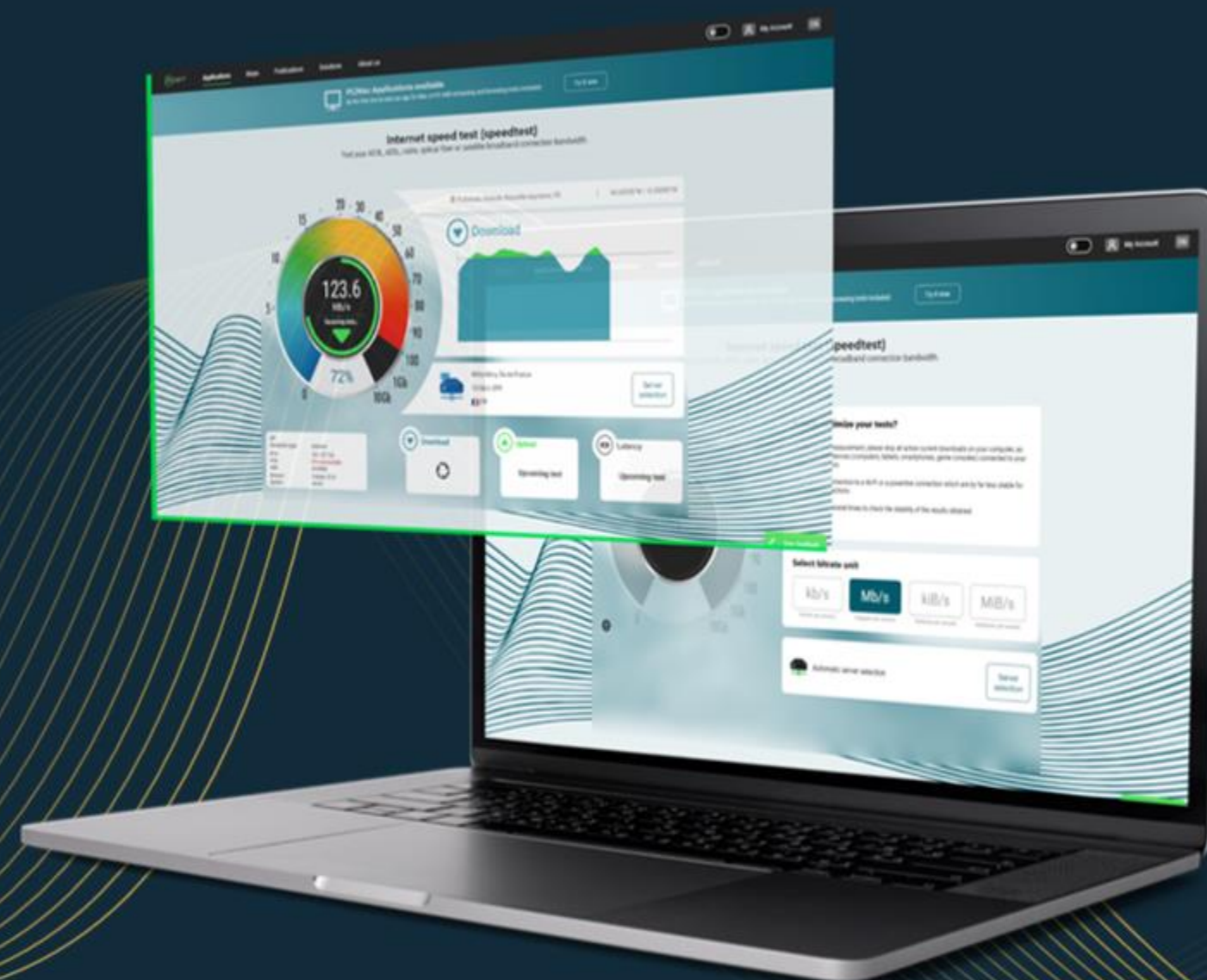01/16/2025

Barometer of fixed Internet connections in Thailand

01/01/2024 - 12/31/2024

Agenda

1 Introducing nPerf

2 Executive summary

3 Analysis

4 Methodology

5 nPerf Network assesment

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.
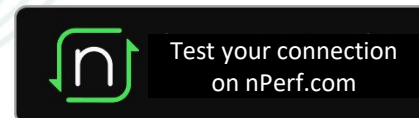
300k+ tests daily worldwide.

26Md+ coverage scans in total.

3k+ servers all around the world.

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! Dowload our app or visit our website!

Télécharger dans l'App Store

DISPONIBLE SUR Google Play

Test your connection on nPerf.com

The subscribers of True Online enjoyed the best fixed Internet performances in 2024.

Fixed Internet connections in Thailand

	3BB	AIS	NT	True Online	dtac
Download bitrates (Mb/s)	284,24	310,18	196,03	348,26	34,31
Upload bitrates (Mb/s)	217,80	226,20	167,64	276,11	10,34
Latency (ms)	11,96	10,77	21,38	11,49	37,69
Web browsing (%)	69,60	70,74	62,40	69,92	61,44
Youtube streaming (%)	88,65	89,36	79,97	89,39	86,19
nPerf Score (nPoints)	136 689	140 486	111 127	141 986	70 867

Source : nperf.com
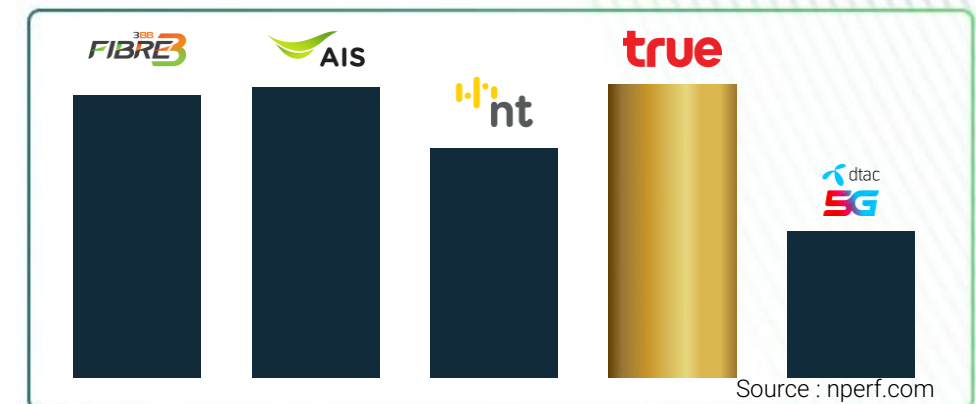
true

Best fixed Internet performance in 2024

No.1 BROADBAND PERFORMANCE — nPerf AWARDS

Source : nperf.com

Source : nperf.com

The subscribers of AIS enjoyed the best FTTH Internet performances in Thailand in 2024.

FTTH Fixed Internet connections in Thailand

		3BB	AIS	NT	True Online	dtac
▼	Download bitrates (Mb/s)	452,82	480,77	369,98	488,36	293,24
▲	Upload bitrates (Mb/s)	354,80	357,82	326,32	393,35	236,47
◄►	Latency (ms)	9,56	8,42	13,12	8,90	17,72
🌐	Web browsing (%)	75,11	75,59	72,47	73,95	64,69
▶	Youtube streaming (%)	93,04	92,82	90,73	92,69	75,42
⃞	nPerf Score (nPoints)	156 413	158 285	146 055	157 130	118 009

Source : nperf.com

The subscribers of AIS enjoyed the best WIFI Internet performances in Thailand in 2024.

Fixed Internet connections in Thailand

		3BB	AIS	NT	True Online	dtac
▼	Download bitrates (Mb/s)	164,90	209,31	140,99	199,49	17,35
▲	Upload bitrates (Mb/s)	135,37	157,95	118,72	167,07	9,39
◄►	Latency (ms)	13,45	12,53	19,38	15,15	43,99
🌐	Web browsing (%)	70,27	71,63	66,75	70,35	49,10
▶	Youtube streaming (%)	89,39	90,17	86,01	89,91	71,26
Ⓝ	nPerf Score (nPoints)	126 964	133 393	114 550	129 871	49 244

Source : nperf.com

Introduction

In 2024, the fixed-line internet market in Thailand has seen notable developments. True Online continues to hold its position as the market winner, maintaining its lead from the previous year. However, AIS emerges as a new leader in specific areas like WiFi and FTTH. The market has shown resilience and competitiveness, with True Online and AIS both excelling in different categories, creating a dynamic landscape.

The market winners for this period are True Online and AIS. True Online retains its dominance in download and upload speed, while AIS has shown strength in latency, browsing, and video streaming. This shift indicates a competitive environment with multiple operators excelling in various Key Performance Indicators (KPIs).

True Online: Market Leader with Exceptional Performance.

True Online continues to lead the market with a strong overall score of 141,986 nPoints for the period. The company excels in download and upload speed, maintaining its position as the top performer in these KPIs. True Online also shares the lead in video streaming, reflecting its robust service quality in fixed-line internet.

AIS: Dominance in Latency and Browsing.

AIS has emerged as strong competitor in the market, with an impressive performance in latency and browsing. Achieving the best latency score, AIS demonstrates a commitment to providing fast and reliable internet. The company also excels in video streaming, sharing the lead spot with True Online, and remains competitive in WiFi and FTTH focus areas.

3BB: Consistent performances

3BB delivered consistent performances across most KPI and is definitely one of the top performer of the Thai telecom market.

NT: A potential contender to the podium

NT shows commendable performance across most KPIs and especially on the consumer experience (streaming/browsing). One can expect NT to join the podium in the coming year.

dtac: Room for improvement.

While dtac does not lead in any specific category, it provides consistent service across all KPIs.

Conclusion

True Online confirms again his leadership on the market. However, competition is very active and AIS has emerged as strong contender by taking the lead on the WiFi and FTTH segments. True Online leads in download and upload speed, while AIS shines in latency, browsing, and video streaming. The competitive nature of the market highlights the strengths of each operator, contributing to the overall improvement and service quality in Thailand's fixed-line internet landscape.

nPerf provides a free application 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.

We assess:

▼ Download birate

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 birate

Indicates the amount of data your connection can send in one second to 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 perceived quality by the user.
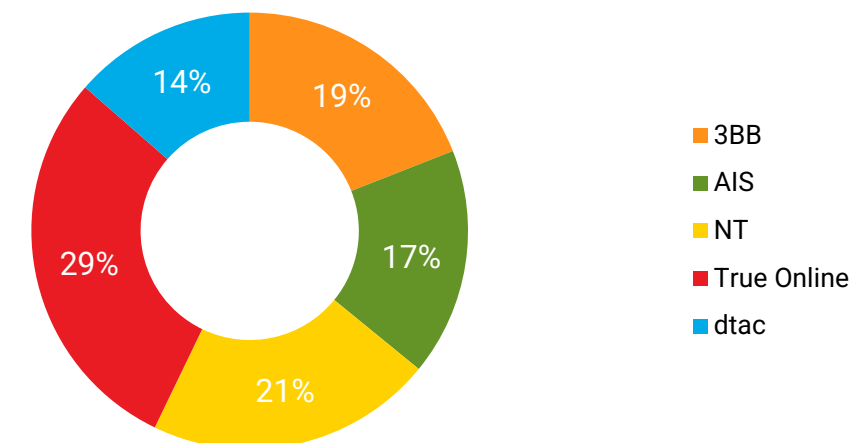
▣ Streaming performance

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 perceived quality by the user.

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 3% precision for absolute values, 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.
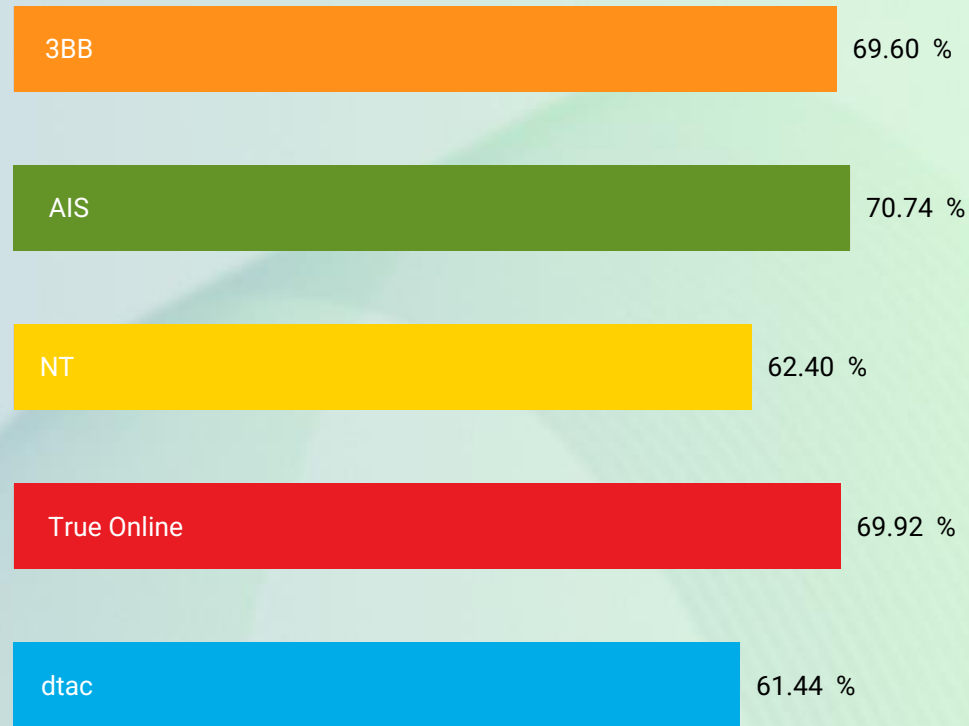
Overall distribution of the tests per provider (ISPs Share)

- 3BB — 19%
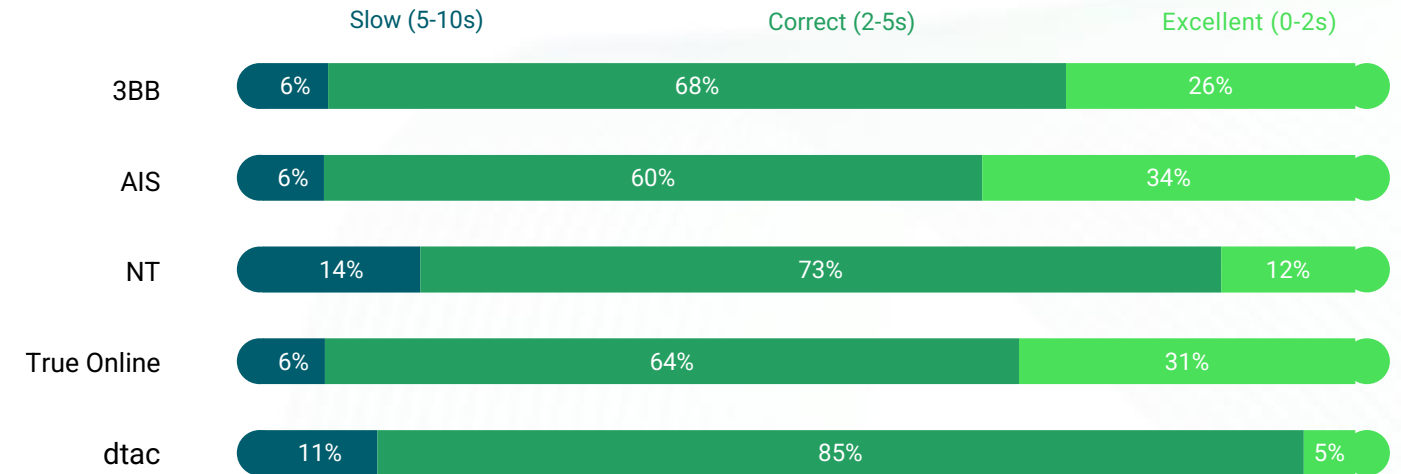- AIS — 17%
- NT — 21%
- True Online — 29%
- dtac — 14%

Source : nperf.com

Quality of Experience : Browsing

Browsing Performance rate (average)

Provider	Rate
3BB	69.60 %
AIS	70.74 %
NT	62.40 %
True Online	69.92 %
dtac	61.44 %

Source : nperf.com
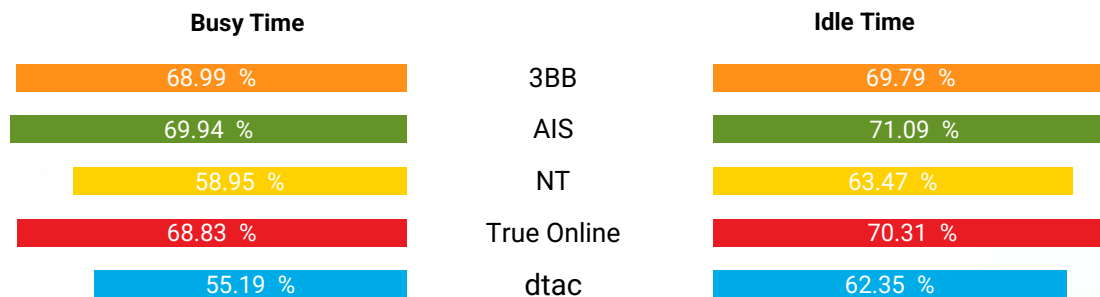
The subscribers of AIS enjoyed the best fixed Internet browsing performance in 2024.

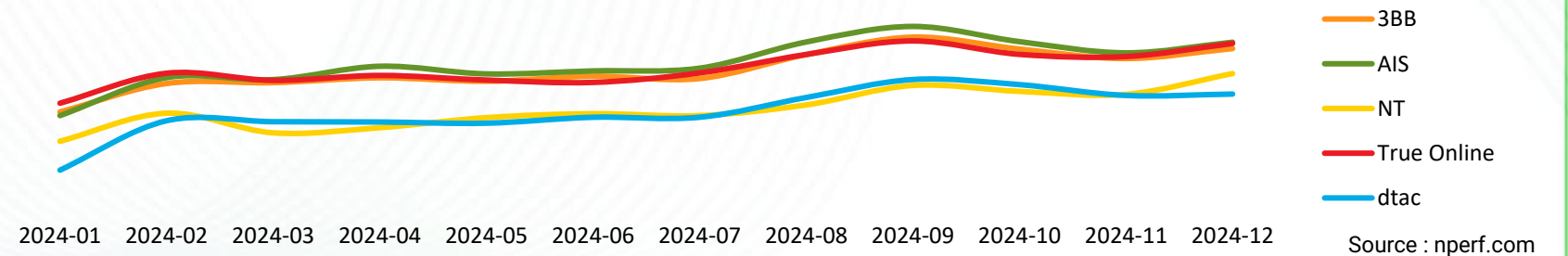## Browsing Performance results ventilation (average)

Slow (5-10s)　　Correct (2-5s)　　Excellent (0-2s)

Provider	Slow (5-10s)	Correct (2-5s)	Excellent (0-2s)
3BB	6%	68%	26%
AIS	6%	60%	34%
NT	14%	73%	12%
True Online	6%	64%	31%
dtac	11%	85%	5%

Source : nperf.com

Browsing Performance rate (average)

	Busy Time		Idle Time
3BB	68.99 %		69.79 %
AIS	69.94 %		71.09 %
NT	58.95 %		63.47 %
True Online	68.83 %		70.31 %
dtac	55.19 %		62.35 %

Source : nperf.com

Browsing performance rate (average) evolution over the year

2024-01 2024-02 2024-03 2024-04 2024-05 2024-06 2024-07 2024-08 2024-09 2024-10 2024-11 2024-12

Legend: 3BB, AIS, NT, True Online, dtac

Source : nperf.com

Quality of Experience : Streaming

Streaming Performance rate (average)

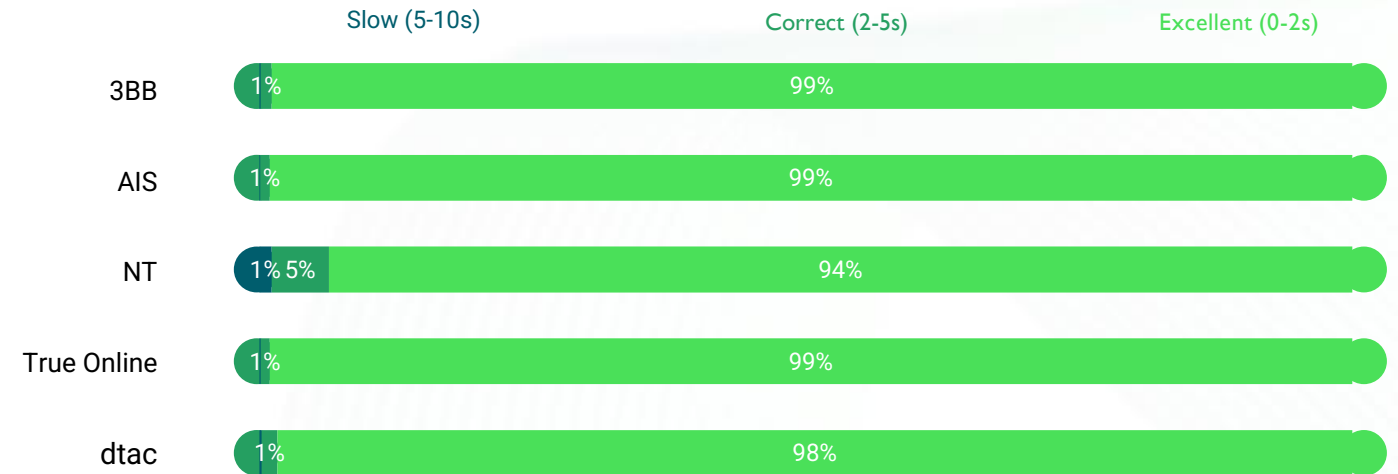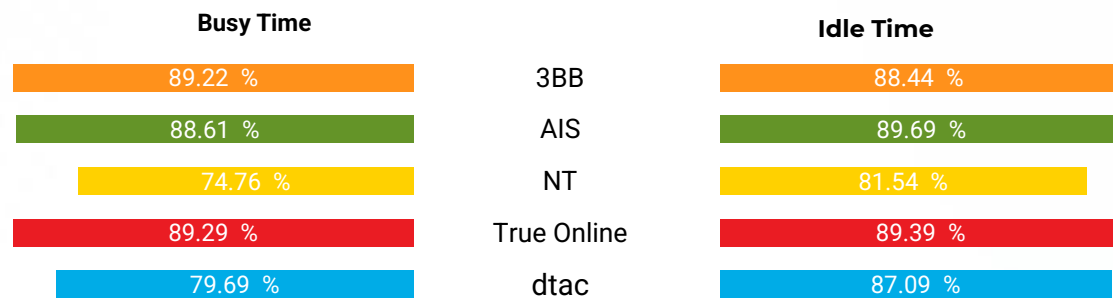| Provider	Rate
3BB	88.65 %
AIS	89.36 %
NT	79.97 %
True Online	89.39 %
dtac	86.19 %
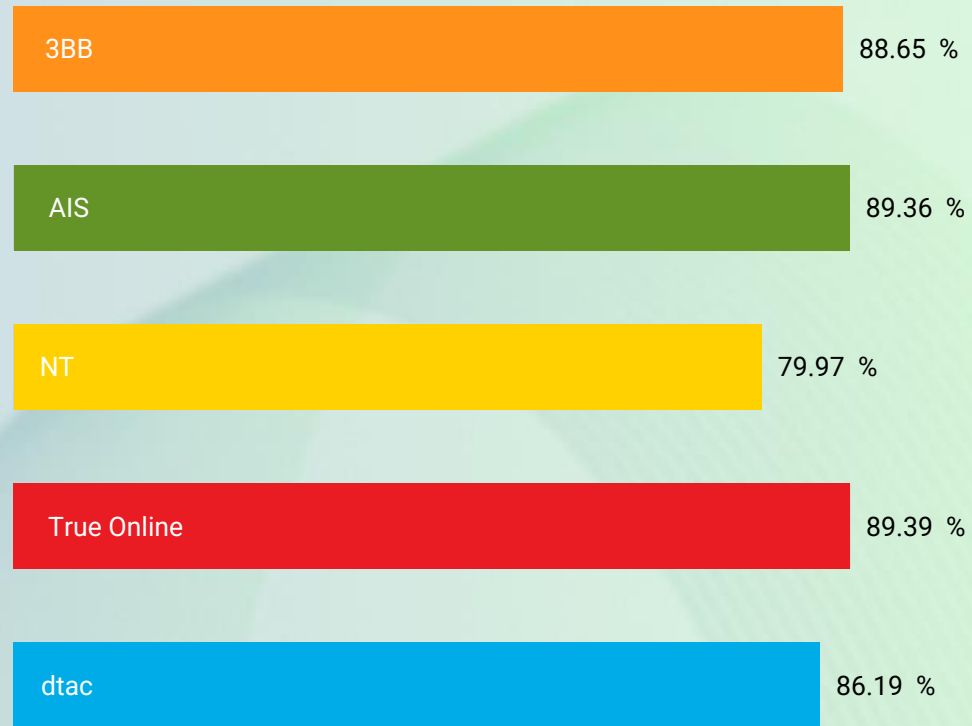
Source : nperf.com

The subscribers of AIS and True Online enjoyed the best fixed Internet streaming performance in 2024.

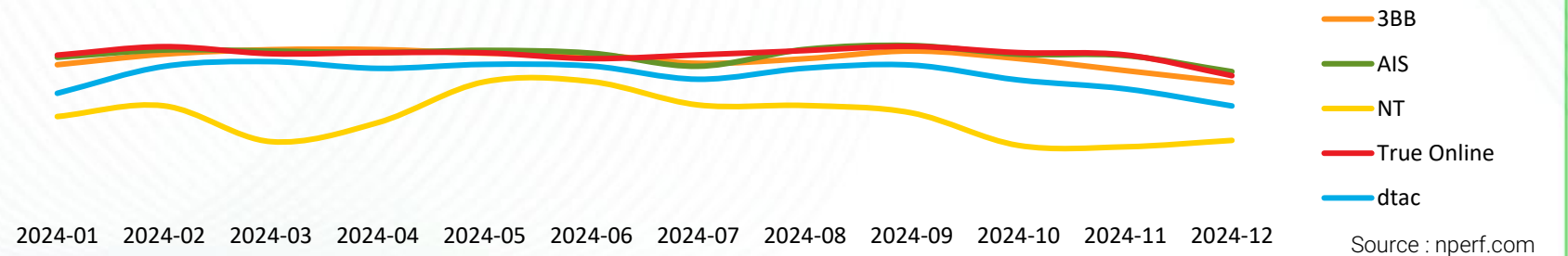## Streaming Performance results ventilation (average)

Slow (5-10s)   Correct (2-5s)   Excellent (0-2s)

Provider	Slow	Correct	Excellent
3BB		1%	99%
AIS		1%	99%
NT	1%	5%	94%
True Online		1%	99%
dtac		1%	98%

Source : nperf.com

Streaming Performance rate (average)

	Busy Time		Idle Time
3BB	89.22 %		88.44 %
AIS	88.61 %		89.69 %
NT	74.76 %		81.54 %
True Online	89.29 %		89.39 %
dtac	79.69 %		87.09 %

Source : nperf.com

Streaming performance rate (average) evolution over the year

Legend: 3BB, AIS, NT, True Online, dtac

2024-01 2024-02 2024-03 2024-04 2024-05 2024-06 2024-07 2024-08 2024-09 2024-10 2024-11 2024-12

Source : nperf.com

Download Speed (average)

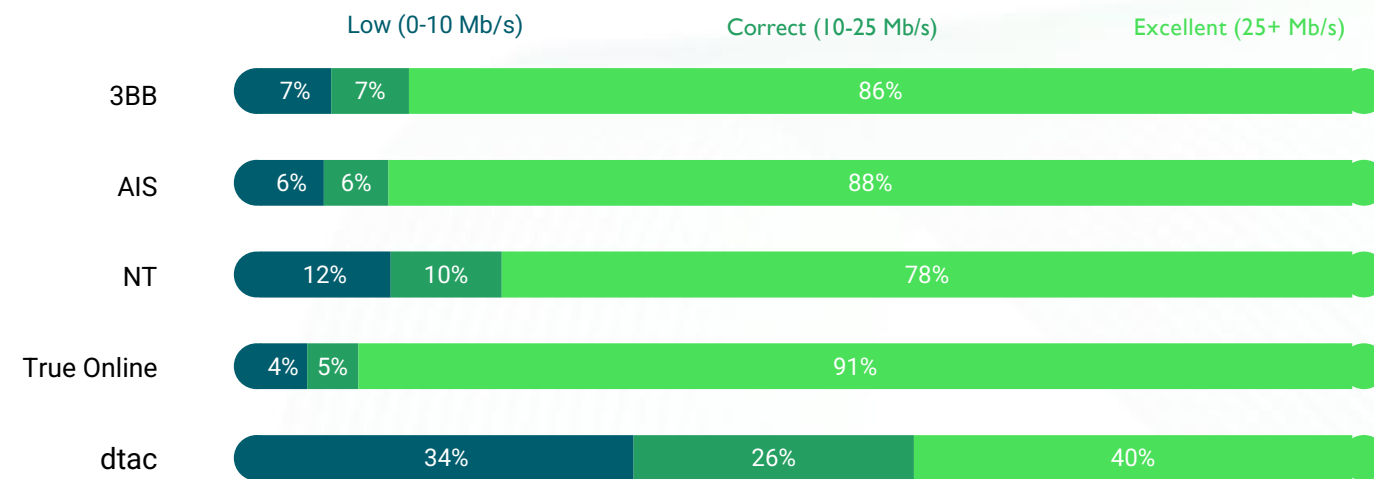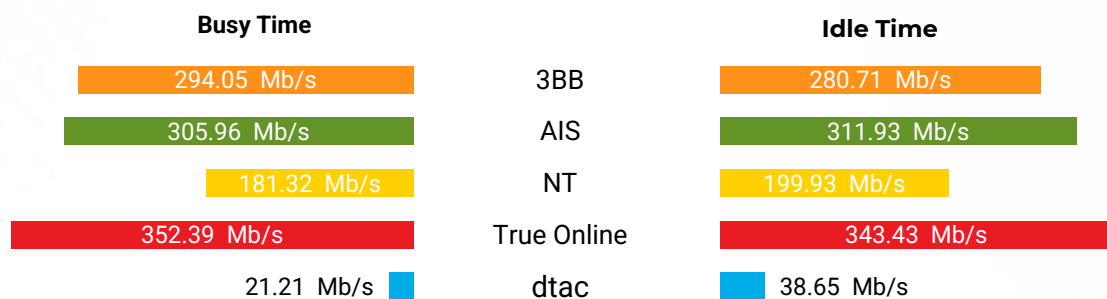| Provider	Speed
3BB	284.24 Mb/s
AIS	310.18 Mb/s
NT	196.03 Mb/s
True Online	348.26 Mb/s
dtac	34.31 Mb/s
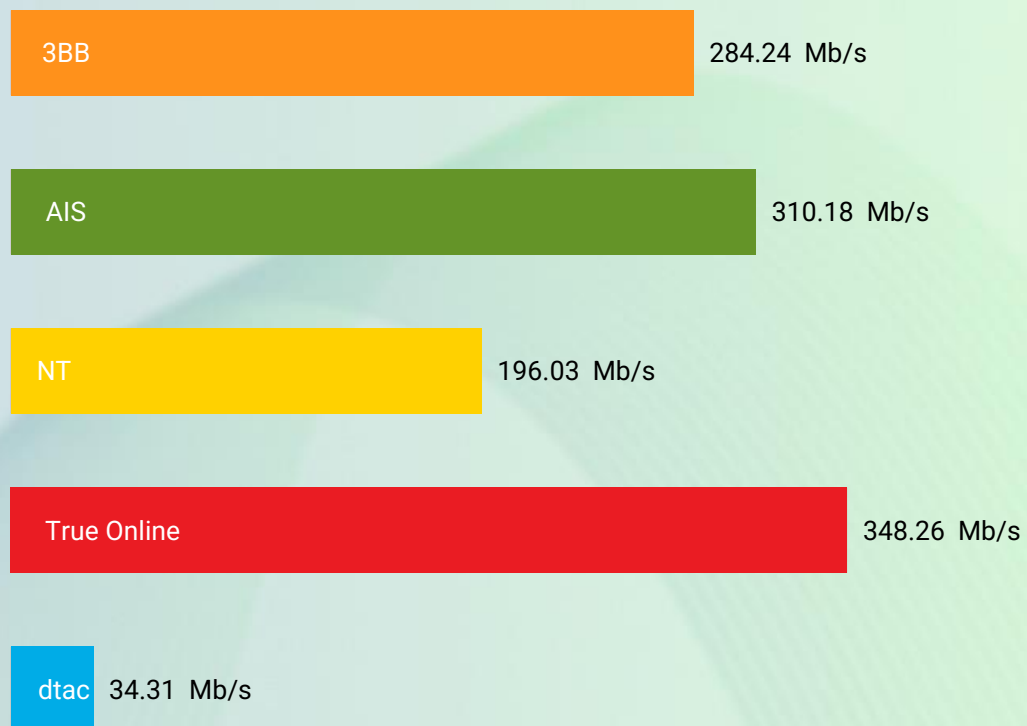
Source : nperf.com

The subscribers of True Online enjoyed the best average fixed Internet download speed in 2024.

Download Speed results ventilation (average)

Low (0-10 Mb/s)   Correct (10-25 Mb/s)   Excellent (25+ Mb/s)

Provider	Low	Correct	Excellent
3BB	7%	7%	86%
AIS	6%	6%	88%
NT	12%	10%	78%
True Online	4%	5%	91%
dtac	34%	26%	40%

Source : nperf.com

Download Speed (average)

	Busy Time		Idle Time
3BB	294.05 Mb/s		280.71 Mb/s
AIS	305.96 Mb/s		311.93 Mb/s
NT	181.32 Mb/s		199.93 Mb/s
True Online	352.39 Mb/s		343.43 Mb/s
dtac	21.21 Mb/s		38.65 Mb/s

Source : nperf.com

Download Speed evolution over the year (average)

Legend: 3BB, AIS, NT, True Online, dtac

2024-01 2024-02 2024-03 2024-04 2024-05 2024-06 2024-07 2024-08 2024-09 2024-10 2024-11 2024-12

Source : nperf.com

Speed : Upload

Upload Speed (average)

Provider	Speed
3BB	217.80 Mb/s
AIS	226.20 Mb/s
NT	167.64 Mb/s
True Online	276.11 Mb/s
dtac	10.34 Mb/s
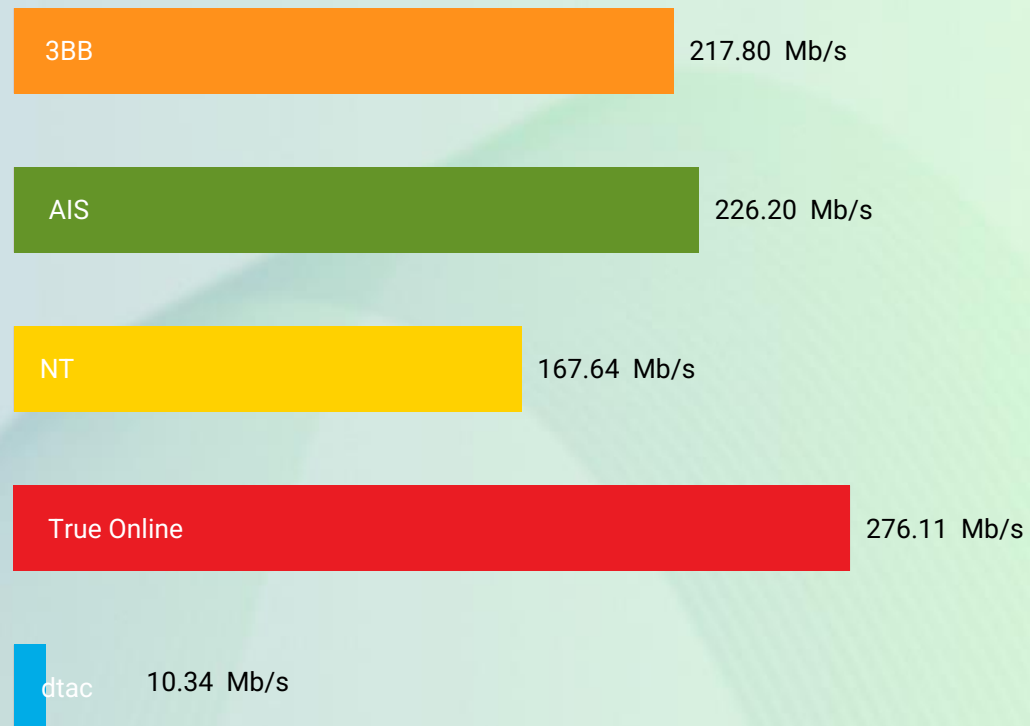
Source : nperf.com

The subscribers of True Online enjoyed the best average fixed Internet upload speed in 2024.
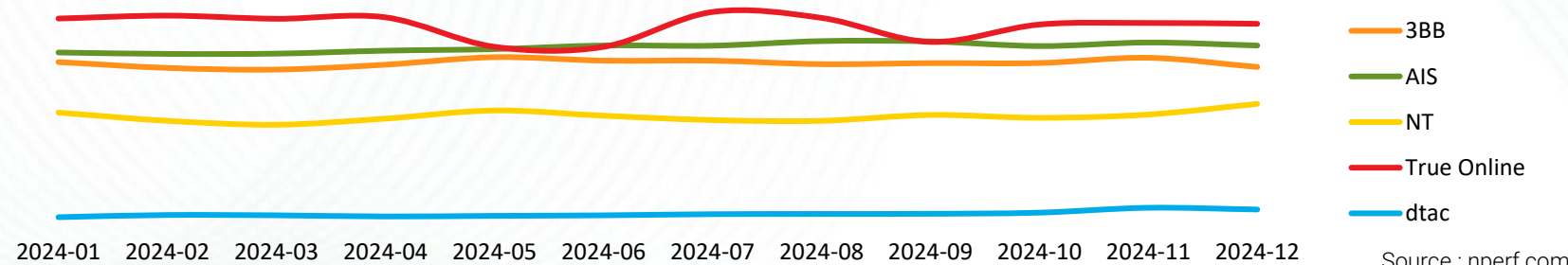
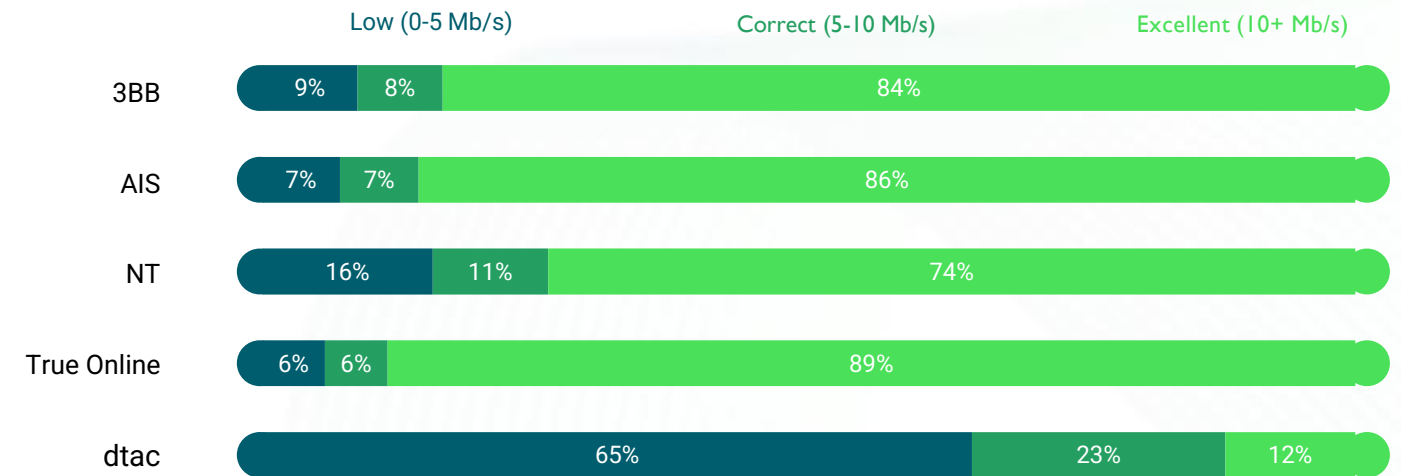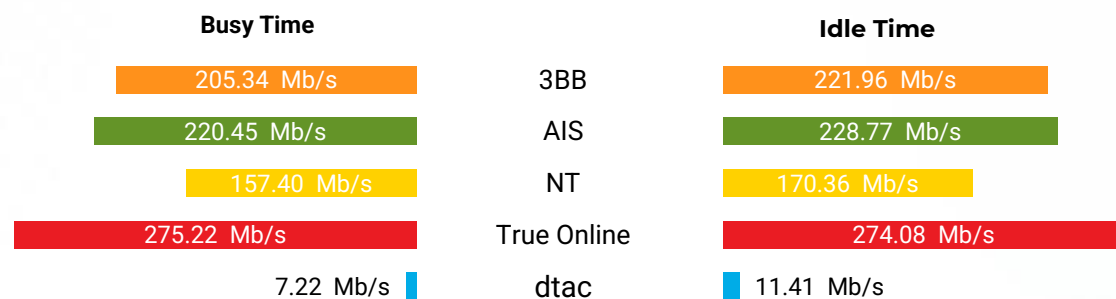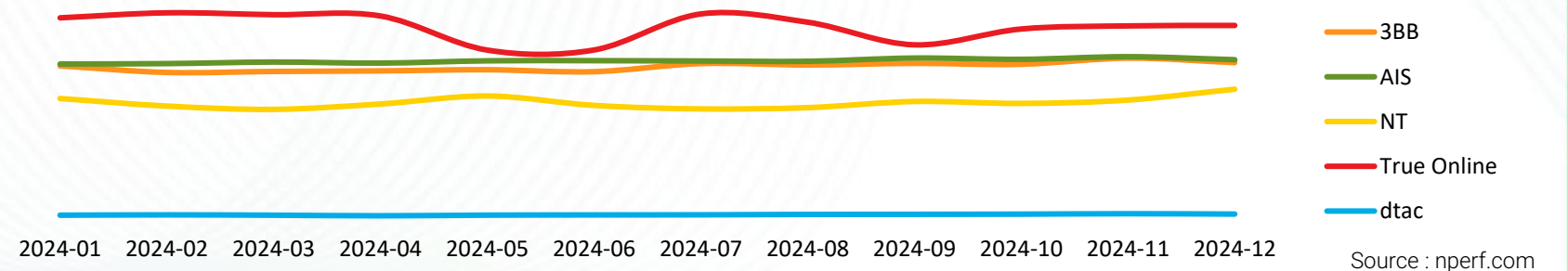## Upload Speed results ventilation (average)

Low (0-5 Mb/s) Correct (5-10 Mb/s) Excellent (10+ Mb/s)

Provider	Low	Correct	Excellent
3BB	9%	8%	84%
AIS	7%	7%	86%
NT	16%	11%	74%
True Online	6%	6%	89%
dtac	65%	23%	12%

Source : nperf.com

Upload Speed (average)

Busy Time

Speed	Provider
205.34 Mb/s	3BB
220.45 Mb/s	AIS
157.40 Mb/s	NT
275.22 Mb/s	True Online
7.22 Mb/s	dtac

Idle Time

Speed	Provider
221.96 Mb/s	3BB
228.77 Mb/s	AIS
170.36 Mb/s	NT
274.08 Mb/s	True Online
11.41 Mb/s	dtac

Source : nperf.com

Upload Speed evolution over the year (average)

Legend: 3BB, AIS, NT, True Online, dtac

2024-01 2024-02 2024-03 2024-04 2024-05 2024-06 2024-07 2024-08 2024-09 2024-10 2024-11 2024-12

Source : nperf.com

Speed : Latency

Latency Speed (average)

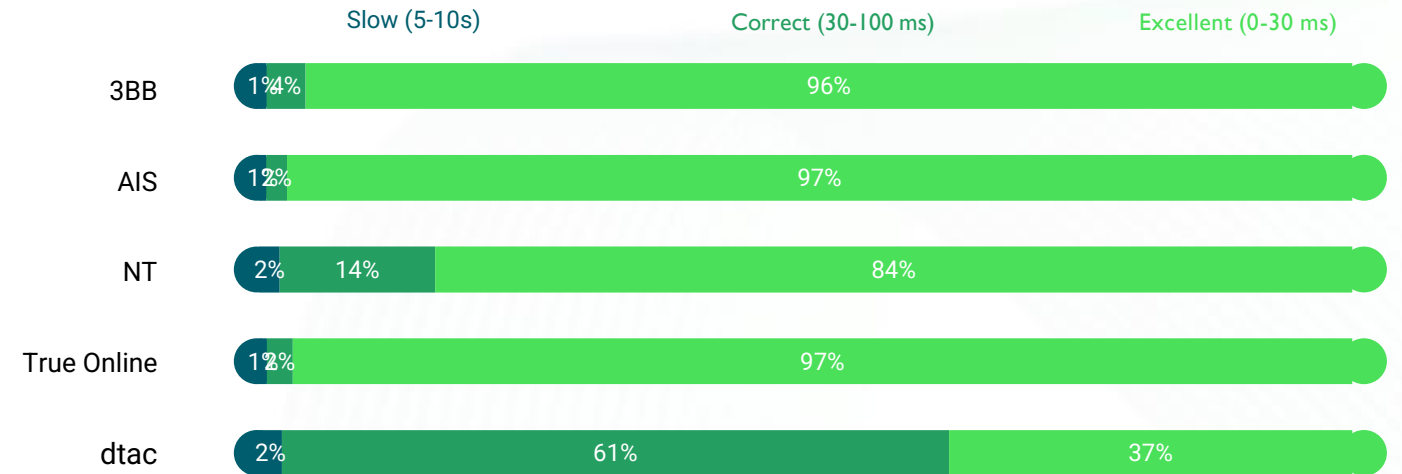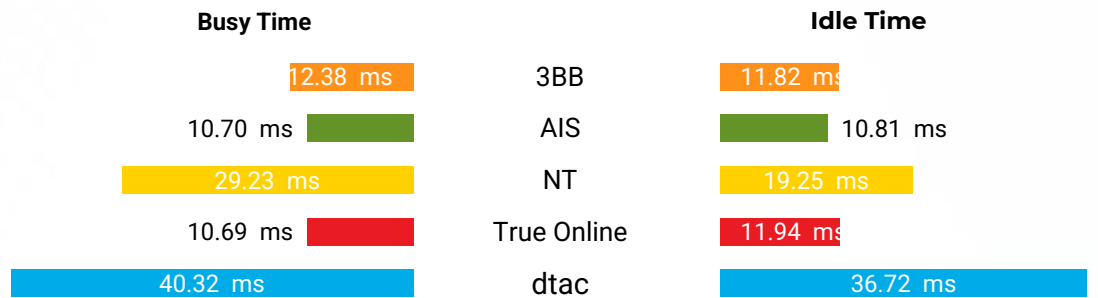| Provider	Latency
3BB	11.96 ms
AIS	10.77 ms
NT	21.38 ms
True Online	11.49 ms
dtac	37.69 ms
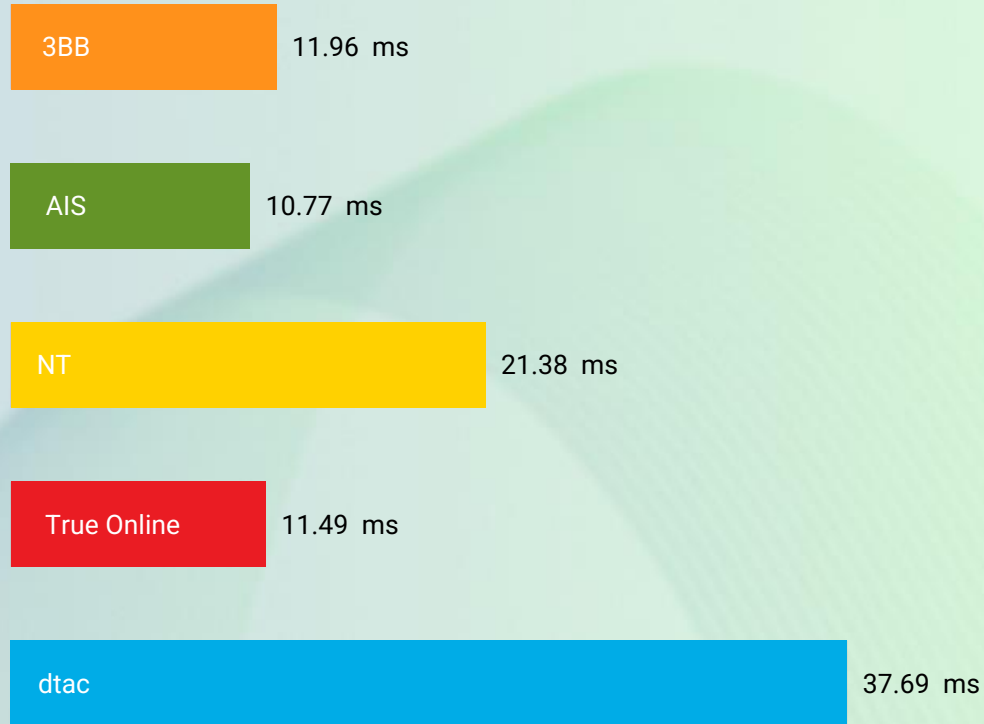
Source : nperf.com

The subscribers of AIS enjoyed the best average fixed Internet latency speed in 2024.
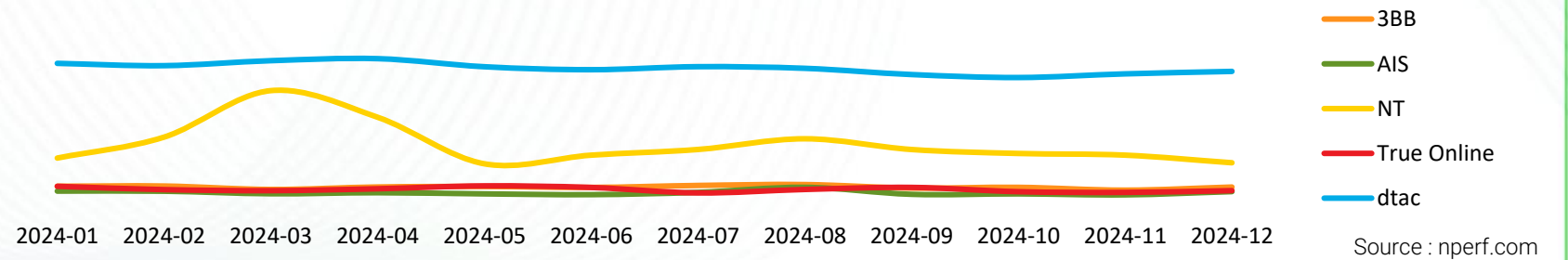
Latency Speed results ventilation (average)

Slow (5-10s)   Correct (30-100 ms)   Excellent (0-30 ms)

Provider	Slow	Correct	Excellent
3BB	1%	4%	96%
AIS	1%	2%	97%
NT	2%	14%	84%
True Online	1%	2%	97%
dtac	2%	61%	37%

Source : nperf.com

Latency Speed (average)

Busy Time | | ### Idle Time

Busy Time	Provider	Idle Time
12.38 ms	3BB	11.82 ms
10.70 ms	AIS	10.81 ms
29.23 ms	NT	19.25 ms
10.69 ms	True Online	11.94 ms
40.32 ms	dtac	36.72 ms

Source : nperf.com

Latency Speed evolution over the year (average)
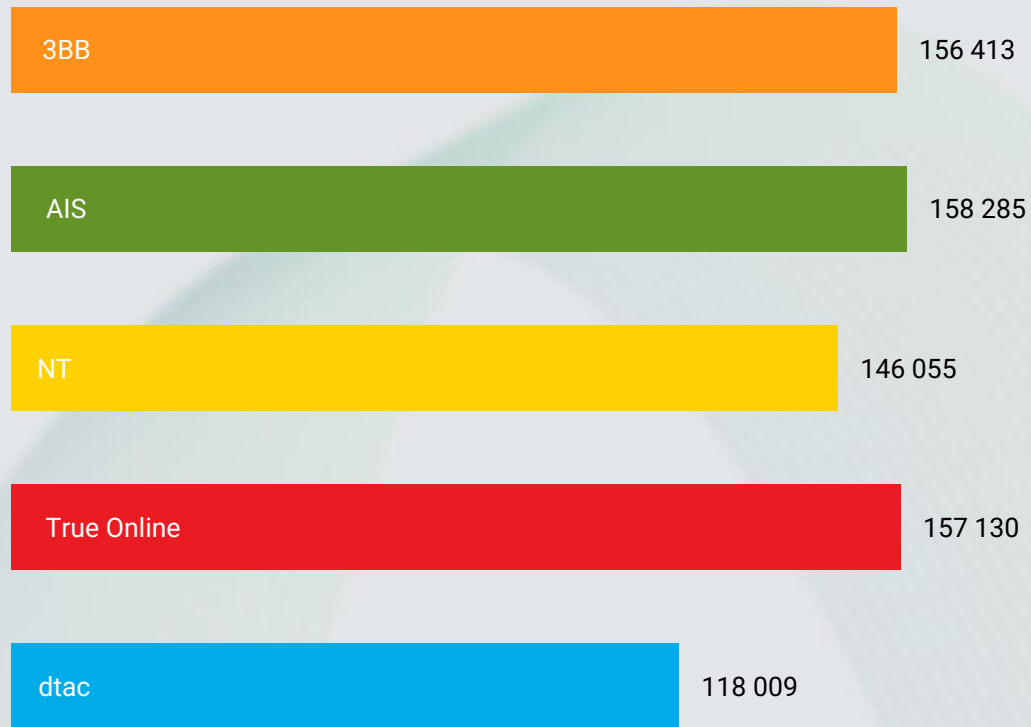
2024-01 2024-02 2024-03 2024-04 2024-05 2024-06 2024-07 2024-08 2024-09 2024-10 2024-11 2024-12

- 3BB
- AIS
- NT
- True Online
- dtac

Source : nperf.com

nPerf Score (nPoints)

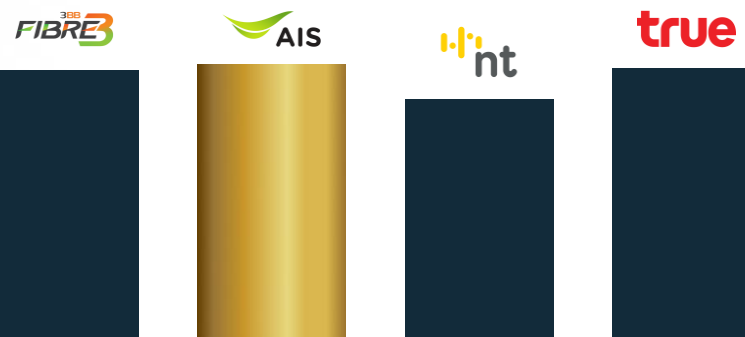| Provider	Score
3BB	156 413
AIS	158 285
NT	146 055
True Online	157 130
dtac	118 009

Source : nperf.com

The subscribers of AIS enjoyed the best FTTH Internet performances in 2024.
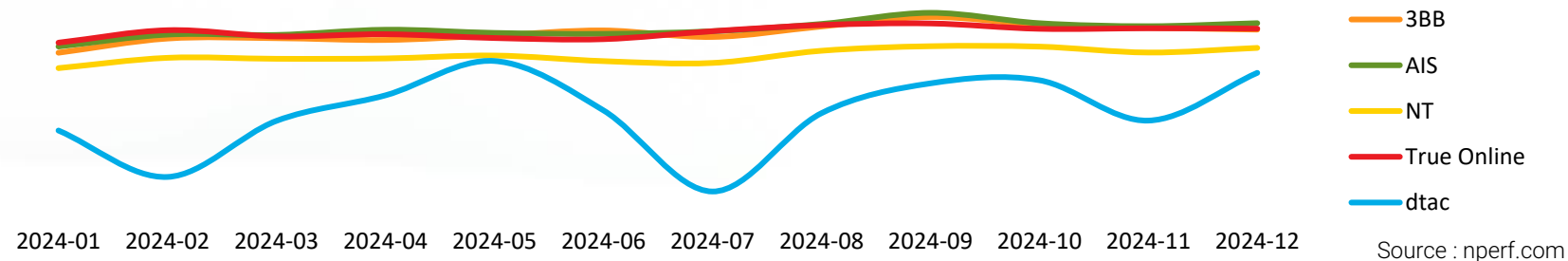
- Best performances FTTH: AIS

- Best web browsing performances FTTH: AIS

- Best video streaming performances FTTH: 3BB

- Fastest performances (Download) FTTH: True Online

- Fastest performances (Upload) FTTH: True Online

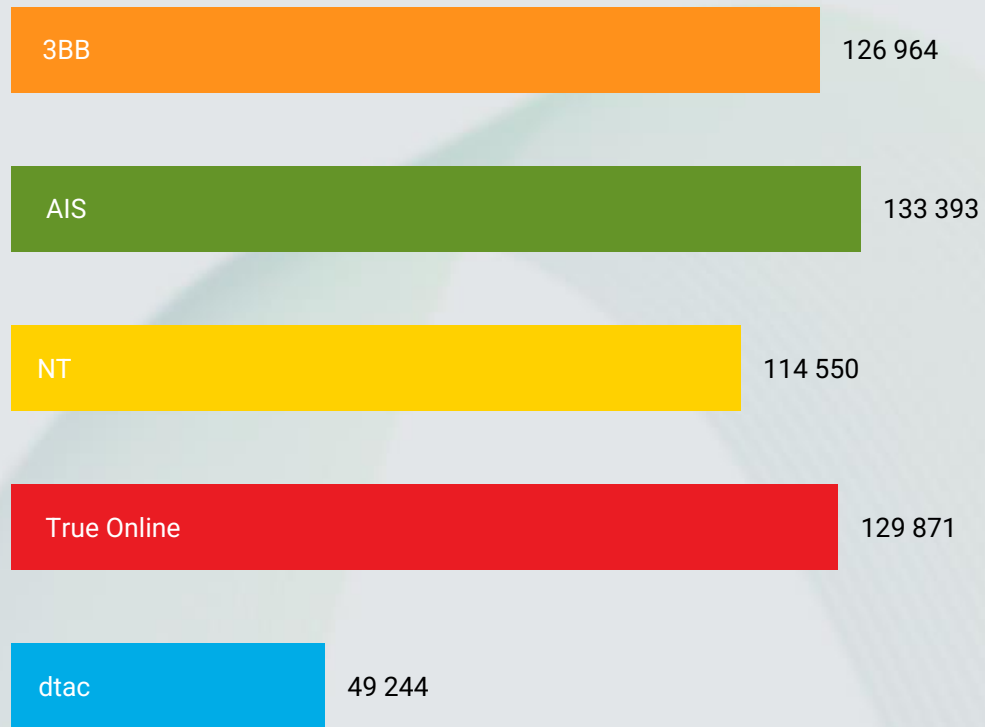- FTTH connections with the lowest latency: AIS

Source : nperf.com

Source : nperf.com

nPerf score evolution over the year (average)

Legend: 3BB, AIS, NT, True Online, dtac

2024-01 2024-02 2024-03 2024-04 2024-05 2024-06 2024-07 2024-08 2024-09 2024-10 2024-11 2024-12

Source : nperf.com

fixed Internet - 01/01/2024 - 12/31/2024 - Thailand

Fixed Internet performance in Thailand

nPerf Score (nPoints)

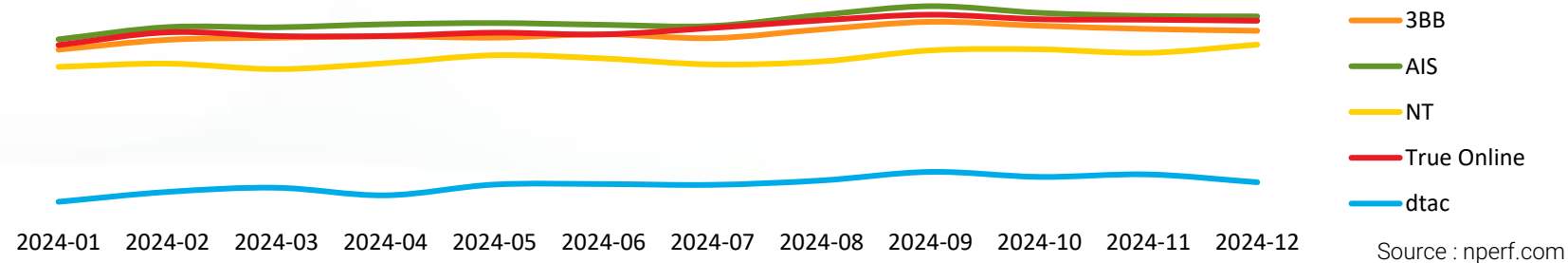| Provider	Score
3BB	126 964
AIS	133 393
NT	114 550
True Online	129 871
dtac	49 244

Source : nperf.com

The subscribers of AIS enjoyed the best WIFI Internet performances in Thailand in 2024.

- Best performances WIFI: AIS

- Best web browsing performances WIFI: AIS

- Best video streaming performances WIFI: AIS

- Fastest performances (Download) WIFI: AIS

- Fastest performances (Upload) WIFI:

- WIFI connections with the lowest latency: AIS

Source : nperf.com

Source : nperf.com

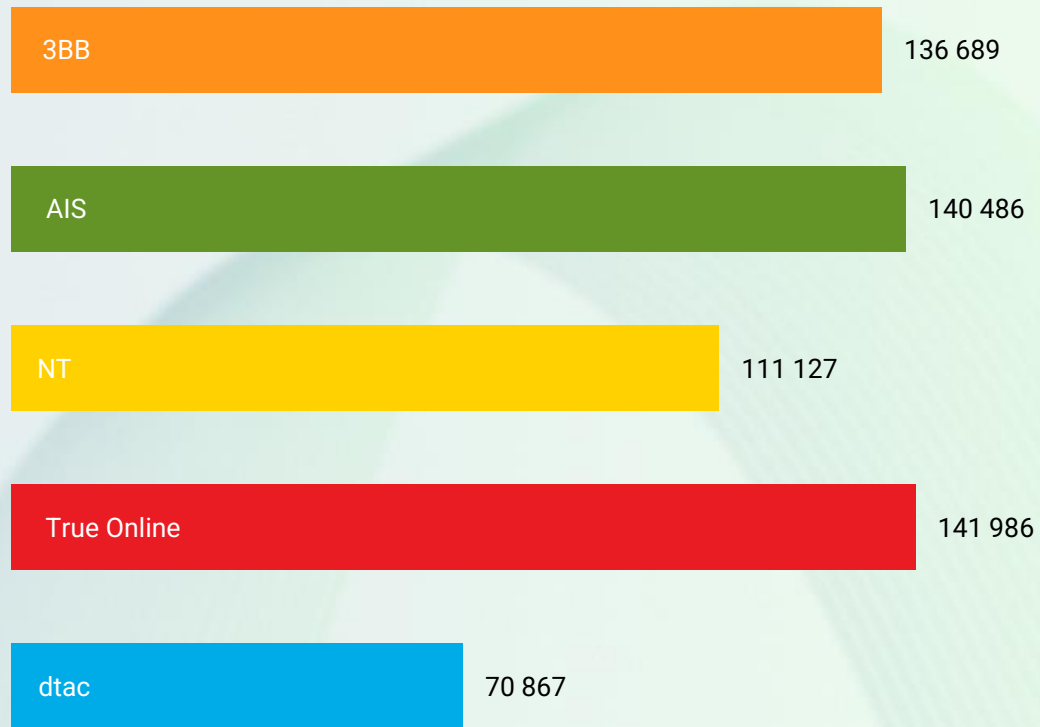## nPerf score evolution over the year (average)

Legend:
- 3BB
- AIS
- NT
- True Online
- dtac

2024-01 2024-02 2024-03 2024-04 2024-05 2024-06 2024-07 2024-08 2024-09 2024-10 2024-11 2024-12

Source : nperf.com

fixed Internet - 01/01/2024 - 12/31/2024 - Thailand

Fixed Internet performance in Thailand

nPerf Score (nPoints)

Provider	Score
3BB	136 689
AIS	140 486
NT	111 127
True Online	141 986
dtac	70 867

Source : nperf.com

The subscribers of True Online enjoyed the best fixed Internet performances in 2024.

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.
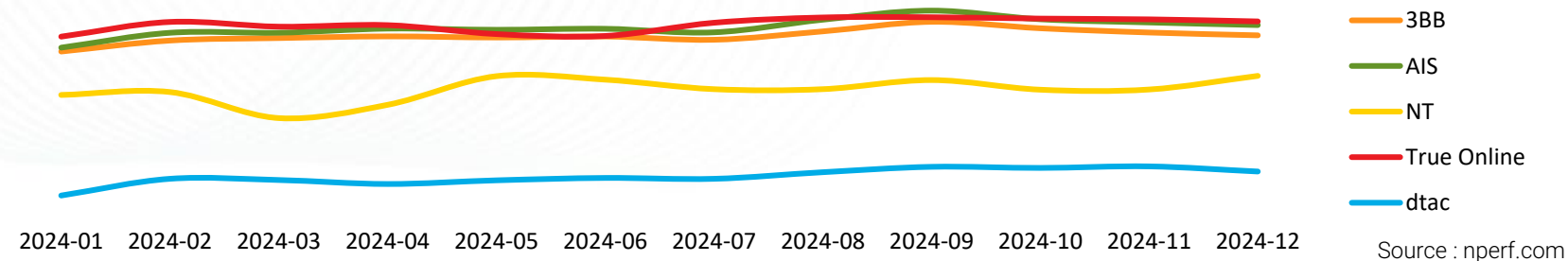
Source : nperf.com

true
Best fixed Internet performance in 2024

No.1 BROADBAND PERFORMANCE

FIBRE3 · AIS · nt · true · dtac 5G

Source : nperf.com

nPerf score evolution over the year (average)

Legend: 3BB, AIS, NT, True Online, dtac

2024-01 2024-02 2024-03 2024-04 2024-05 2024-06 2024-07 2024-08 2024-09 2024-10 2024-11 2024-12

Source : nperf.com