers, Chairperson
of the Consumer Protection on
Telecommunication Committee, THAILAND



AGENDA

I. Overview on Telecom Situations in Thailand

II. Consumer Protection

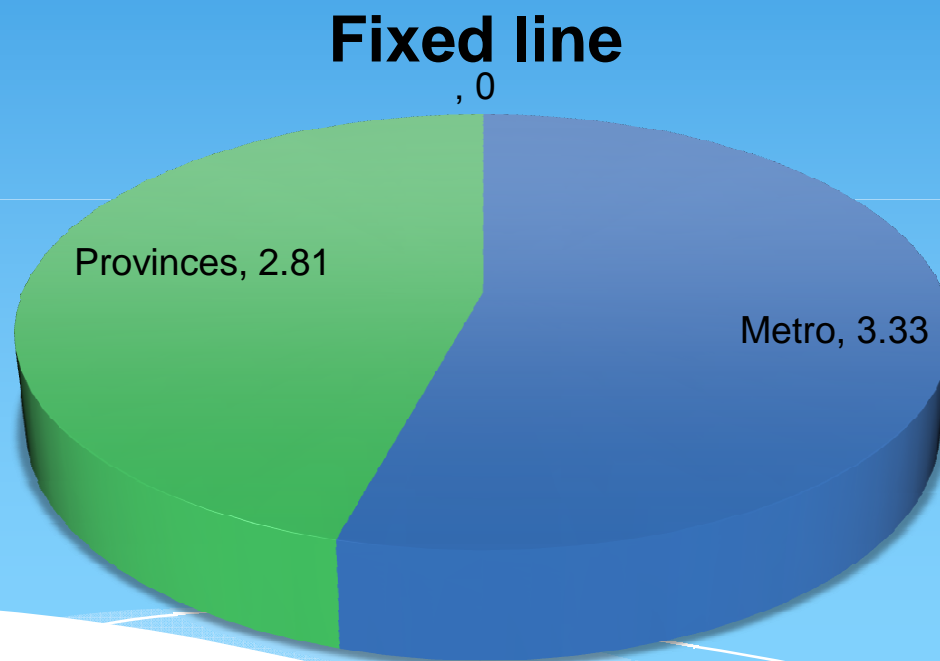
- number of complaints within the last 3 years
- top 5 complaint issues
- duration of complaint resolution

III. Top 10 complaint issues and current situation

IV. Problems and obstacles on consumers protection in telecommunication

I. Overview on Telecom Situations in Thailand (As of 3rd Quarter of 2013)

<u>Fixed line</u> - total subscribers	6.14 mil.
Bangkok metropolitan	3.33 mil.
Other provinces	2.81 mil.

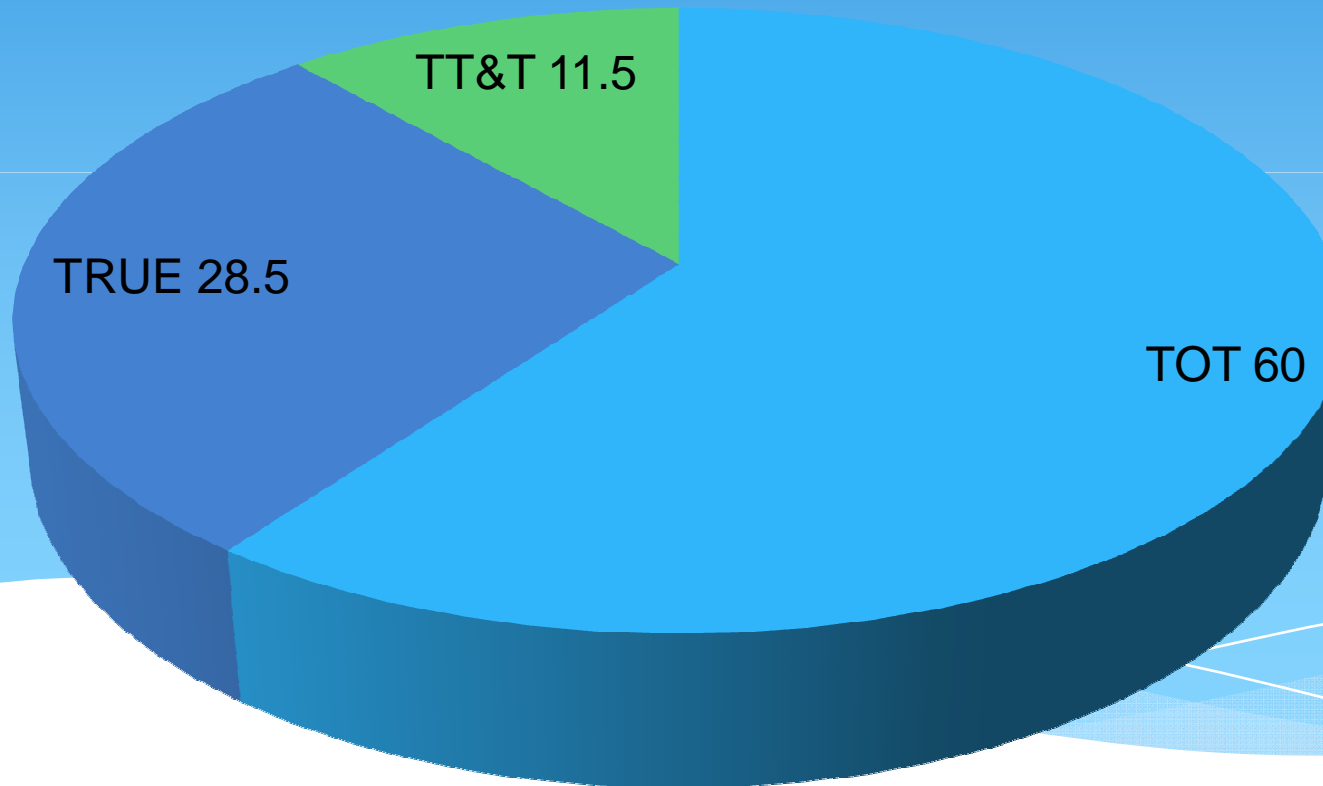


The number of fixed line user is declining in comparison with the 3rd Q of 2012 (6.45 mil.) and 2nd Q of 2013 (6.20 mil.) ...

Three Operators : TOT, TRUE, TT&T

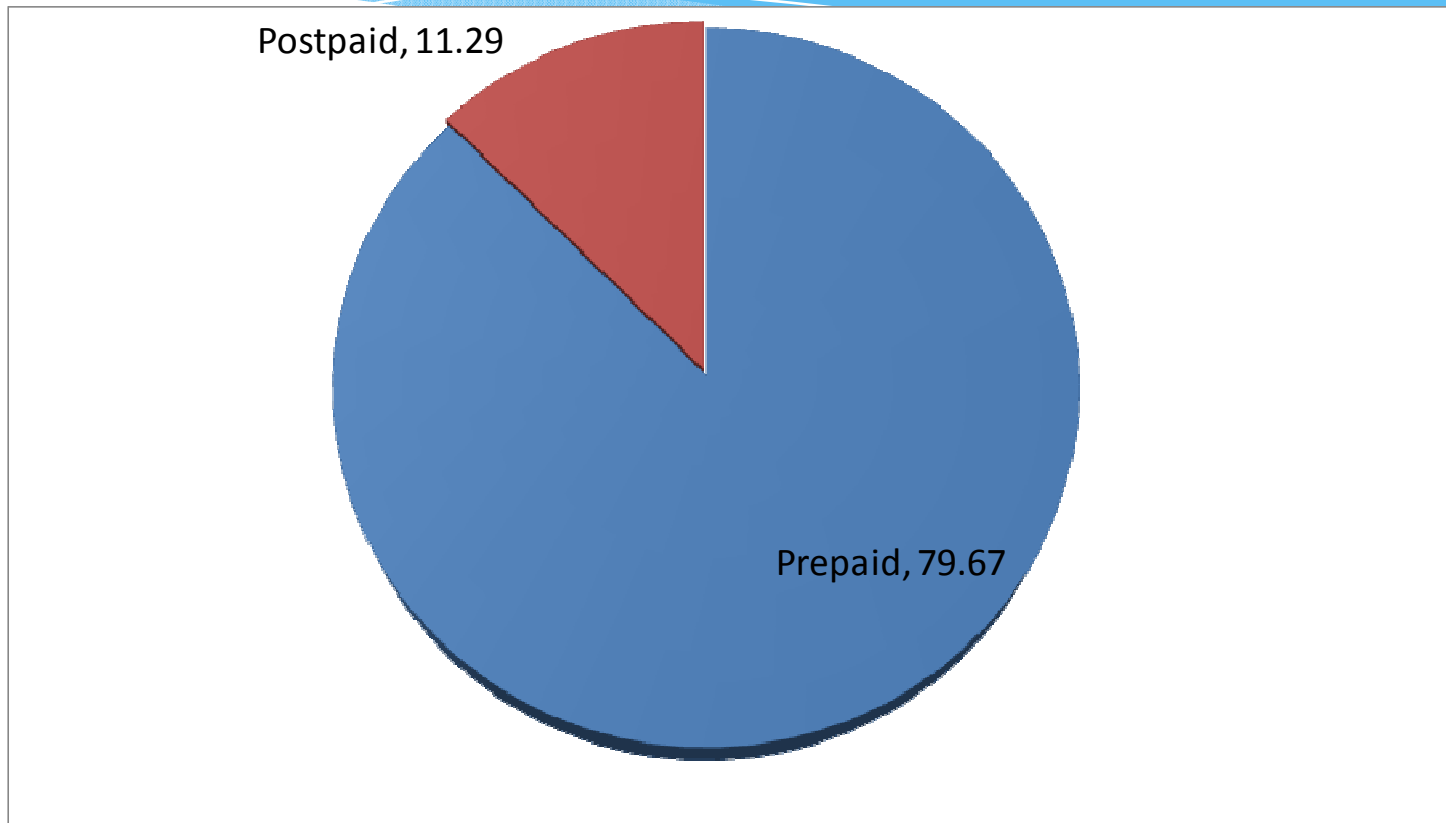
Market share of fixed line sector: TOT 60% TRUE 28.5%
TT&T 11.5%

Market share of fixed line



Mobile

- total subscribers	90.96 mil.
Prepaid	79.67 mil.
Postpaid	11.29 mil.



The number of mobile users is increasing in comparison with Q3/2012 (82.16 mil.) and Q2/2013 (89.16 mil.)

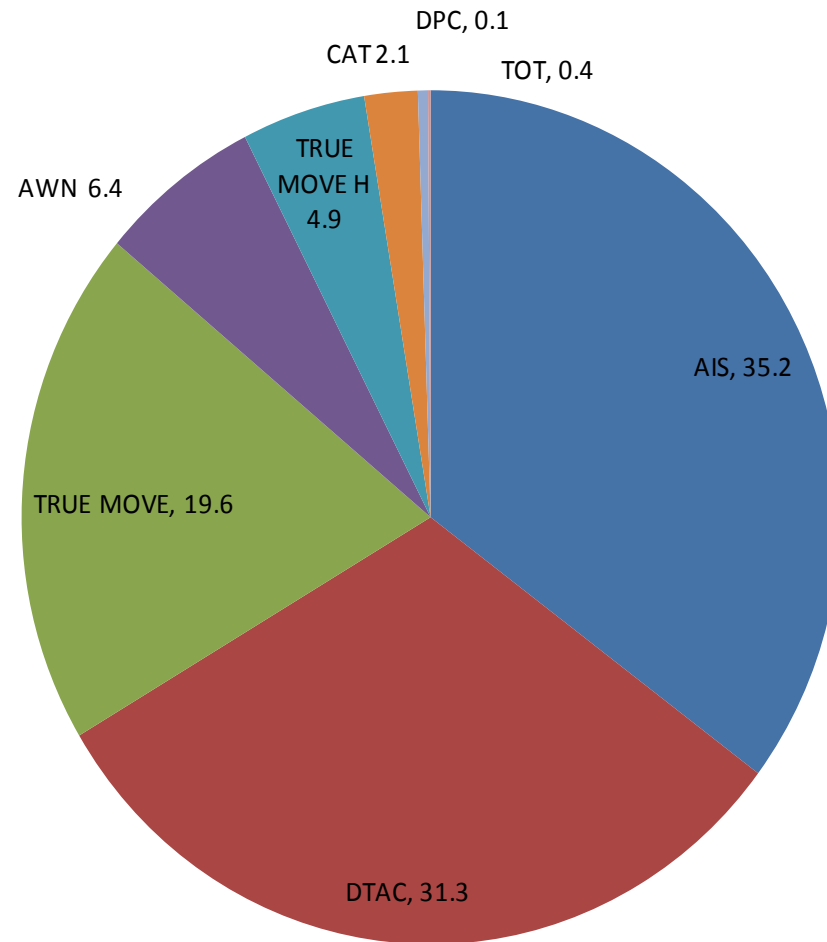
I. Overview on Telecom Situation in Thailand (As of Q3/2013)

In October 2012, 3G spectrum was auctioned by three “new” operators:

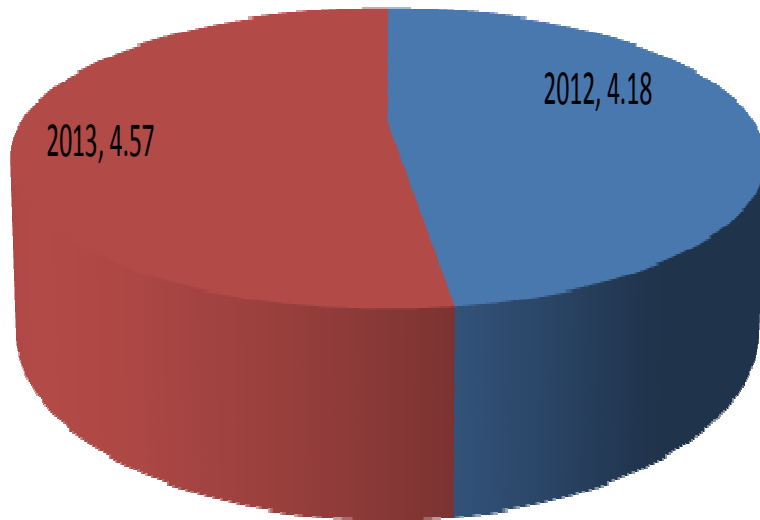
- AWN: sister company of AIS
- TRINET: sister company of DTAC, and
- REAL FUTURE: sister company of TRUE CORP.

Recently, there are 9 mobile network operators. AIS remains the dominant operator in mobile market.

Market share in the mobile sector

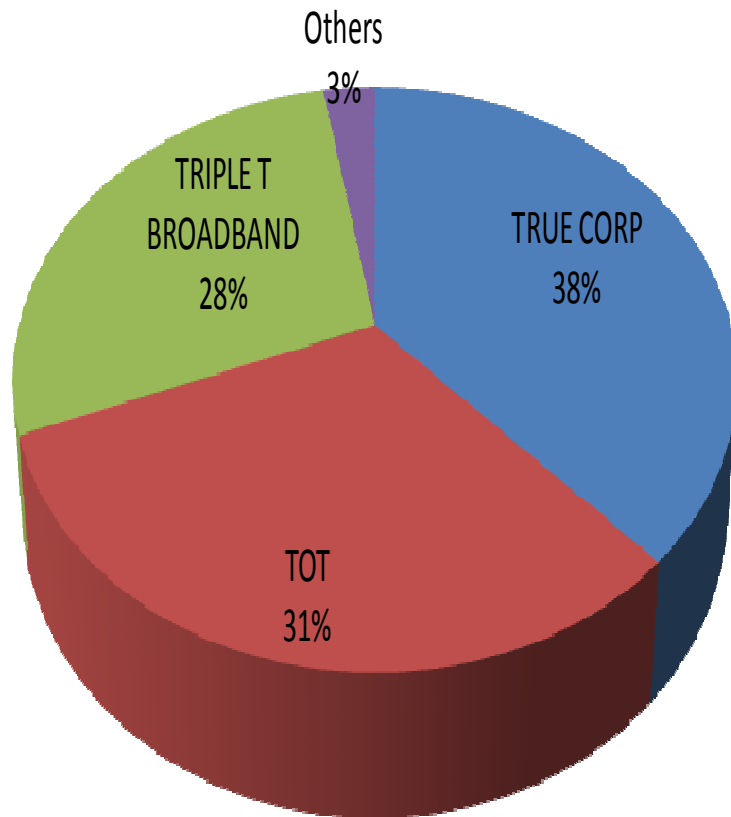


Hi-speed Internet total subscribers 4.72 millions



The number of internet users is increasing in comparison with Q3/2012 (4.18 mil.) and Q2/2013 (4.57 mil.)

Three Operators : TRUE CORP., TOT, TRIPLE T BROADBAND under brand 3BB



Market share of hi-speed internet sector;

TRUE 38%

TOT 31%

and 3BB 28 %

others 3%

II. Telecom Consumer Protection in Thailand

Relevant law and regulations on Telecom Consumer Protection

- * The National Broadcasting and Telecommunications Commission (NBTC) Act, which established the NBTC and contains provisions related to consumer protection in Section 22(10), 31, 32 and 51(10).
- * The Telecommunication Business Act 2001, which contains provisions related to consumer protection in Section 45-50.
- * The Consumer Protection Act 1979 and its revision in 1998 and 2013.

II. Telecom Consumer Protection in Thailand

Relevant law and regulations on Telecom Consumer Protection (cont.)

- * Notification on Telecom Users' Complaint Handling Procedures 2006**
- * Notification on Standard Service Contract 2006**
- * Notification on Measure for Telecom Users' Rights Protection on Personal Information, Privacy and Freedom to Communicate 2006**

Complaint Cases in Telecom Services

Year	Number of cases	Resolved Cases	Ongoing Cases
2009	2,149	2,148	1
2010	2,753	2,737	16
2011	2,184	2,150	34
2012	2,265	2,035	230
2013	2,437	1,492	945
2014*	281	30	251
Total	12,069	10,592	1,477

* the latest data on March 10, 2014

Top 10 Complaint Issues in Telecom Services

1. Service Standard (difficulty in changing contract conditions, mobile number suspension)
2. Prepaid validity
3. Inaccurate Billing (International Mobile Roaming, Domestic calls)
4. Non-subscribed Value Added Service (VAS), SMS Spam
5. Quality of Service (signal coverage, quality of Interconnection)

**Data from Jan. 1 2009 – Feb. 28 2014

Top 10 Complaint Issues in Telecom Services (cont.)

6. Rejection of service cancelation
7. Inadequate information for consumers
8. Protection of personal information and privacy (i.e. SMS Spam)
9. The exceeding voice service fee (>0.99 Baht/minute)
10. No refund after cancellation of pre-paid number

**Data from Jan. 1 2009 – Feb. 28 2014

III. Existing Problems in Telecom Services

Issue	Condition	Current situation
Mobile Number Portability (MNP)	Current capacity of MNP is 400,000 numbers/day	1) The mobile operators do not meet its capacity 2) The operators claim 90 days in service as a condition for number portability 3) MNP takes more than 3 days
Ceiling of service fee	The ceiling of voice service fee is assigned by the Office of the NBTC at Bt. 0.99/ min. (Notification was enacted in 2012)	The voice service fee is charged more than Bt 0.99/min.

III. Existing Problems in Telecom Services (cont.)

Issue	Condition	Current situation
Telecom Tower Installation	<ul style="list-style-type: none">- The operators need licenses for telecom tower installation- Public understanding is required	<ul style="list-style-type: none">- A number of telecom towers were installed without licenses- The towers were installed without public understanding- Lack of public understanding process
International Mobile Roaming charge	<ul style="list-style-type: none">- The operators are required to give adequate information on international roaming to consumer- The operators are required to show evidence of service fee	<ul style="list-style-type: none">- Consumers have inadequate information and knowledge for decision making

IV. Challenges on Telecom Consumer Protection

- 1. Inefficiency of law enforcement (e.g. case-by-case solution)**
- 2. Complicated complaint handling process (huge burden on consumers)**

IV. Challenges on Telecom Consumer Protection (cont.)

3. Illiteracy on consumers rights

4. Instead of following NBTC's regulations, operators choose to challenge the NBTC in the Administrative Court.



Thank you