**Telenor Asia study identifies five drivers for better digital lives for people in Thailand**

* *Thais among the most connected in Asia:* 86% of Thais spend more than half the day on mobile, and 83% expect to increase usage in next 1-2 years
* *Thai businesses are embracing new technologies in the workplace:* Nearly two in three (66%) believe that the use of AI at work will increase in the next 6 months, the highest across Asia.
* *Mobiles are being widely used as a tool to manage rising costs of living*: Amidst a challenging economy, 93% of Thai people use their phone for managing finances.

**Bangkok, 10 November 2023** – Across Thailand, people are using their mobile devices to improve relationships, get ahead at work, learn new skills, and live more sustainably. They are also taking steps to safeguard vulnerable family members from online risks and harms.

These five drivers emerged from Telenor Asia’s *Digital Lives Decoded* study, which is now in its second year. The study surveyed over 8,000 mobile internet users across Bangladesh, Indonesia, Malaysia, Pakistan, the Philippines, Singapore, Thailand, and Vietnam, and set out to understand how mobile use is enabling people lead better digital lives.

Thais are among Asia’s most avid mobile users.Nearly 9 out of 10 (86%) spend more than half their day on their mobile, and 83% expect to increase their usage in the next 1-2 years, the highest across the region. In Thailand, more women than men expect to significantly increase their usage, and women are also more likely to use new skills acquired on mobile to change jobs or set up their own business.

Another stand-out finding from the report, this year was that amidst a challenging economy and high inflationary environment, Thais are using their mobiles to manage rising costs of living. 93% of Thai people surveyed use their phone for managing finances, and a majority are turning to their mobile to compare prices (74%), find the best deal (64%), or track spending (49%). An overwhelming 93% use their mobile for banking or financial management weekly, and 55% are making investments online to create new revenue streams.

Petter-Børre Furberg, EVP and Head of Telenor Asia, said, “Our first Digital Lives Decoded study was published in 2022 when the world was emerging from the global pandemic and the pace of digital adoption accelerated. This edition shows that people are still overwhelmingly positive about the impact mobile connectivity has on their lives, and a clearer picture is emerging of the great opportunity this holds. We see a shift where work is becoming primary drivers for increasing mobile usage as people in Thailand seek new ways to improve work quality and performance, upskill and access additional revenue streams*.*

As mobile technology becomes increasingly central to Thai people’s lives, so does the need for all stakeholders to continue to understand the people and parts of the ecosystem most at risk. To unlock the full potential of mobile, we must continue to work with stakeholders to promote investment in connectivity networks, encourage take-up of new technologies, and enhance digital skills to create a safer online environment.”

1. **Building Healthy Social Connections Online**

As Thailand moves further away from the pandemic, noticeable trends are becoming entrenched in how people use their devices. Mobile use makes Thais feel informed and connected. Facebook remains the most popular app to connect with others (57%) and the platform most people turn to for news (52%). There are early signs of change here though, with nearly one in eight Thai youth aged between 18 and 29 getting their news from TikTok.

When it comes to 5G, the most popular uses stated by the respondents in Thailand are for video/ music streaming (84%), work/ studies (69%) and gaming (66%). Mobile gaming remains a popular pastime, and Thai respondents are the most likely to use their phone for gaming, with nearly half (44%) saying they use their mobile device for this daily, compared to the average of 30%.

Three in four respondents feel that they have a good balance between using technology and not overusing it. However, Thai mobile users are more likely to feel frustrated than their regional counterparts. When unable to connect to the internet on their mobile phone 55% feel frustrated, compared to the regional average of 39%.

1. **Unlocking New Opportunities at Work**

Nearly half of Thai respondents believe that mobile use can help them get ahead at work (53%), switch careers (37%), or set up their own business (31%), underpinning the enormous potential of mobile connectivity.

82% believe mobile use has upped their productivity at work over the last five years, Respondents also anticipate the adoption of new technologies to accelerate in the workplace.

Nearly two-thirds (66%) believe that the use of generative AI for work will increase in the next 6 months, and 44% hope to acquire skills in generative AI tools to gain a competitive advantage in their careers. Thai businesses are also embracing technology advancements, with 82% stating that their organisation supports employees’ use of generative AI at the workplace.

1. **A Safer Online Experience**

Thai respondents are the least concerned about privacy and security on their phone. They stand out as an outlier compared to regional peers for a second year running, with the highest group of respondents saying they are not concerned about this (21%) versus a regional average (8%).

However, Thais are concerned about the online safety of the elderly (75%) and children (72%). They believe the best way to educate family members on online safety is by providing guidelines for online behaviour (71%) and having open discussions (61%).

Thai respondents did note concerns about identity theft (77%), data theft (69%) and online harassment (57%), and they frequently experience fake news, scams and feelings of addiction. They also face the highest levels of online bullying in the region, with nearly half (47%) reporting that they experience this at least once a month.

1. **Tapping into Learning and Personal Growth**

Mobile use facilitates upskilling opportunities and creates new income streams across Thailand. Almost all (99%) of those surveyed this year said their mobile device continues to open the door to learning new skills. Encouragingly, 91% of respondents said they had used their mobile to learn a new skill in the last 12 months.

Communication skills such as learning a new language (67%) and social media management (63%) emerged as the most desirable skills to learn via mobile device. Thais eagerness to learn social media management notably stands out as the highest in the survey.

72% said they would like to use the skills they have gained to earn additional income. Top new income streams created by mobile use are in online investing (55%), selling on online marketplaces (40%) and becoming a content creator (38%).

1. **Reducing Our Impact on the Planet**

71% of the people surveyed felt that their mobile use helps them live more sustainably by providing information about public transportation, reducing need to travel and reducing use of paper. While a majority (72%) expressed concern over the environmental impact of their mobile use, only one in 10 are not at all aware of the carbon footprint generated by their mobile phone.

Awareness of climate change and carbon footprint is highest among Thais between 18-29 years, where 64% say that they are very aware, and 42% say that they are very concerned about emissions impact on climate. Four out of 10 people in this age group say that a telecom operator’s climate and sustainability position is very important to them and influences their choice of service provider.

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**Additional Resources:**

* Report Microsite: <https://www.telenorasia.com/digitallivesdecoded2023>

**About the Report**

The second year of the “Digital Lives Decoded” study delves into the five key drivers that show how mobile devices enable people to live better digital lives. These drivers are building healthy social connections online, unlocking new opportunities at work, facilitating skills growth and education, mitigating the impact on the planet, and cultivating safer online experiences.

This report summarises findings from a survey undertaken in August 2023 of 8,087 mobile internet users spread across eight markets in South and Southeast Asia, including Bangladesh, Indonesia, Malaysia, Pakistan, the Philippines, Singapore, Thailand, and Vietnam.

**About Telenor Asia**

Telenor Asia enables progress in the region with connectivity and digital services for more than 200 million customers.

For over 25 years, our telecommunications companies have accelerated mobile adoption in Asia. Our diverse teams are dedicated to broadening access to life-changing innovations and advancing national digital agendas with a firm commitment to responsible business. As Asia changes rapidly, Telenor Asia continues to capture new growth and realise our unwavering ambition of value creation.

With operations in Bangladesh, Malaysia, Pakistan and Thailand, Telenor Asia is headquartered in Singapore and part of Telenor Group, which is listed on the Oslo Stock Exchange under the ticker TEL.