



นวัตกรรม เพื่อการขับเคลื่อน องค์กรดิจิทัล

ดร.ก่อเกียรติ แก้วกิ่ง

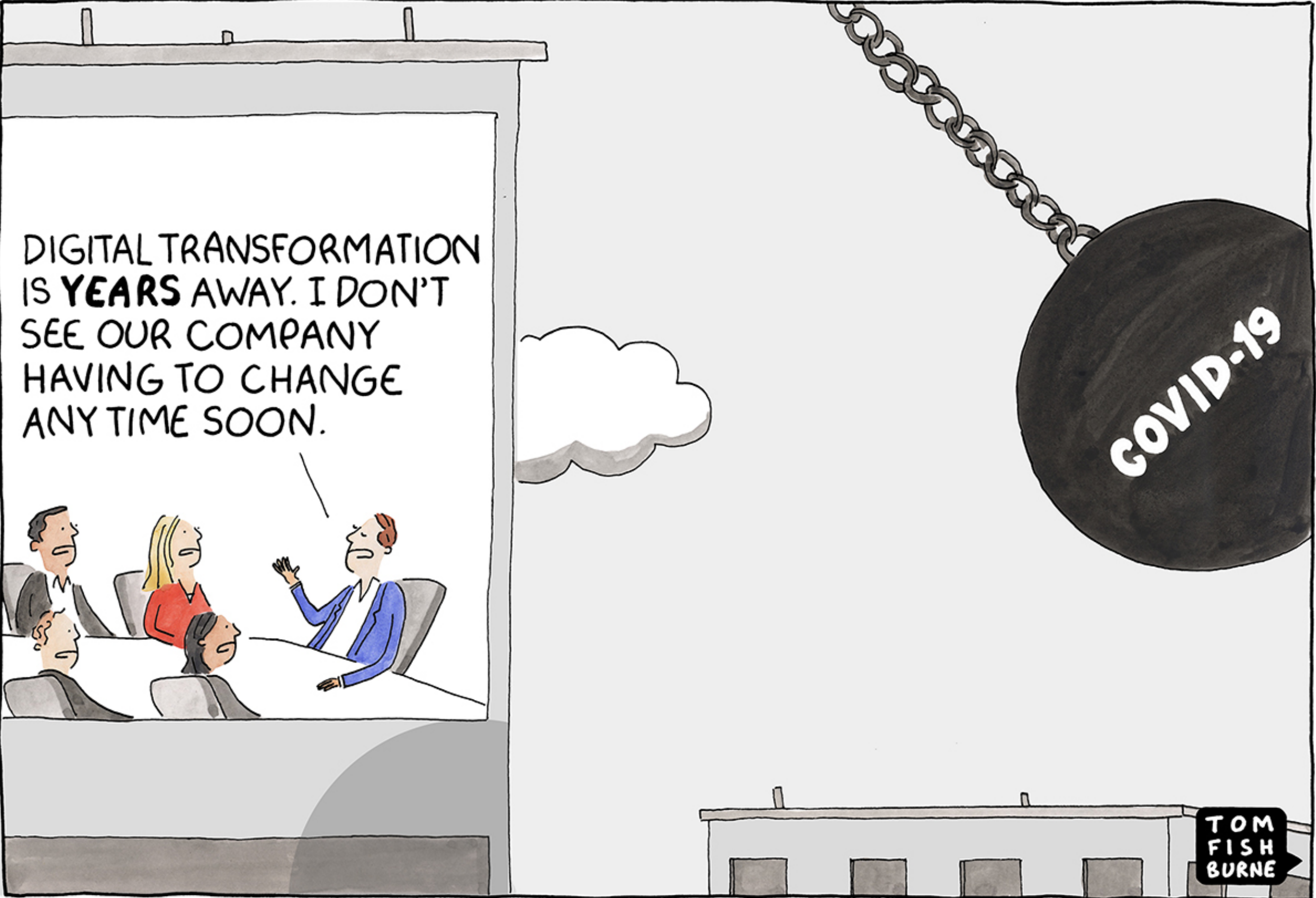
- ผู้อำนวยการศูนย์สารสนเทศเพื่อการบริหารงานปกครอง
กรมการปกครอง
- อนุกรรมการมาตรฐานและการกำกับดูแลธุรกรรมทาง
อิเล็กทรอนิกส์ ETDA
- อนุกรรมการเทคโนโลยีสารสนเทศ กองทุนการออมแห่งชาติ NSF



Digital Transformation คืออะไร ?

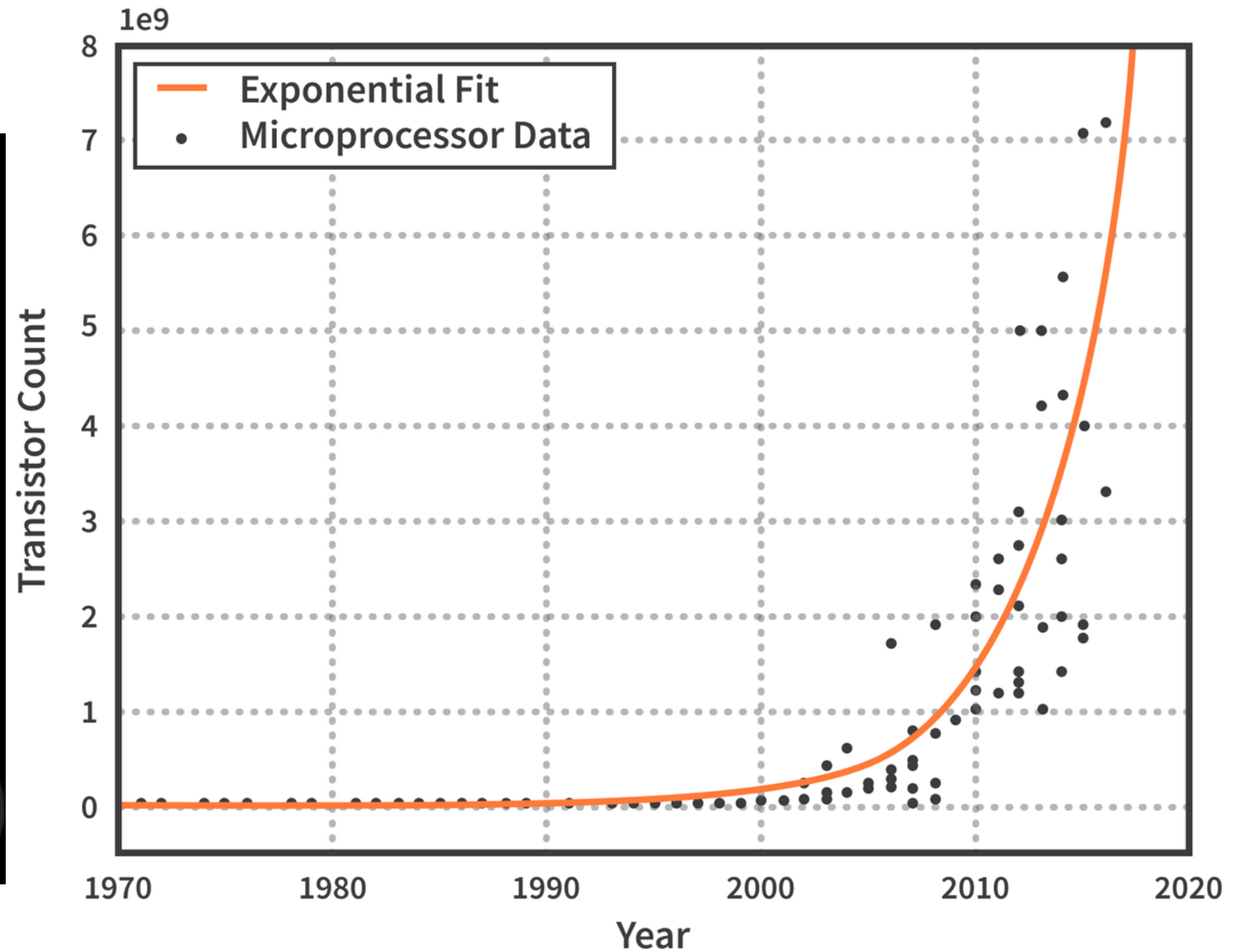
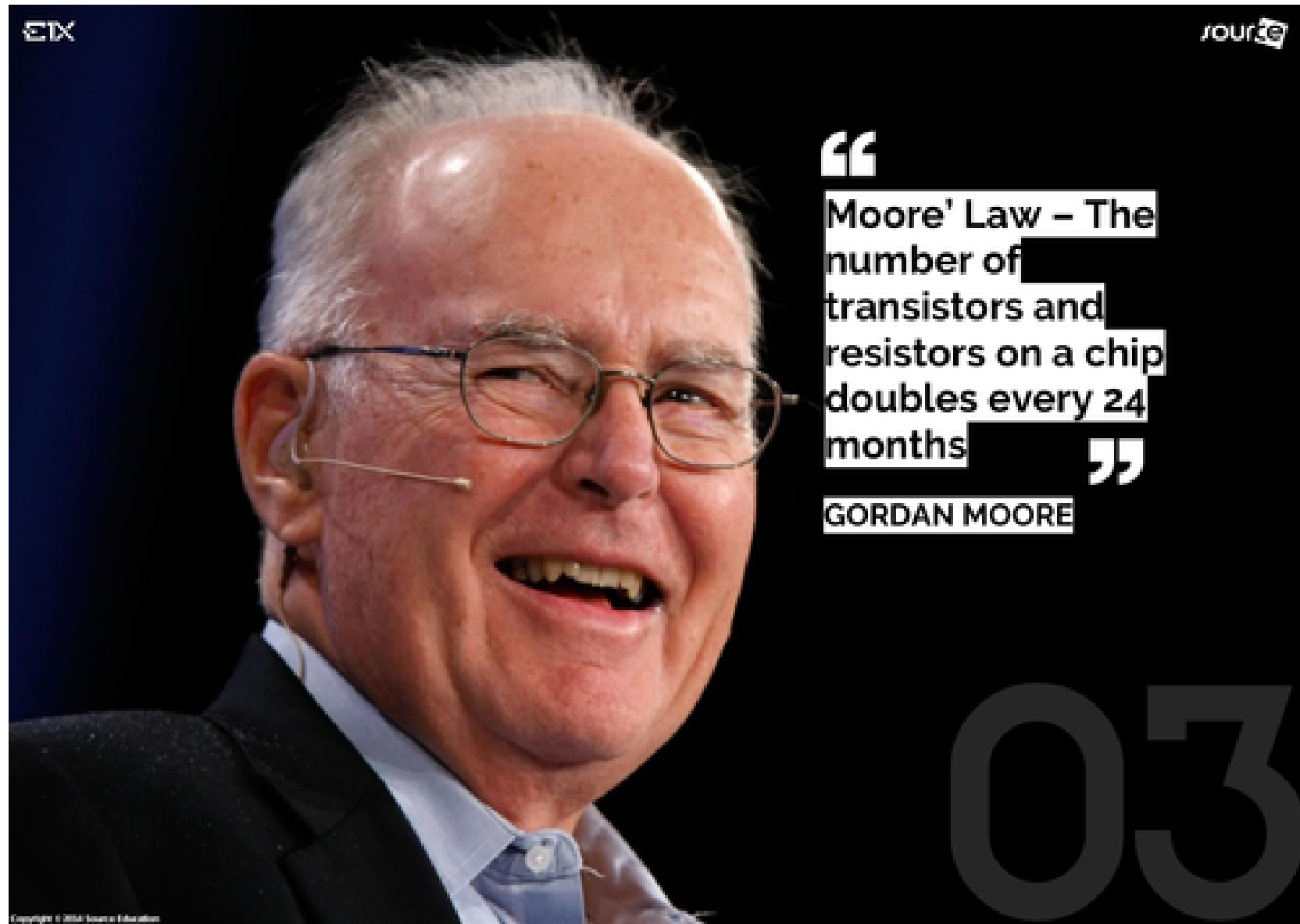


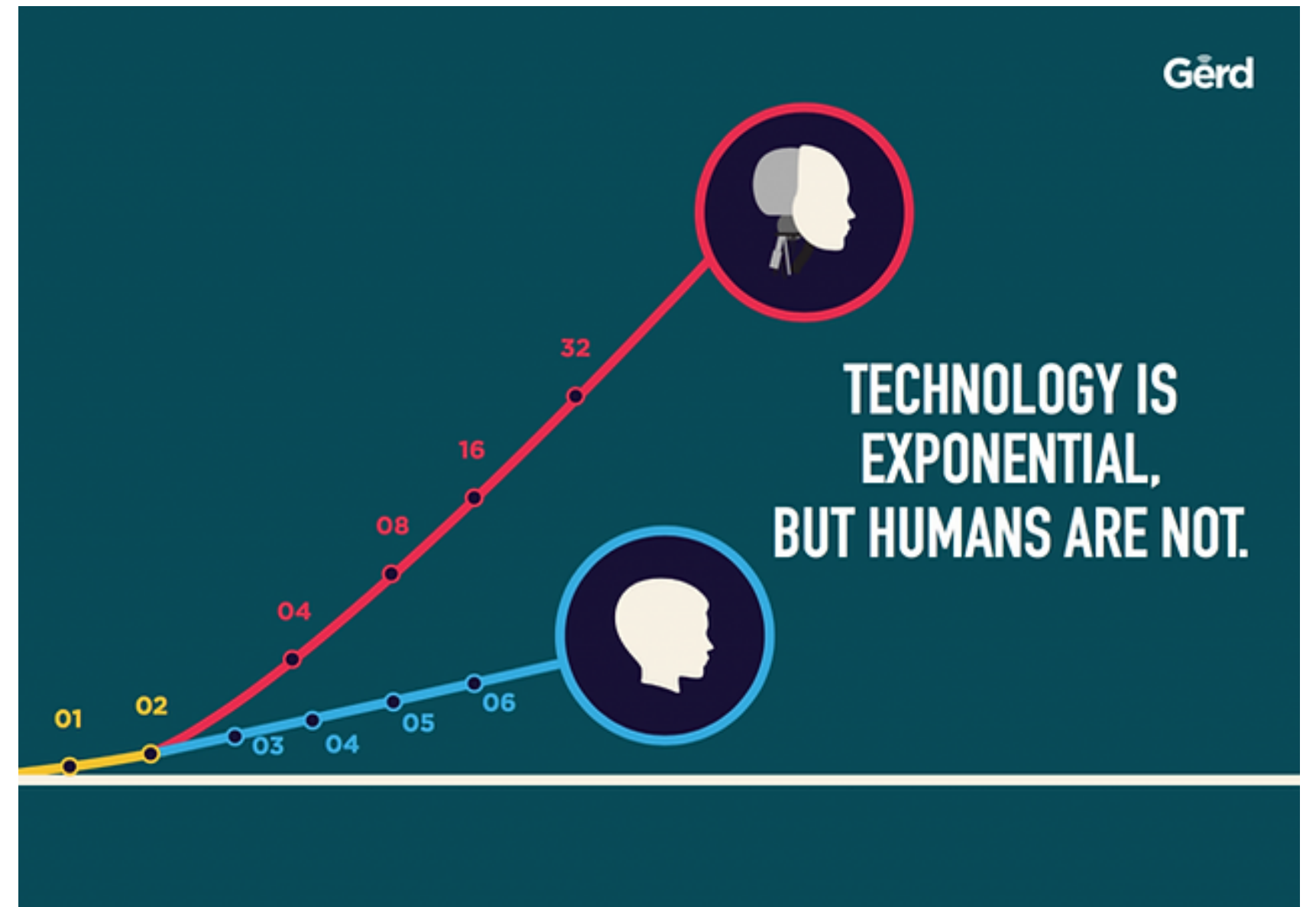
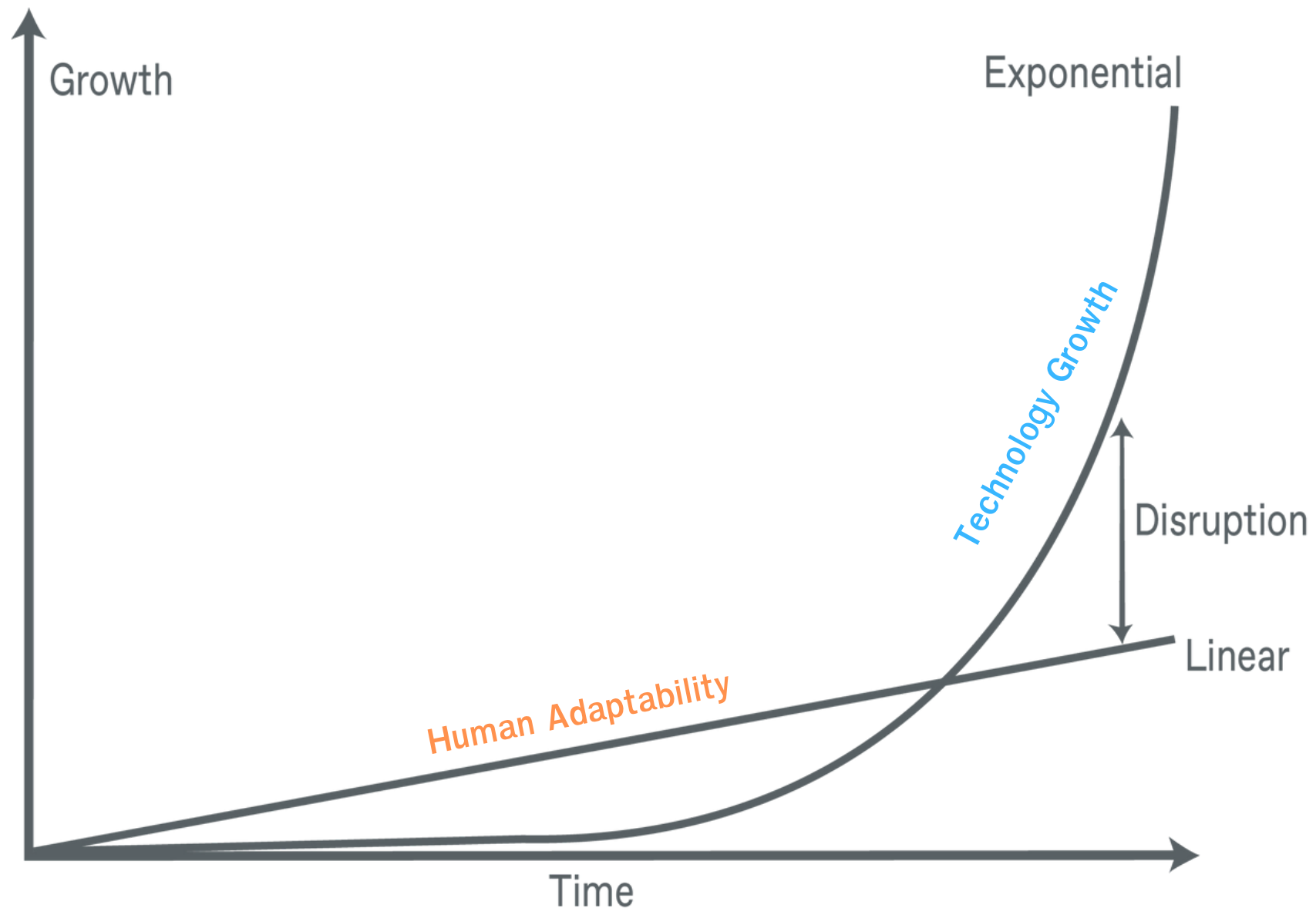
Digital Disruption ?



TOM
FISH
BURNE

ประสิทธิภาพของคอมพิวเตอร์ จะเติบโตขึ้นทุก 2 ปี





NETFLIX

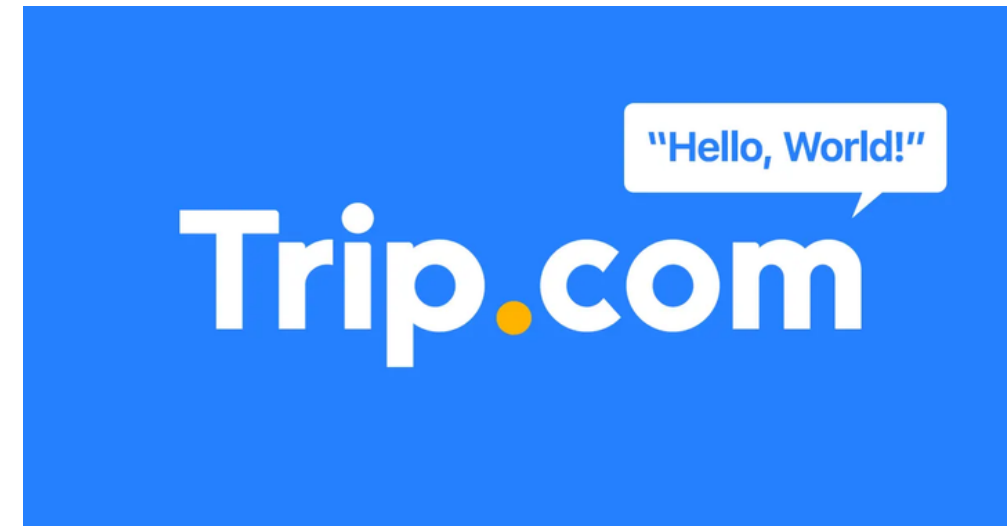


TSUTAYA



A dense collage of Thai music album covers and promotional graphics. At the top, there's a large banner for "VAMPIRE 296" (VAMPIRES: 2002). Below it, various album covers are displayed, many featuring the text "อัลบั้มเต็ม" (Full Album). Other notable covers include "HOT HIT 3", "บอย ไกลิมพงษ์ เพลงใหม่" (Boy Klaimongkorn New Song), "DTAC VIVA อัลบั้มเต็ม" (DTAC VIVA Full Album), "มาया" (Maya), "พร SPECIAL อัลบั้มเต็ม" (Por Special Full Album), "เพลงฮิต" (Hit Songs), "เพลงฮิต 2002" (Hit Songs 2002), "เพลงฮิต 2003" (Hit Songs 2003), "เพลงฮิต 2004" (Hit Songs 2004), "เพลงฮิต 2005" (Hit Songs 2005), "เพลงฮิต 2006" (Hit Songs 2006), "เพลงฮิต 2007" (Hit Songs 2007), "เพลงฮิต 2008" (Hit Songs 2008), "เพลงฮิต 2009" (Hit Songs 2009), "เพลงฮิต 2010" (Hit Songs 2010), "เพลงฮิต 2011" (Hit Songs 2011), "เพลงฮิต 2012" (Hit Songs 2012), "เพลงฮิต 2013" (Hit Songs 2013), "เพลงฮิต 2014" (Hit Songs 2014), "เพลงฮิต 2015" (Hit Songs 2015), "เพลงฮิต 2016" (Hit Songs 2016), "เพลงฮิต 2017" (Hit Songs 2017), "เพลงฮิต 2018" (Hit Songs 2018), "เพลงฮิต 2019" (Hit Songs 2019), "เพลงฮิต 2020" (Hit Songs 2020). There are also promotional graphics for "200 เพลง" (200 Songs) and "VAMPIRES records" (VAMPIRES records). A circular graphic at the bottom right features a character from the "VAMPIRE 296" series. The background is a repeating pattern of the text "VAMPIRE 296". At the bottom, there is a small text box that says "ระวัง! ถ้าไม่ฟังเพลงนี้โปรดระวังตัวจากภูตผี" (Warning! If you don't listen to this song, please be careful of ghosts) and a date "01/02/02".

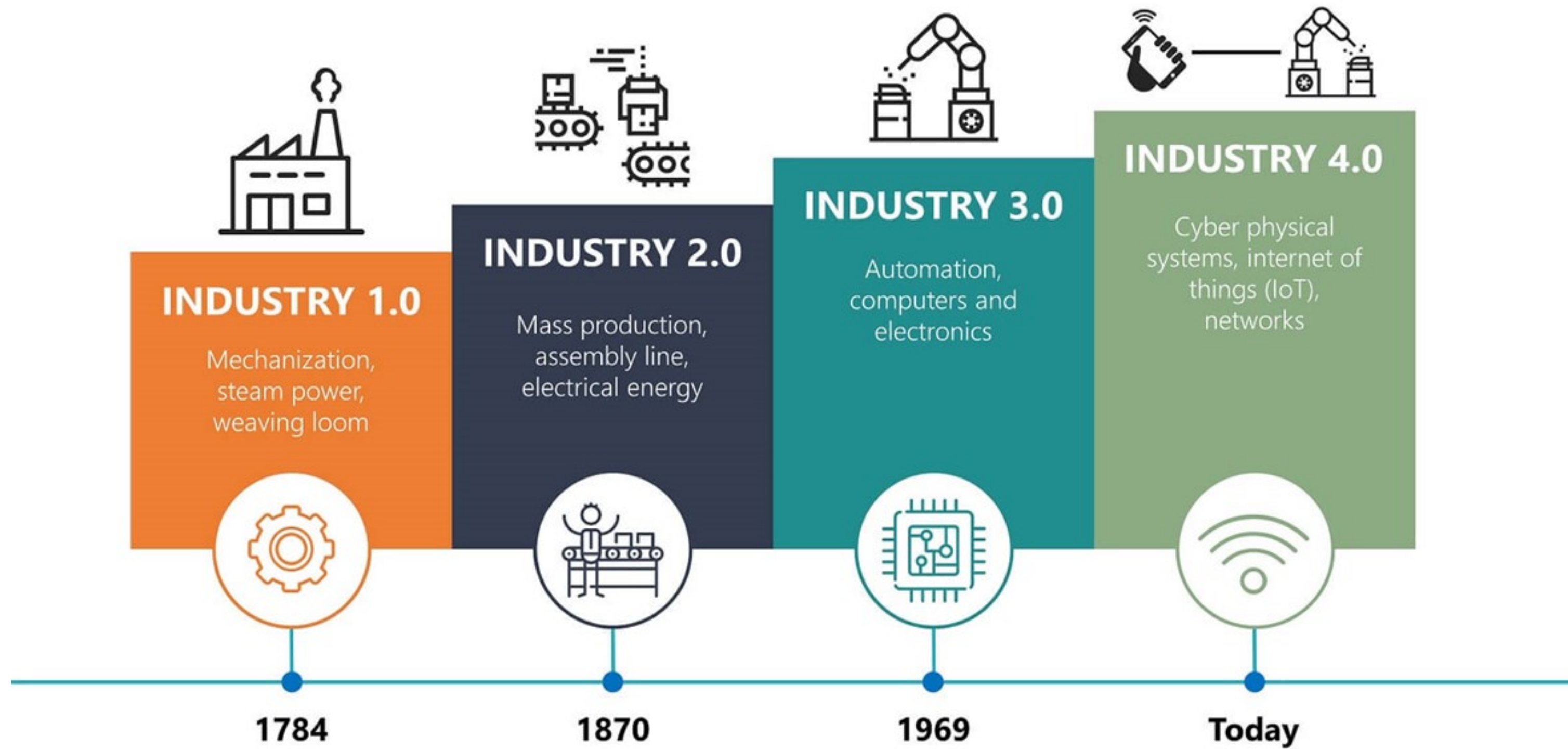




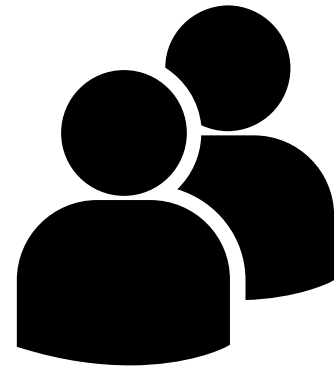
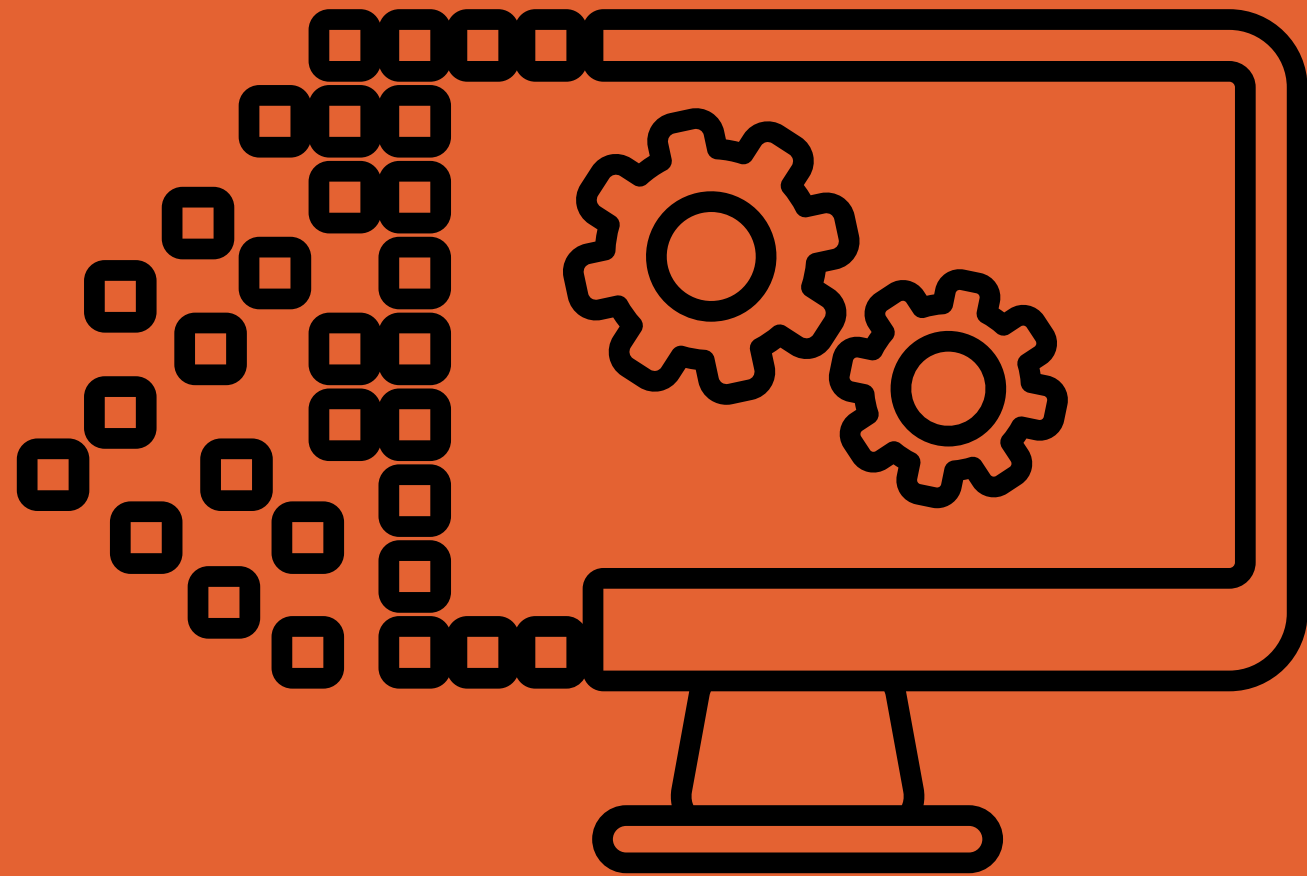
Grab

Bolt





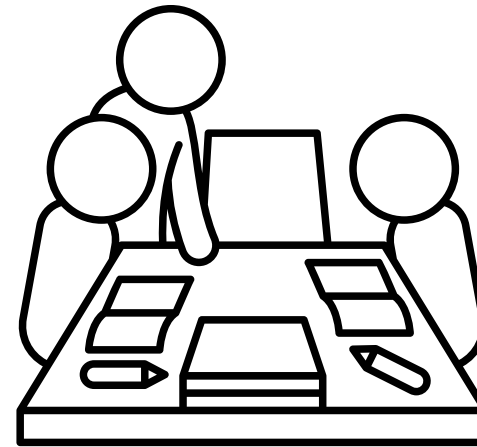
Digital Transformation process



DIGITIZE PEOPLE



DIGITIZE BUSINESS






**DIGITIZE
WORKING CULTURE**

Digitize People

- **Digital Awareness**
- **Digital Mindset**
- **Digital Skill**



Top 10 skills of 2023

- | | |
|---|---|
| 1.  Analytical thinking | 6.  Technological literacy |
| 2.  Creative thinking | 7.  Dependability and attention to detail |
| 3.  Resilience, flexibility and agility | 8.  Empathy and active listening |
| 4.  Motivation and self-awareness | 9.  Leadership and social influence |
| 5.  Curiosity and lifelong learning | 10.  Quality control |

Type of skill

 Cognitive skills  Self-efficacy  Management skills  Technology skills  Working with others

Source

World Economic Forum, Future of Jobs Report 2023.

Note

The skills judged to be of greatest importance to workers at the time of the survey

Digitize Working Culture

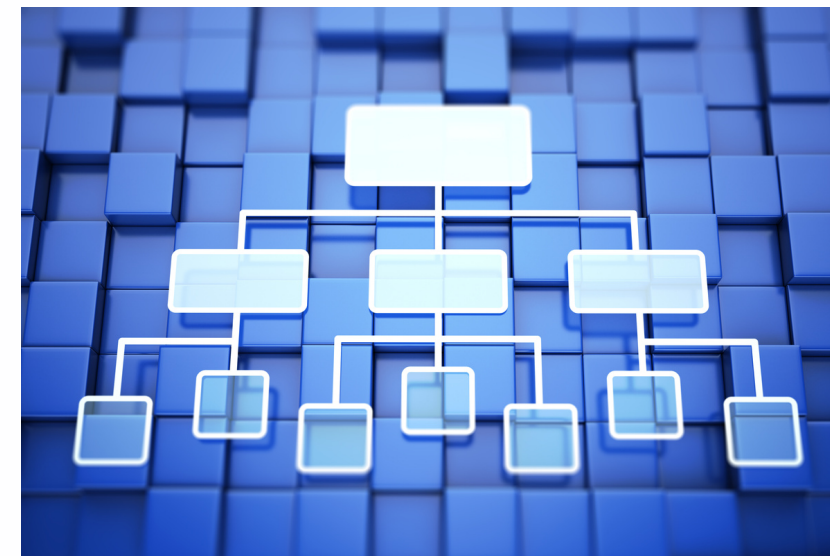
Agile

- **Cross-functional team**
- **Authority**
- **Dedicated resources**
- **Sprint**
- **Real time**
- **Do fast Fail fast Learn fast**



Water fall

- **Organization chart**
- **Approval**
- **Job Description**
- **Stage**
- **Meeting**
- **Problem solving**



DIGITIZE BUSINESS



PEOPLE POTENTIAL

ศักยภาพและ
ประสิทธิภาพของคน
คนเป็นตัวสะท้อน
ประสิทธิภาพของ
องค์กร



TECHNOLOGY

นำเทคโนโลยีมาใช้ใน
การยกระดับ
ประสิทธิภาพของ
องค์กร



BUSINESS DIRECTION

กลยุทธ์องค์กร



CAPITAL

การลงทุน



DIGITAL TRANSFORMATION GOAL

- เพิ่มประสิทธิภาพ
- ลดความซ้ำซ้อน
- ยกกระดับทักษะของคนในองค์กร
- นวัตกรรมให้บริการ
- Digital Globalization

Gartner's Top Strategic Technology Trends for 2023

 **Optimize**

 **Scale**

 **Pioneer**

 Digital Immune System

 Industry Cloud Platforms

 Superapps

 Applied Observability

 Platforms Engineering

 Adaptive AI

 AI TRiSM

 Wireless-Value Realization

 Metaverse

 Sustainable Technology

Source: **Gartner**

Modernization



Adaptive Security



Cloud-Based Legacy Modernization



Sovereign Cloud

Insights



Hyperautomation



AI for Decision Intelligence



Data Sharing as a Program

Transformation



Total Experience



Digital Identity Ecosystems



Case Management as a Service



Composable Government Applications



DIGITAL 2023

THAILAND

THE ESSENTIAL GUIDE TO THE LATEST CONNECTED BEHAVIOURS

we
are
social

 Meltwater

JAN
2023

ESSENTIAL DIGITAL HEADLINES

OVERVIEW OF THE ADOPTION AND USE OF CONNECTED DEVICES AND SERVICES

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



THAILAND

TOTAL
POPULATION



71.75
MILLION

URBANISATION

53.2%



CELLULAR MOBILE
CONNECTIONS



101.2
MILLION

vs. POPULATION

141.0%



INTERNET
USERS



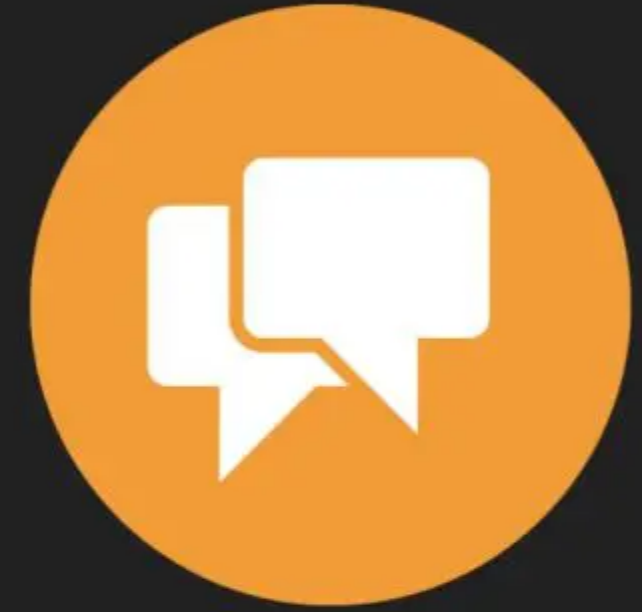
61.21
MILLION

vs. POPULATION

85.3%



ACTIVE SOCIAL
MEDIA USERS



52.25
MILLION

vs. POPULATION

72.8%

SOURCES: UNITED NATIONS; GOVERNMENT BODIES; GSMA INTELLIGENCE; ITU; WORLD BANK; EUROSTAT; CNNIC; APJII; IAMAI & KANTAR; CIA WORLD FACTBOOK; COMPANY ADVERTISING RESOURCES AND EARNINGS REPORTS; OCDH; BETA RESEARCH CENTER; KEPIOS ANALYSIS. **ADVISORY:** SOCIAL MEDIA USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS. **COMPARABILITY:** SIGNIFICANT REVISIONS TO SOURCE DATA, INCLUDING COMPREHENSIVE REVISIONS TO POPULATION DATA. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS. ALL FIGURES USE THE LATEST AVAILABLE DATA, BUT SOME SOURCE DATA MAY NOT HAVE BEEN UPDATED IN THE PAST YEAR. SEE [NOTES ON DATA](#) FOR FULL DETAILS.

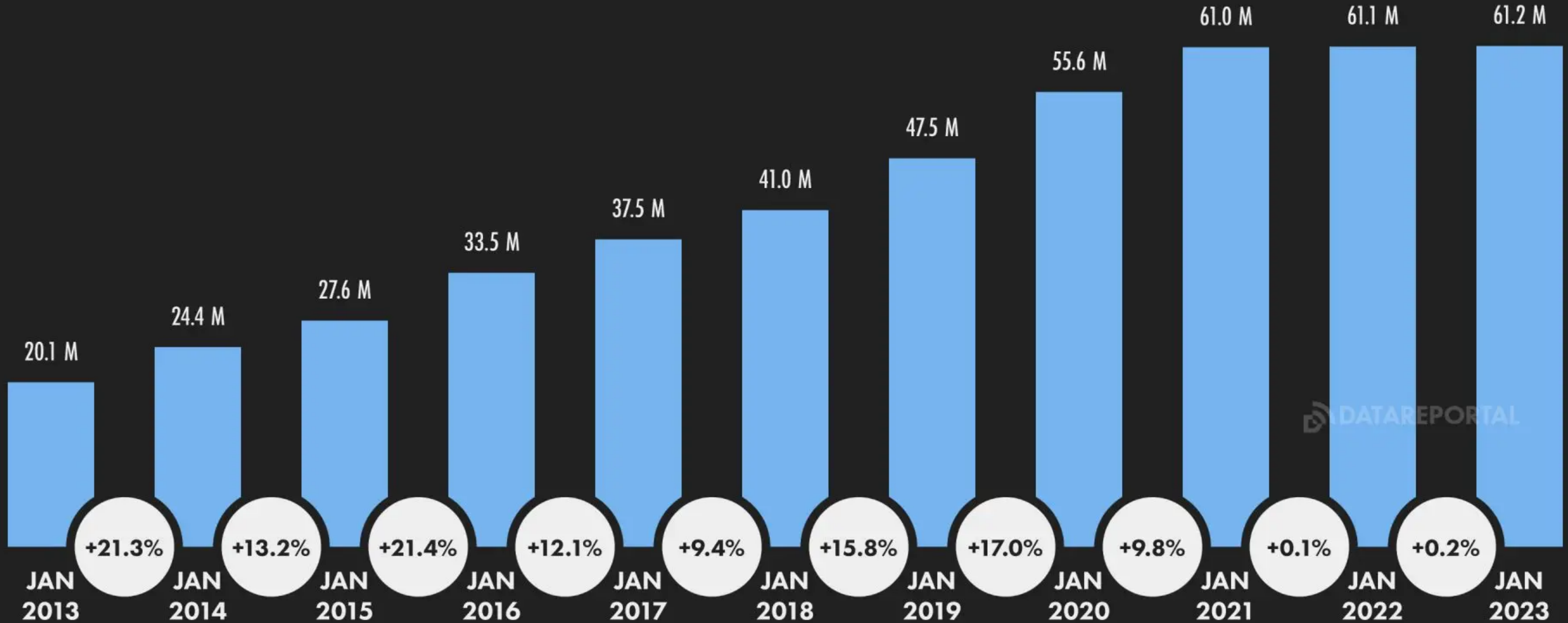
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INTERNET USERS OVER TIME

NUMBER OF INTERNET USERS AND YEAR-ON-YEAR CHANGE



THAILAND



SOURCES: KEPIOS ANALYSIS; ITU; GSMA INTELLIGENCE; EUROSTAT; GWI; CIA WORLD FACTBOOK; CNNIC; APJII; LOCAL GOVERNMENT AUTHORITIES. **NOTE:** WHERE LETTERS ARE SHOWN NEXT TO FIGURES ABOVE BARS, "K" DENOTES THOUSANDS (E.G. "123 K" = 123,000), "M" DENOTES MILLIONS (E.G. "1.23 M" = 1,230,000), AND "B" DENOTES BILLIONS (E.G. "1.23 B" = 1,230,000,000). WHERE NO LETTER IS PRESENT, VALUES ARE SHOWN AS IS. **ADVISORY:** DUE TO COVID-19-RELATED DELAYS IN RESEARCH AND REPORTING, FIGURES FOR INTERNET USER GROWTH AFTER 2020 MAY UNDER-REPRESENT ACTUAL TRENDS. SEE [NOTES ON DATA](#) FOR MORE DETAILS. **COMPARABILITY:** SOURCE AND BASE CHANGES. FIGURES MAY NOT MATCH OR CORRELATE WITH FIGURES PUBLISHED IN PREVIOUS REPORTS.

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DAILY TIME SPENT USING THE INTERNET

AMOUNT OF TIME THAT INTERNET USERS AGED 16 TO 64 SPEND USING THE INTERNET EACH DAY



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DAILY TIME SPENT USING THE INTERNET ACROSS ALL DEVICES



GWI.

8H 06M

TIME SPENT USING THE INTERNET ON MOBILE PHONES



5H 05M

TIME SPENT USING THE INTERNET ON COMPUTERS AND TABLETS



3H 01M

MOBILE'S SHARE OF TOTAL DAILY INTERNET TIME



62.8%

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SHARE OF WEB TRAFFIC BY DEVICE

PERCENTAGE OF TOTAL WEB PAGES SERVED TO WEB BROWSERS RUNNING ON EACH KIND OF DEVICE



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MOBILE
PHONES



68.00%

YEAR-ON-YEAR CHANGE
+23.7% (+1,305 BPS)

LAPTOP AND
DESKTOP COMPUTERS



29.79%

YEAR-ON-YEAR CHANGE
-29.5% (-1,247 BPS)

TABLET
DEVICES



2.21%

YEAR-ON-YEAR CHANGE
-20.5% (-57 BPS)

OTHER
DEVICES



0%

YEAR-ON-YEAR CHANGE
-100.0% (-1 BP)

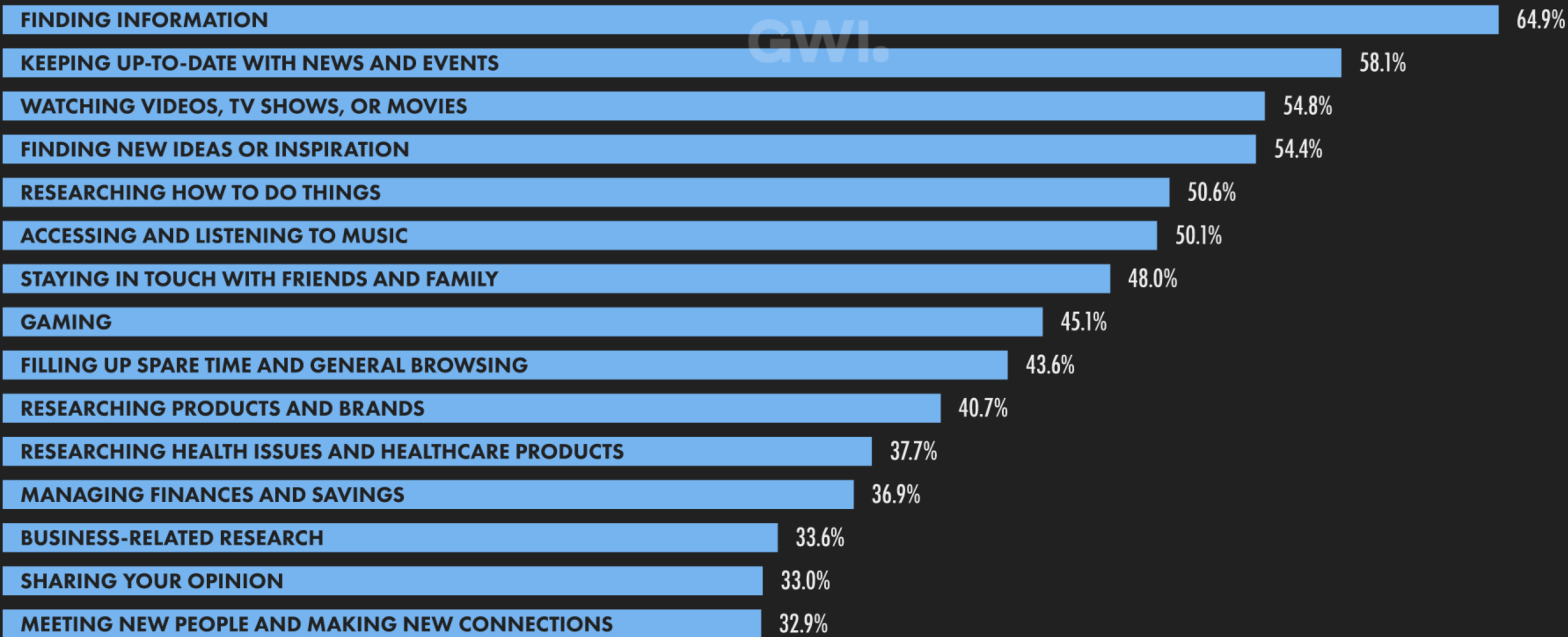
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MAIN REASONS FOR USING THE INTERNET

PRIMARY REASONS WHY INTERNET USERS AGED 16 TO 64 USE THE INTERNET



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SHARE OF WEB TRAFFIC BY BROWSER

PERCENTAGE OF TOTAL WEB PAGES SERVED TO EACH BRAND OF WEB BROWSER RUNNING ON ANY DEVICE



THAILAND

CHROME



73.71%

YEAR-ON-YEAR CHANGE
+2.6% (+189 BPS)

SAFARI



18.51%

YEAR-ON-YEAR CHANGE
+2.0% (+36 BPS)

MICROSOFT EDGE



2.55%

YEAR-ON-YEAR CHANGE
-18.0% (-56 BPS)

FIREFOX



1.09%

YEAR-ON-YEAR CHANGE
-51.3% (-115 BPS)

SAMSUNG INTERNET



2.89%

YEAR-ON-YEAR CHANGE
+10.7% (+28 BPS)

OPERA



0.58%

YEAR-ON-YEAR CHANGE
-29.3% (-24 BPS)

ANDROID



0.09%

YEAR-ON-YEAR CHANGE
-50.0% (-9 BPS)

OTHER



0.58%

YEAR-ON-YEAR CHANGE
-45.8% (-49 BPS)



SOURCE: STATCOUNTER. **NOTES:** FIGURES REPRESENT THE NUMBER OF PAGE VIEWS SERVED TO EACH BROWSER AS A PERCENTAGE OF TOTAL PAGE VIEWS SERVED TO WEB BROWSERS RUNNING ON ANY KIND OF DEVICE IN NOVEMBER 2022. PERCENTAGE CHANGE VALUES REPRESENT RELATIVE YEAR-ON-YEAR CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). "BPS" VALUES REPRESENT BASIS POINTS, AND INDICATE THE ABSOLUTE CHANGE. FIGURES MAY NOT SUM TO 100% DUE TO ROUNDING.

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SHARE OF SEARCH ENGINE REFERRALS

PERCENTAGE OF TOTAL WEB TRAFFIC REFERRED BY SEARCH ENGINES THAT ORIGINATED FROM EACH SEARCH SERVICE



THAILAND

GOOGLE



98.92%

YEAR-ON-YEAR CHANGE

+0.6% (+55 BPS)

BING



0.57%

YEAR-ON-YEAR CHANGE

-12.3% (-8 BPS)

YAHOO!



0.33%

YEAR-ON-YEAR CHANGE

-44.1% (-26 BPS)

YANDEX



0.02%

YEAR-ON-YEAR CHANGE

-93.1% (-27 BPS)

BAIDU



0.02%

YEAR-ON-YEAR CHANGE

+100.0% (+1 BP)

DUCKDUCKGO

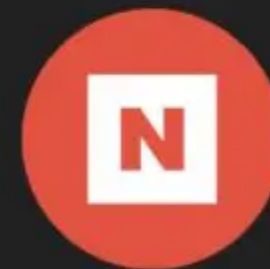


0.04%

YEAR-ON-YEAR CHANGE

-20.0% (-1 BP)

NAVER



0%

YEAR-ON-YEAR CHANGE

[N/A]

OTHER



0.10%

YEAR-ON-YEAR CHANGE

+150.0% (+6 BPS)

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TOP GOOGLE SEARCHES

QUERIES WITH THE GREATEST VOLUME OF GOOGLE SEARCH ACTIVITY BETWEEN 01 JANUARY 2022 AND 31 DECEMBER 2022



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#	SEARCH QUERY	INDEX vs. TOP QUERY
01	แอป	100
02	หนัง	93
03	ผลบอล	88
04	หวย	72
05	บอลสด	56
06	แอปภาษา	54
07	บ้านบอล	46
08	ผลบอลสด	41
09	บ้านผลบอล	38
10	ตรวจหวย	37

#	SEARCH QUERY	INDEX vs. TOP QUERY
11	YOUTUBE	27
12	บอลวันนี้	25
13	สภาพอากาศ	25
14	FACEBOOK	23
15	ดูบอล	23
16	ดูหนัง	22
17	GOOGLE	21
18	888	19
19	ผลบอล 888	16
20	เกม	15

SOURCE: GOOGLE TRENDS, BASED ON SEARCHES CONDUCTED BETWEEN 01 JANUARY 2022 AND 31 DECEMBER 2022. **NOTES:** ANY SPELLING ERRORS OR LANGUAGE INCONSISTENCIES IN SEARCH QUERIES ARE AS PUBLISHED BY GOOGLE TRENDS, AND ARE SHOWN "AS IS", TO ENABLE READERS TO IDENTIFY POTENTIAL CHANGES IN HOW PEOPLE USE LANGUAGE IN DIGITAL ENVIRONMENTS. GOOGLE DOES NOT PUBLISH ABSOLUTE SEARCH VOLUMES, BUT THE "INDEX vs. TOP QUERY" COLUMN SHOWS RELATIVE SEARCH VOLUMES FOR EACH QUERY COMPARED WITH THE SEARCH VOLUME OF THE TOP QUERY. **ADVISORY:** GOOGLE TRENDS USES DYNAMIC SAMPLING, SO RANK ORDER AND INDEX VALUES MAY VARY DEPENDING ON WHEN THE TOOL IS ACCESSED, EVEN FOR THE SAME TIME PERIOD.

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STREAMING TV CONTENT VIA THE INTERNET

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO WATCH TV CONTENT VIA STREAMING SERVICES (E.G. NETFLIX) EACH MONTH



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PERCENTAGE OF INTERNET
USERS WHO STREAM TV
CONTENT OVER THE INTERNET



GWI.

95.4%

INTERNET USERS WHO STREAM
TV CONTENT vs. INTERNET USERS
WHO WATCH ANY KIND OF TV



KEPIOS

97.3%

AVERAGE DAILY TIME THAT
INTERNET USERS SPEND
WATCHING STREAMING TV



D

1H 44M

TIME SPENT WATCHING STREAMING
TV AS A PERCENTAGE OF TOTAL
TIME SPENT WATCHING TV



49.3%

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OVERVIEW OF SOCIAL MEDIA USE

HEADLINES FOR SOCIAL MEDIA ADOPTION AND USE (NOTE: USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS)



THAILAND

NUMBER OF SOCIAL
MEDIA USERS



52.25
MILLION

SOCIAL MEDIA USERS
vs. TOTAL POPULATION



72.8%

SOCIAL MEDIA USERS AGE 18+
vs. TOTAL POPULATION AGE 18+



84.8%

SOCIAL MEDIA USERS
vs. TOTAL INTERNET USERS



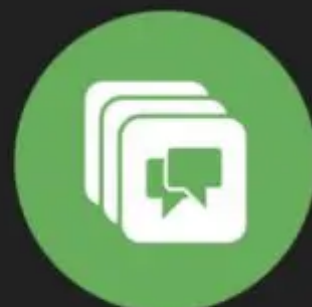
85.4%

AVERAGE TIME SPENT USING
SOCIAL MEDIA EACH DAY



2H 44M

AVERAGE NUMBER OF SOCIAL
PLATFORMS USED EACH MONTH



7.1

FEMALE SOCIAL MEDIA USERS
vs. TOTAL SOCIAL MEDIA USERS



52.3%

MALE SOCIAL MEDIA USERS
vs. TOTAL SOCIAL MEDIA USERS



47.7%

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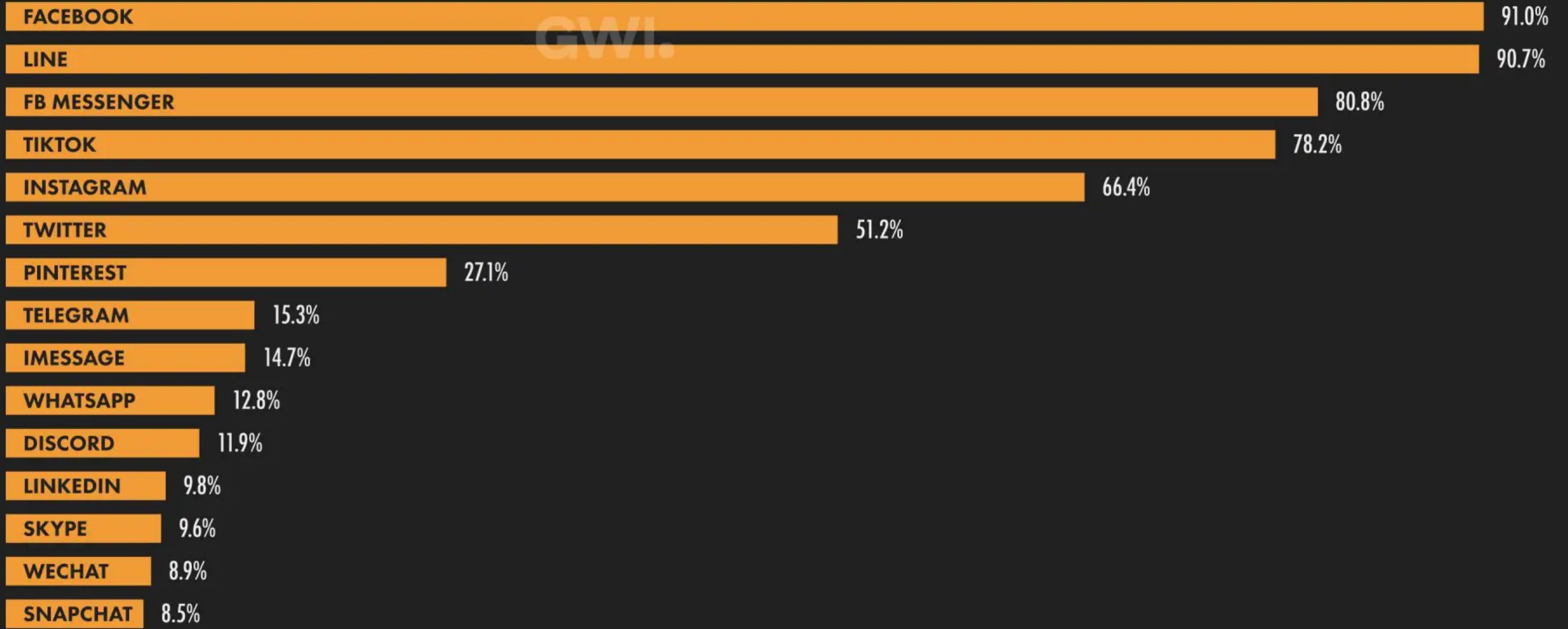
MOST USED SOCIAL MEDIA PLATFORMS

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO USE EACH PLATFORM EACH MONTH

NOTE: YOUTUBE IS NOT OFFERED AS AN ANSWER OPTION FOR THIS QUESTION IN GWI'S SURVEY, SO IT WILL NOT APPEAR IN THIS RANKING



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2023

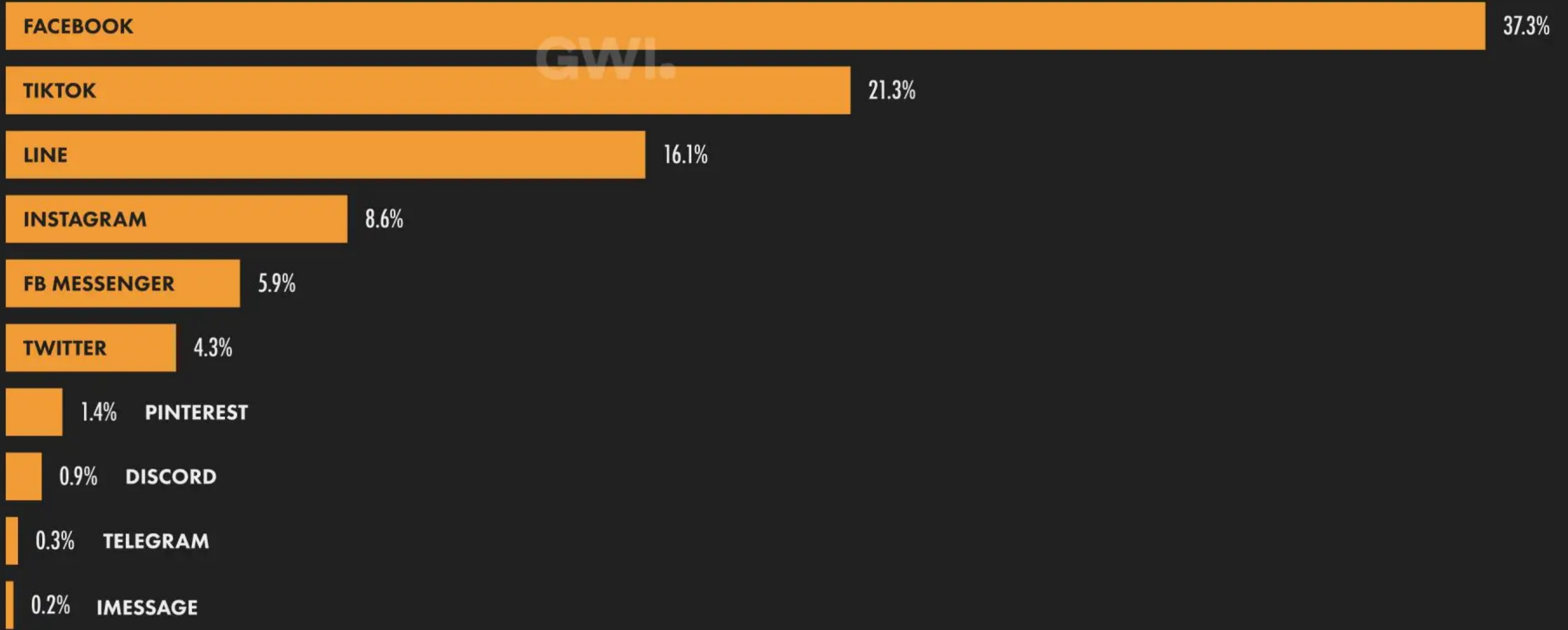
FAVOURITE SOCIAL MEDIA PLATFORMS

PERCENTAGE OF ACTIVE SOCIAL MEDIA USERS AGED 16 TO 64 WHO SAY THAT EACH OPTION IS THEIR "FAVOURITE" SOCIAL MEDIA PLATFORM

NOTE: YOUTUBE IS NOT OFFERED AS AN ANSWER OPTION FOR THIS QUESTION IN GWI'S SURVEY, SO IT WILL NOT APPEAR IN THIS RANKING



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Thank You