

Thailand data usage beats global average

3.5GHz spectrum key to 5G expansion

SUCHIT LEESA-NGUANSUK

Thailand's data consumption is expected to exceed the global average by 2031, driven by artificial intelligence (AI) applications, extended reality devices and video generation, says Ericsson.

The country needs to make the 3.5 gigahertz spectrum available to unlock economic growth, particularly for businesses and small enterprises as 5G is critical infrastructure, while preparing for 6G commercial globally in 2030, said Anders Rian, head of Ericsson Thailand.

Data usage skyrocketed to 34.4 gigabytes (GB) per month per smartphone in Thailand, the highest in Southeast Asia and beating the global average of 22GB in 2025.

Data consumption is expected to grow to 56.1GB per month by 2031, exceeding the projected global average of 40GB, he said.

This massive surge in data will be driven by extended reality devices, video generation and AI applications, said Mr Rian. AI consumes roughly eight times more data than standard background data, and background cloud syncing heavily drives data uploads.

Thailand has roughly 33 million 5G subscribers, accounting for 36% of all total subscriptions in 2025. By 2031, this number is projected to soar to more than 93 million subscribers, capturing 92% of the market.

While Thailand currently uses the

2.6GHz spectrum, the 3.5GHz mid-band is crucial for the next phase of 5G, said Mr Rian.

"We are at an inflection point, where the 5G system is set to unleash the next wave of innovation in the country. The 5G standalone system and AI-driven automation will serve as the foundation for enterprise digitalisation in Thailand," he said.

"5G is considered the 'brain' driving Thailand's digital transformation and national infrastructure. Research shows a 10% increase in broadband coverage directly contributes to a 0.8% increase in a country's GDP."

To manage growing network complexity, Ericsson is integrating AI directly into radio access network equipment using a custom silicon chip. Because the AI compute happens directly at the cell site rather than

relying entirely on central data centres, the network can be optimised locally and instantly, said Mr Rian.

This AI integration can increase network capacity by up to 20% by optimising traffic purely through AI, without adding new hardware, improving the ability to pinpoint the exact location of users and connected devices.

The technology drastically lowers the network's carbon footprint by intelligently calculating exactly when equipment should transmit power, sleep or wake up based on traffic demands.

TRANSITION TO 6G

Mr Rian said he expects 6G global trials around 2028-2029, with commercial launches in early-adopting nations such as the US, China, Japan and South Korea around 2030.

"Thailand will likely see 6G adoption

roughly 2-3 years after these leading markets," Mr Rian said.

If 5G is a "highway", 6G will expand the physical capabilities of networks. The most notable leap is that 6G networks will have sensory capabilities. It will be able to detect the presence and movement of physical objects (like an approaching car) in the network area even if those objects are not electronically connected to the network.

Sirichai Manerot, vice-president for network solutions at Ericsson Thailand, said the National Broadcasting and Telecommunications Commission should start mapping out a roadmap for 6G, which is expected to arrive by roughly 2030.

While current 5G bands (700, 900, 1800 and 2100MHz) can still be used, 6G will require more spectrum space. The focus is on the "centimetre wave" range between 6GHz and 15GHz.

The 7-8GHz and 14-15GHz ranges are particularly ideal because they do not heavily conflict with existing technologies, he said.

According to the Ericsson Mobility Report, global 5G mobile subscriptions passed 3 billion during the first quarter of 2026, while 162 million new 5G subscriptions were added globally during the period. This figure is expected to grow rapidly, reaching 6.4 billion by the end of 2031.

In 2031, 5G subscriptions in Southeast Asia and the Oceania region are forecast to tally 670 million, with more than 50% 5G subscription penetration.

Western Europe, North America, Northeast Asia and the Gulf Cooperation Council countries are forecast to have 5G mobile subscription adoption of around 90% by the end of 2031.

มติหุ่น

Mithoon
Circulation: 5,000
Ad Rate: 350

Section: First Section/หน้าแรก

วันที่: พุธที่ 25 มิถุนายน 2569

ปีที่: - ฉบับที่: -

Col.Inch: 110.49 Ad Value: 38,671.50

หัวข้อข่าว: PLE วิกฤตงานยักษ์ กัดดันการเงินหนัก

หน้า: 1 (ล่างซ้าย), 3

PRValue (x3): 116,014.50

คลิป: สีสี่



PLE อัสสเดช คงสิริ

วิกฤตงานยักษ์
กัดดันการเงินหนัก

มติหุ่น มติหุ่น PLE ส่อเค้ารักกระทบหนักปมงานก่อสร้างค้างเติ่ง
ยังไม่แล้วเสร็จจนปิดงวดงานไม่ได้ทำให้เงินขาดมือ โพล์ บิ๊กโปรเจกต์
ทำทุนจม 500 ลบ. จนต้องนำโครงการใหม่มาหมุนโครงการเก่า
ตลก.จับตาตรวจสอบ **อ่านต่อหน้า 3**

