



Barometer of mobile Internet connections in Thailand

01/01/2023 - 31/12/2023



January 26, 2024



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nPerf**

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**nPerf Network
assessment**

Expert in the telecom network optimization

nPerf is an independent French company based in Lyon (France). For over a decade, nPerf has been a trusted partner for both fixed and mobile operators, providing comprehensive network testing solutions and analysis. Our mission is to accurately measure, evaluate, and enhance the understanding of Internet connectivity around the world.



300k+ tests daily
worldwide.



26Md+ coverage
scans in total.



3k+ servers all
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Test your Internet connection with nPerf!

nPerf allows you to test the quality of your fixed, mobile, or Wi-Fi Internet connections up to 10 Gb/s!
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2. Executive Summary



The subscribers of True Move H enjoyed the best mobile Internet performances in Thailand during 2023.

Cellular Internet connections in Thailand

	AIS	dtac	True Move H
▼ Download bitrates (Mb/s)	67.50	36.24	71.33
▲ Upload bitrates (Mb/s)	20.07	11.62	22.93
◀▶ Latency (ms)	29.31	34.12	27.84
🌐 Web browsing (%)	59.15	61.72	63.25
📺 Youtube streaming (%)	83.38	86.71	87.06
nPerf Score (nPoints)	83 100	73 942	89 826

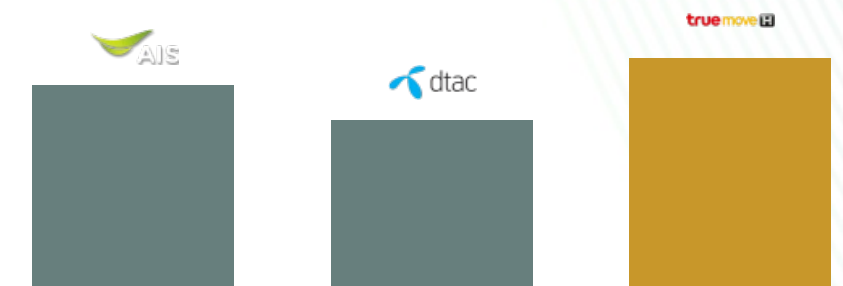
Source : nperf.com

true move H

Best mobile Internet performance
in 2023









Source : nperf.com



Source : nperf.com

The subscribers of True Move H enjoyed the best 5G mobile connections in Thailand during 2023.

5G mobile connections in Thailand

	AIS	dtac	True Move H
 Download bitrates (Mb/s)	174.40	82.70	153.32
 Upload bitrates (Mb/s)	39.34	25.45	40.90
 Latency (ms)	25.27	24.96	19.52
 Web browsing (%)	69.80	65.61	73.39
 Youtube streaming (%)	88.97	84.73	89.91
 nPerf Score (nPoints)	110 899	93 794	116 579

Source : nperf.com

True's comprehensive market leadership

True solidifies its leadership in Thailand's mobile network in 2023 with the highest overall nPerf score. It demonstrates superior performance with a download speed of 71.34 Mb/s in the total market. Its top streaming score of 87.06 and browsing score of 63.25 highlight True's focus on delivering an exceptional user experience.

5G Focus: True's commanding presence

In the 5G arena, True maintains its dominance, evidenced by its leading in each and every KPI: download and upload speed, latency and strong user experience metrics (streaming and browsing).

AIS: strong contender especially on 5G

AIS presents itself as a formidable challenger, especially in the 5G segment, boasting a download speed of 174.4 Mb/s. While it doesn't outperform True in overall metrics, AIS's focus on 5G innovation marks its commitment to staying at the forefront of mobile technology, suggesting a strategic emphasis on next-generation networks.

dtac: steady presence with emerging 5G capabilities

Holding third place in the overall market, dtac shows a consistent performance with a total market download speed of 36.25 Mb/s. In the 5G space, its download speed of 82.7 Mb/s, though behind AIS, shows promise for future growth and competitiveness in this rapidly advancing sector.

Conclusion

Looking forward to 2024, Thailand's mobile network landscape is shaped by True's overall and 5G leadership, setting a high benchmark in both areas. The evolving dynamics, with AIS making notable strides in 5G and dtac showing steady overall performance, suggest a market ripe for further technological advancements and enhanced mobile experiences for users.

4. Methodology



nPerf provides a **free tool to assess Internet connection quality** via its website and mobile apps (Android, iOS). Daily, thousands of people rely on nPerf for speed tests in their country, contributing to a comprehensive crowdsourced database covering all operators.

The study employs a strong filtering method to reflect real customer experiences on a specific network (mobile or fixed line). Measures are taken to prevent probes and measurement robots from affecting the results.

For mobile connections, we assess:

▼ Download bitrate :

Indicates the amount of data your connection can receive in one second from the nPerf server. The highest the measured value, the best is the bitrate of your connection.

▲ Upload bitrate :

Indicates the amount of data your connection can send in one second from the nPerf server. The highest the measured value, the best is the bitrate of your connection.

◄► Latency (ping) :

It indicated the delay a small packet of data requires to make a round-trip from your computer to the nPerf server. The shorter the delay, the most reactive your connection is. The main is the minimum value.



Browsing performance :

The browsing test assesses the load time of the fully loaded pages, including images, javascript, CSS, and fonts, for the five most popular sites. This indicator reflects the user's perceived quality of the Internet network.



Streaming performance :

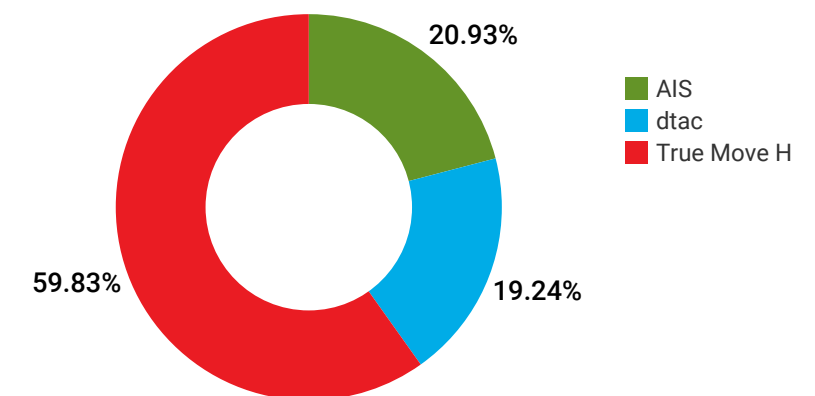
The video streaming test gauges the load time of a fully loaded video in three resolutions on YouTube, considering stalls during playback. This indicator reflects the user's perceived quality of the Internet network.

Statistical precision is crucial in accurately determining winners. At nPerf, we prioritize test quality, precise reporting, and transparency. Analyzing a large volume of tests in this study, we've achieved 1 % precision for absolute values and 0.5 point for percentage-based results, highlighting the reliability and accuracy of our data.

For a more comprehensive understanding of the user experience, our report features test results during both Busy hours (6 PM to 11 PM) and Idle hours (the rest of the day). Busy hours, marked by network strain, can impact user experience through congestion. This approach helps in understanding how network performance fluctuates throughout the day.

We only include national Internet service providers with test share above 5% share. The chart below shows the overall test distribution for each service provider.

Overall distribution of the tests per provider (ISPs Share)



Source : nperf.com



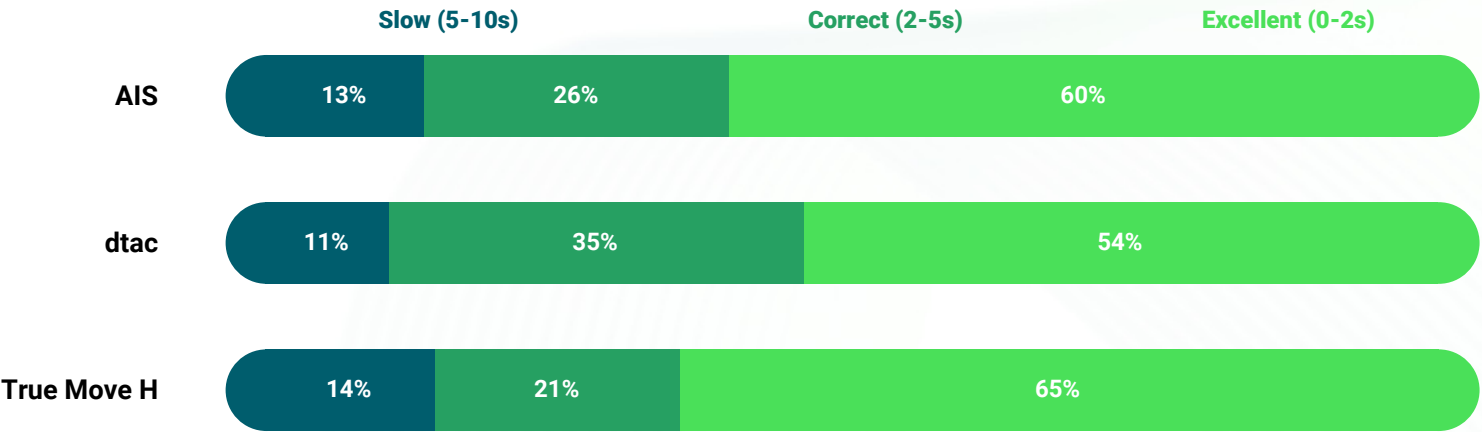
Browsing Performance rate (average)



Source : nperf.com

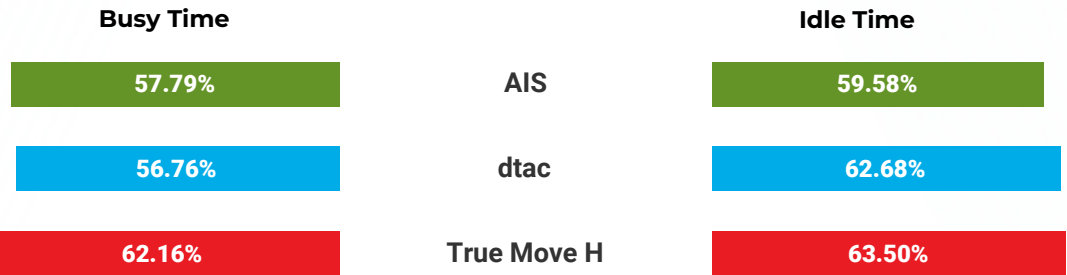
The subscribers of True Move H enjoyed the best mobile Internet browsing performance in 2023.

Browsing Performance results ventilation (average)



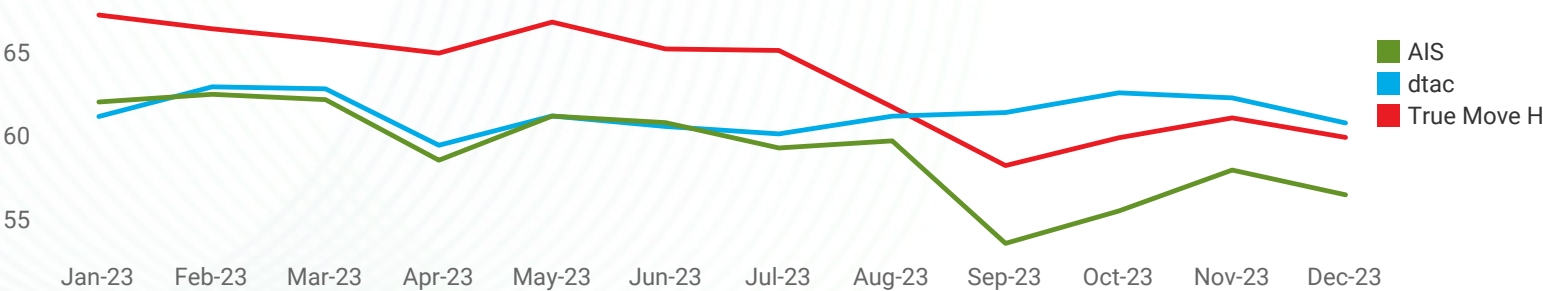
Source : nperf.com

Browsing Performance rate (average)



Source : nperf.com

Browsing performance rate (average) evolution over the year



Source : nperf.com



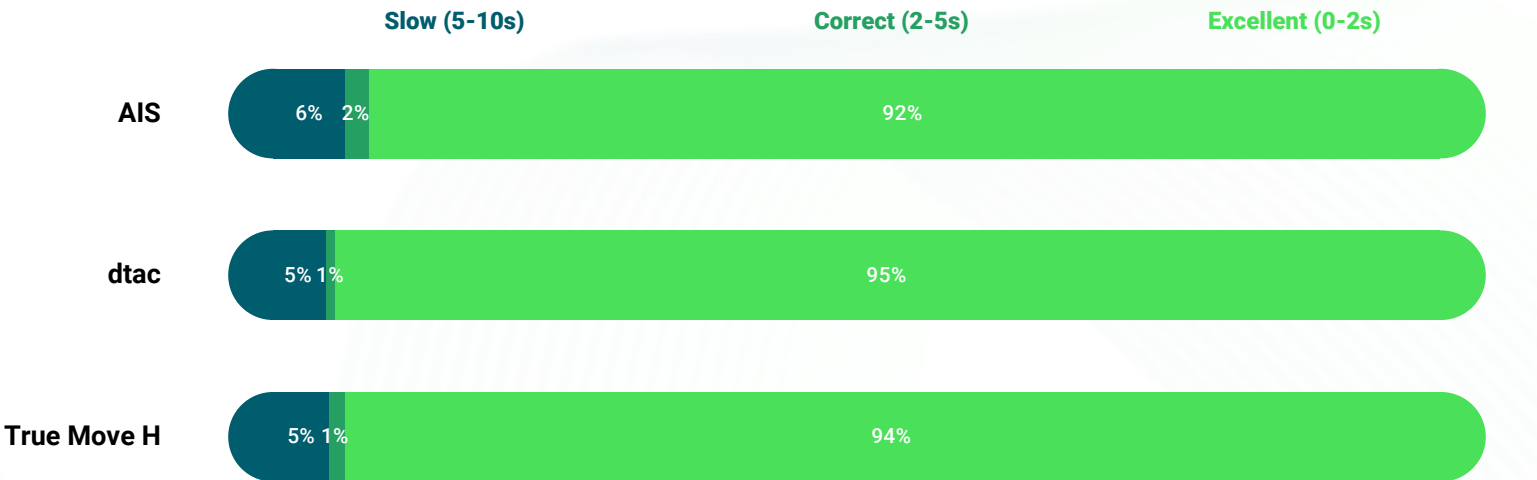
Streaming Performance rate (average)



Source : nperf.com

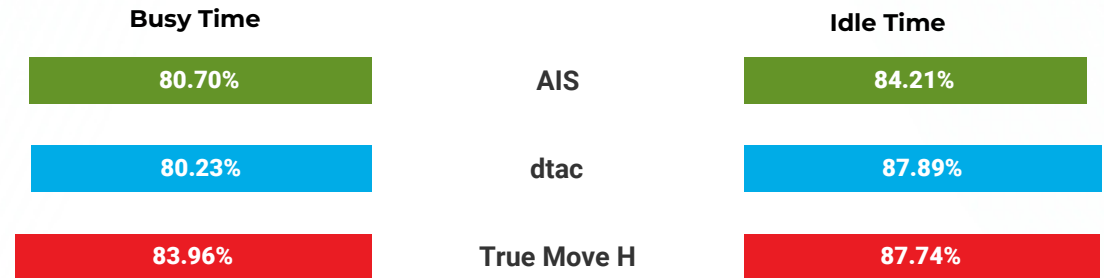
The subscribers of True Move H and dtac enjoyed the best mobile Internet streaming performance in 2023.

Streaming Performance results ventilation (average)



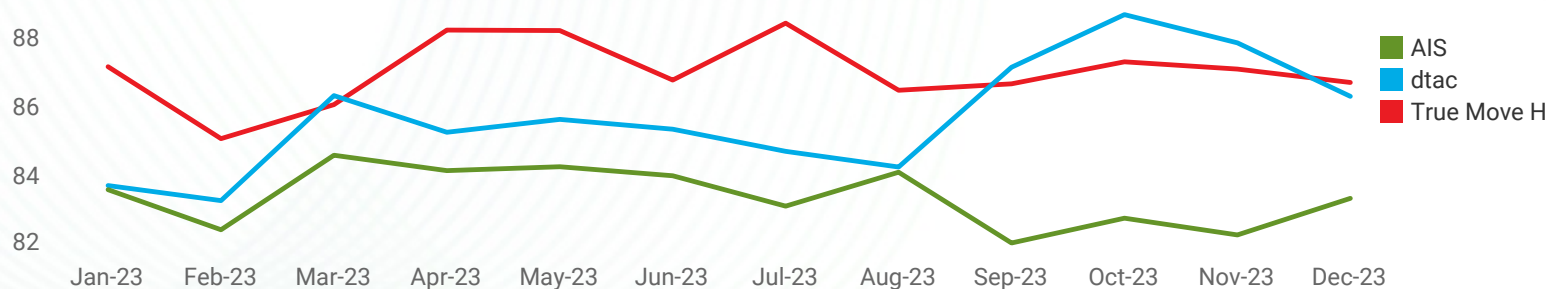
Source : nperf.com

Streaming Performance rate (average)



Source : nperf.com

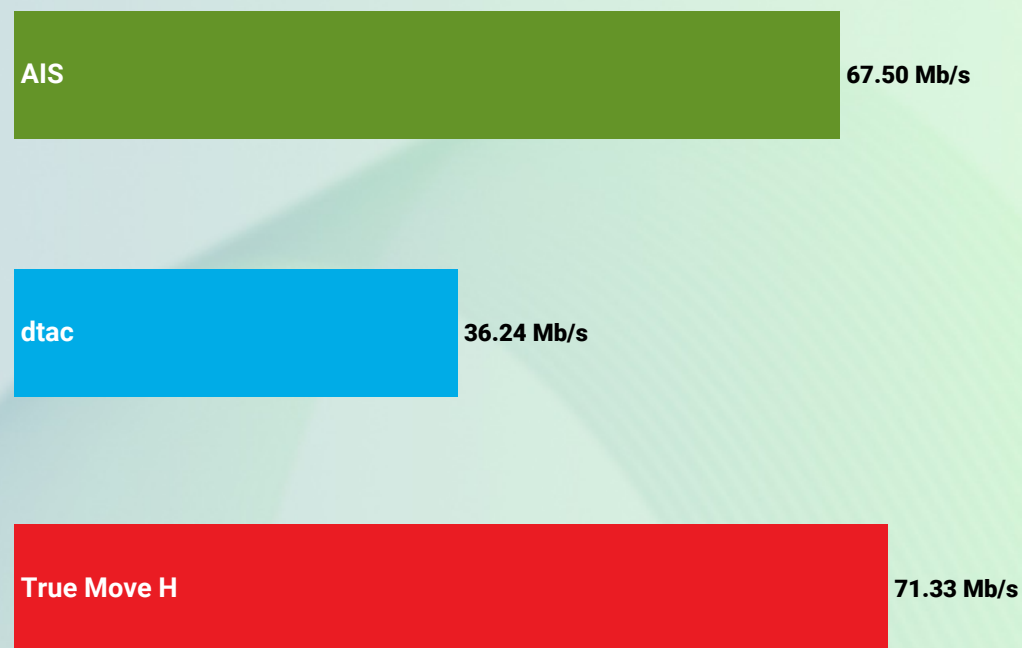
Streaming performance rate (average) evolution over the year



Source : nperf.com



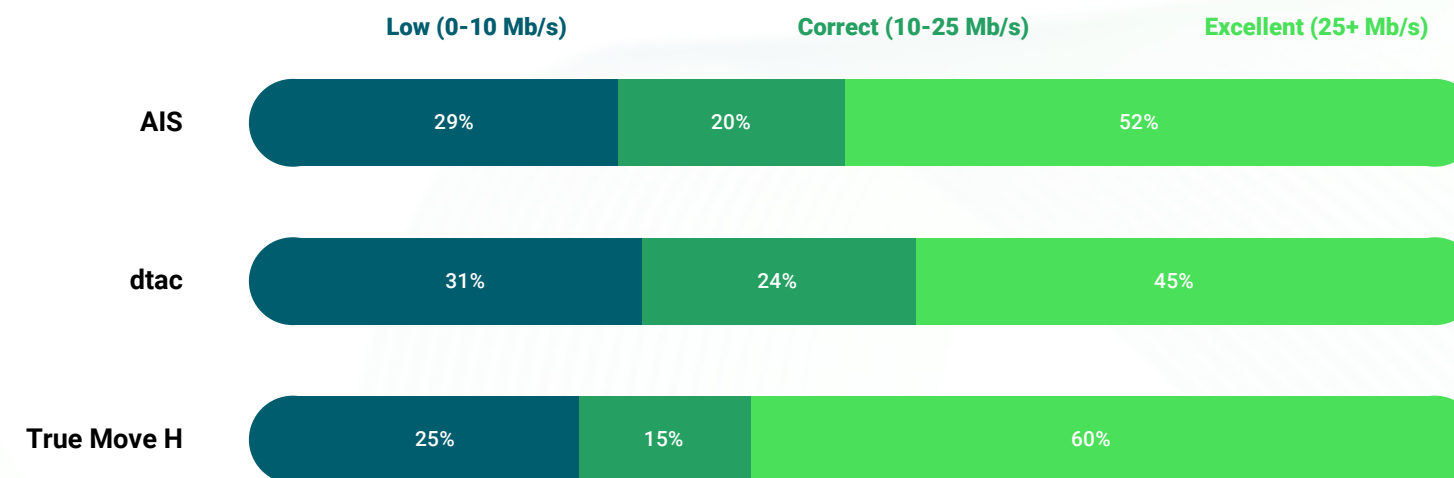
Download Speed (average)



Source : nperf.com

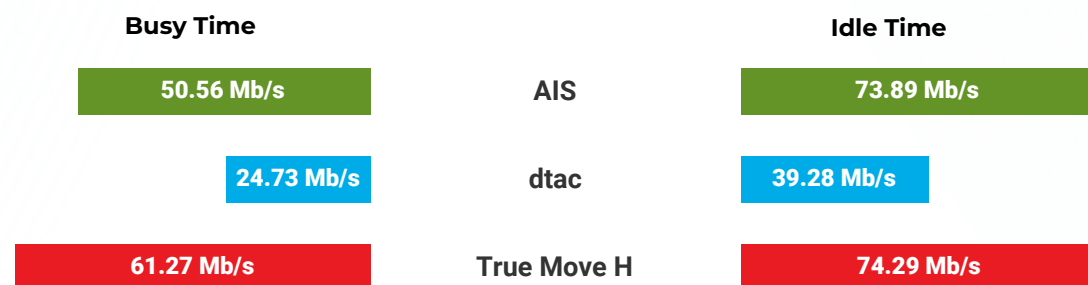
The subscribers of True Move H enjoyed the best average mobile Internet download speed in 2023.

Download Speed results ventilation (average)



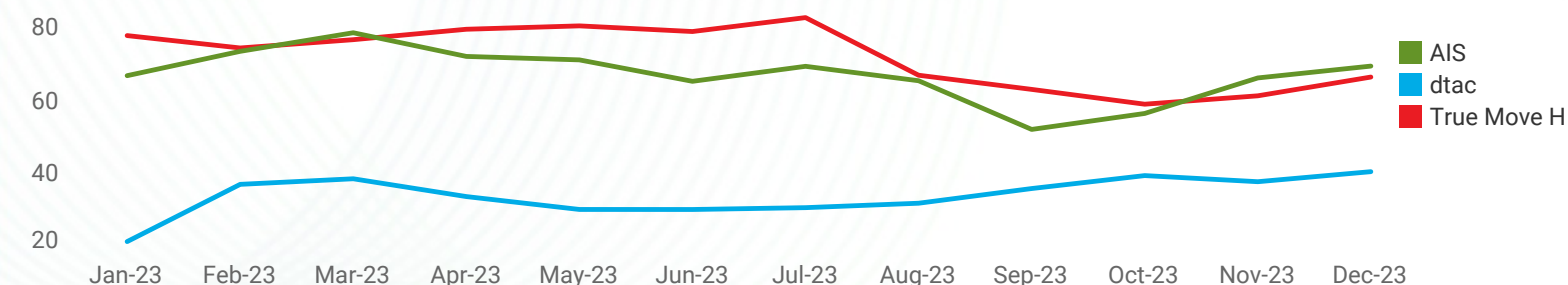
Source : nperf.com

Download Speed (average)



Source : nperf.com

Download Speed evolution over the year (average)



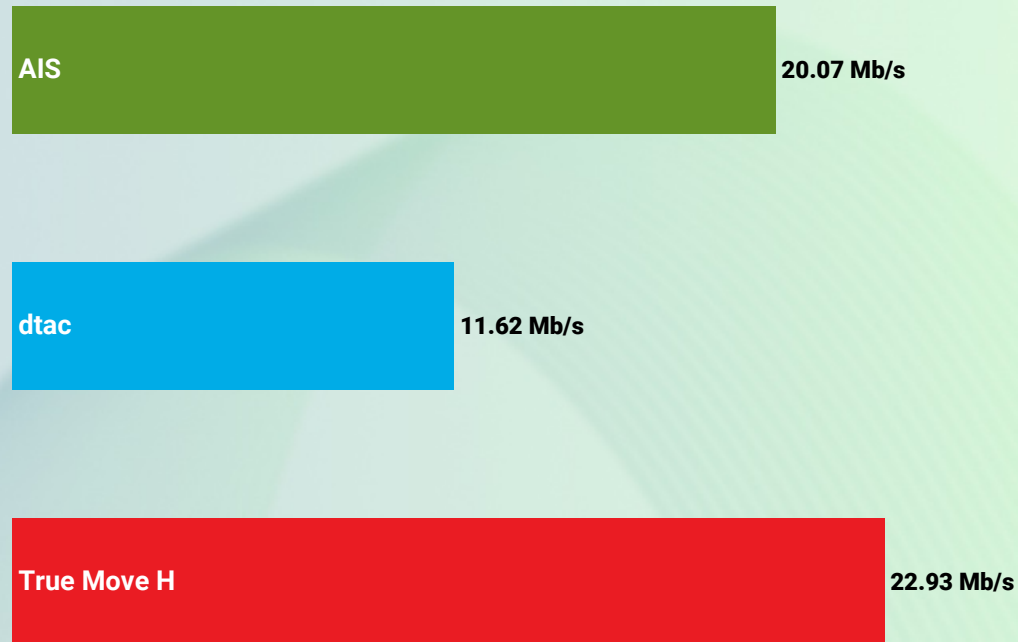
Source : nperf.com



Speed : Upload



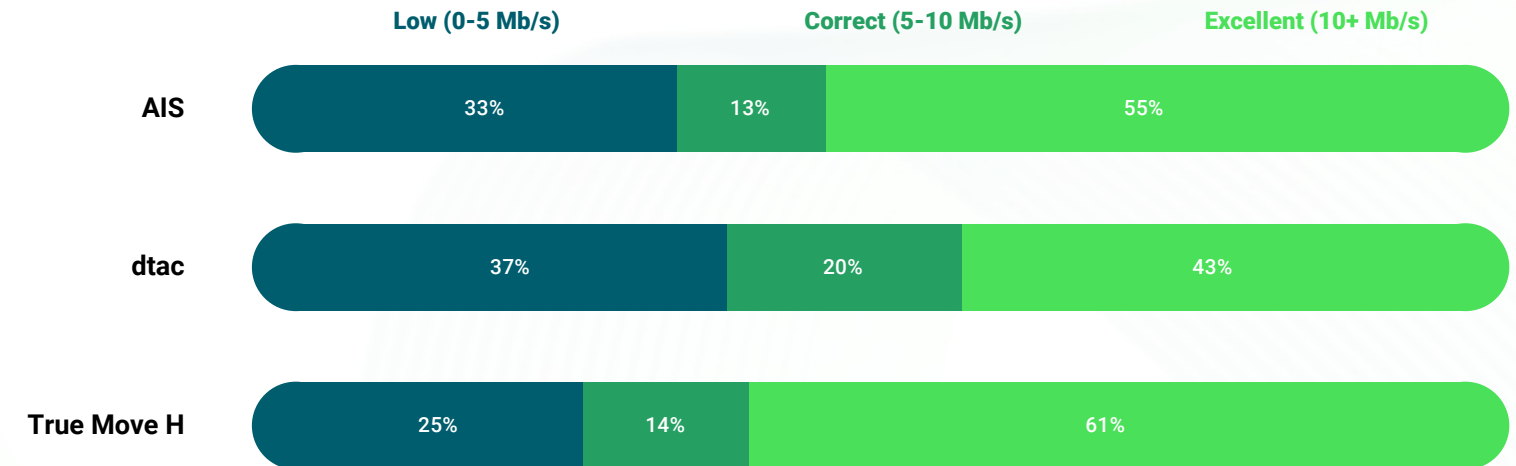
Upload Speed (average)



Source : nperf.com

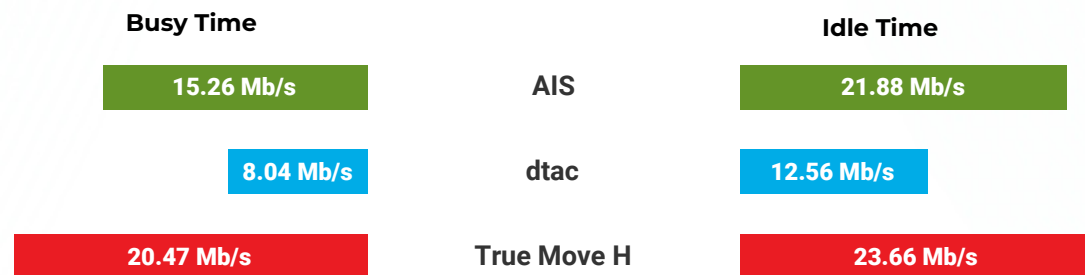
The subscribers of True Move H enjoyed the best average mobile Internet upload speed in 2023.

Upload Speed results ventilation (average)



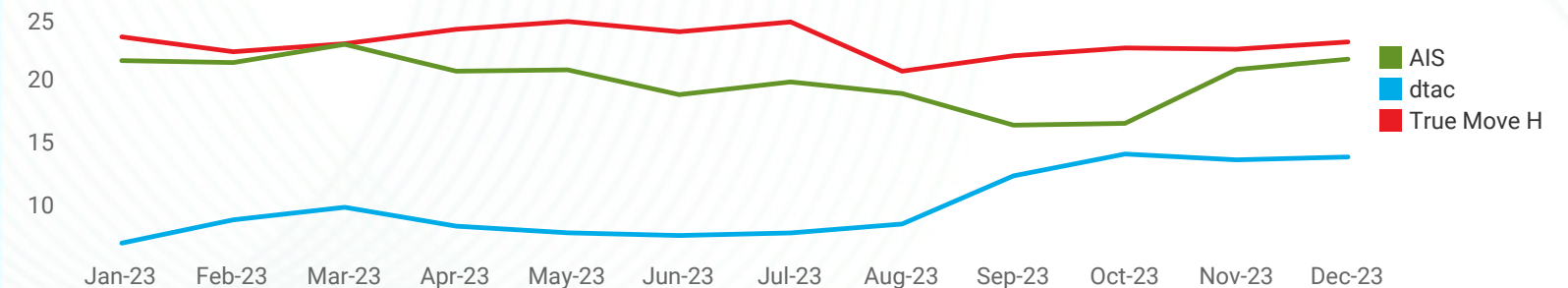
Source : nperf.com

Upload Speed (average)



Source : nperf.com

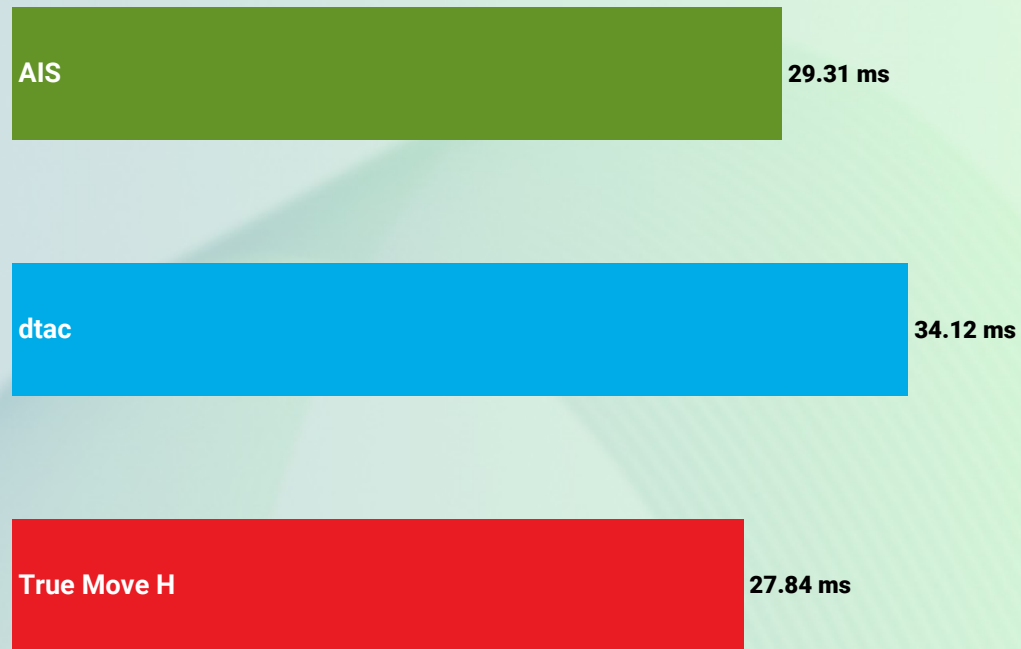
Upload Speed evolution over the year (average)



Source : nperf.com



Latency Speed (average)



Source : nperf.com

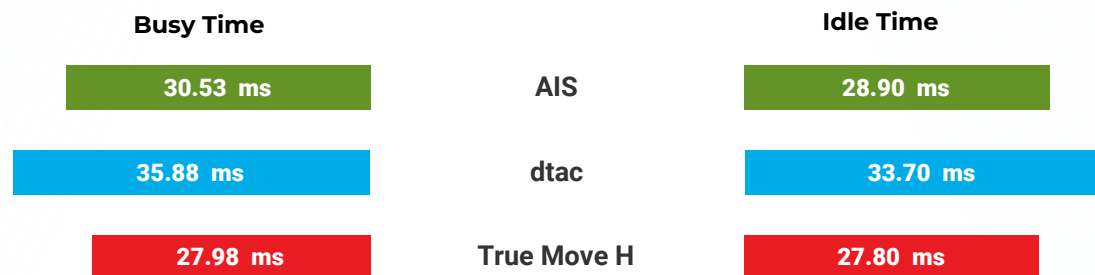
The subscribers of True Move H enjoyed the best average mobile Internet latency speed in 2023.

Latency Speed results ventilation (average)



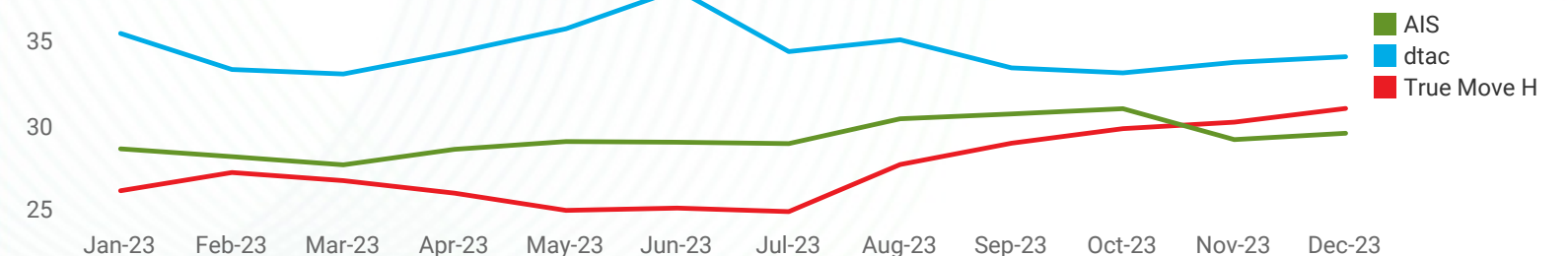
Source : nperf.com

Latency Speed (average)



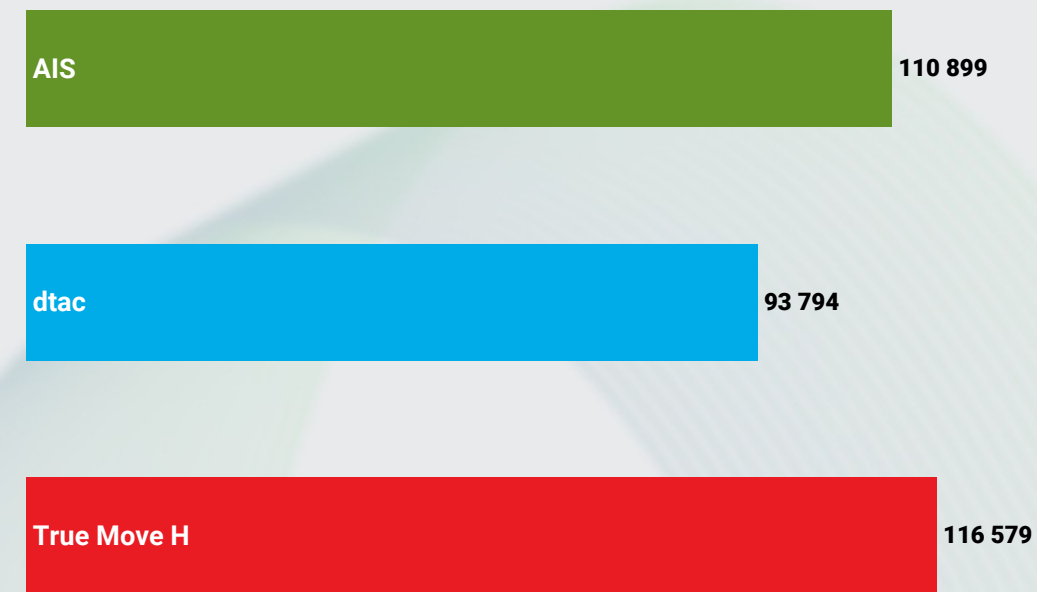
Source : nperf.com

Latency Speed evolution over the year (average)



Source : nperf.com

5G nPerf score (average)



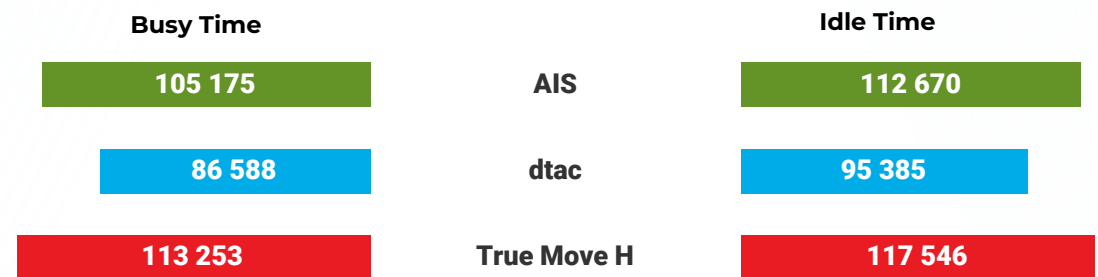
Source : nperf.com

The subscribers of True Move H enjoyed the best 5G mobile connections in Thailand during 2023.

- Best 5G Mobile Performance : True Move H (116 579 nPoints)
- Best 5G Mobile Download speed : AIS (174.40 Mb/s)
- Best 5G Mobile Upload speed : True Move H (40.90 Mb/s)
- Best 5G Mobile Latency speed : True Move H (19.52 ms)
- Best 5G Mobile Browsing experience : True Move H (73.39 %)
- Best 5G Mobile Video experience : True Move H (89.91%) and AIS (88.97%)

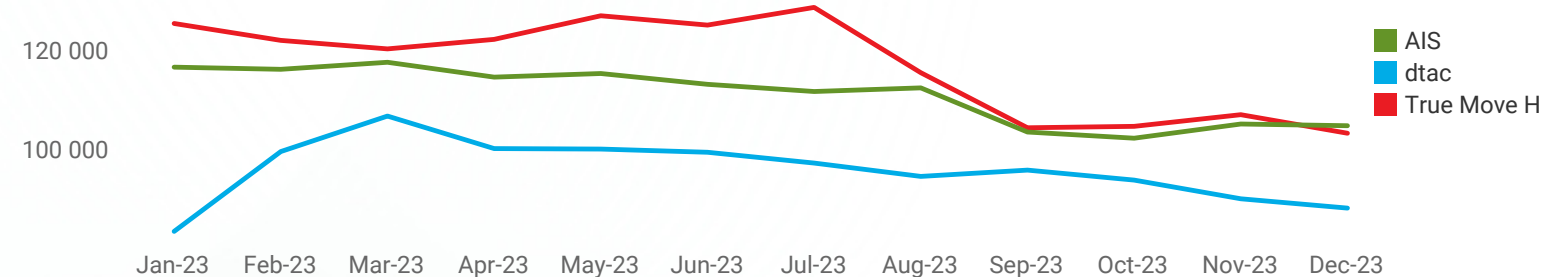
Source : nperf.com

5G nPerf score (average)



Source : nperf.com

nPerf score evolution over the year (average)



Source : nperf.com

Mobile Internet performance in Thailand



nPerf Score (nPoints)



Source : nperf.com

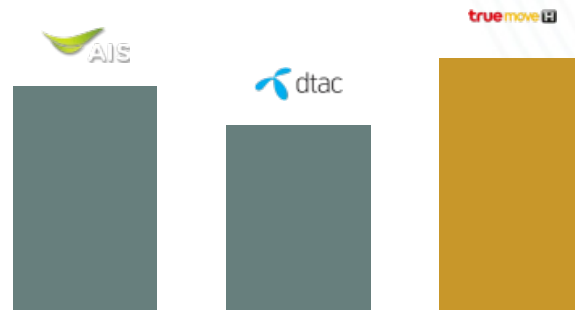
The subscribers of True Move H enjoyed the best mobile Internet performances in Thailand during 2023.

The nperf score takes into account the measured bitrates, the latency and the Qoe tests. The value of the points for the rates and the latency is calculated on a logarithmic scale, to better represent the perception of the user.

Thus, this score reflects the overall quality of the connection experienced by the user.

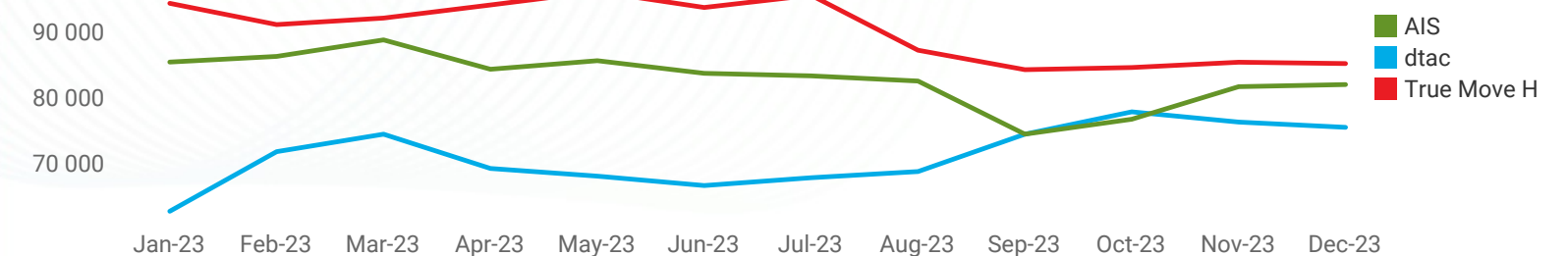
Source : nperf.com

Best mobile Internet performance in 2023



Source : nperf.com

nPerf score evolution over the year (average)



Source : nperf.com

