At present Singapore and Hong Kong are having status quo of the AEC countries' digital hub by location Thailand is at the APAC center.



Source: Technology-Global Internet Geography Maps

#### DE Projects and Internet Ecosystems



#### APR 2017

# **FACEBOOK'S TOP COUNTRIES AND CITIES**

COUNTRIES AND CITIES WITH THE LARGEST ACTIVE FACEBOOK USER BASES

COUNTRIES WITH THE LARGEST NUMBER OF ACTIVE FACEBOOK USERS

CITIES WITH THE LARGEST NUMBER OF ACTIVE FACEBOOK USERS

social

#	TOP COUNTRIES	USERS	% TOTAL*			TOP CITIES	USERS	% TOTAL*	
01	UNITED STATES	219,000,000	11%		01	BANGKOK	30,000,000	1.5%	
02	INDIA	213,000,000	11%		02	DHAKA	22,000,000	1.1%	
03	BRAZIL	123,000,000	6%		03	JAKARTA	22,000,000	1.1%	
04	INDONESIA	111,000,000	6%		04	MEXICO CITY//@	17,000,000	0.9%	
05	MEXICO	76,000,000	4%		05	SÃO PAULO SOCICI	13,000,000	0.7%	
06	PHILIPPINES	63,000,000	3%		06	NEW DELHI	13,000,000	0.7%	
07	VIETNAM	50,000,000	3%		07	LIMA	13,000,000	0.7%	
08	TURKEY	48,000,000	2%		08	ISTANBUL	12,000,000	0.6%	
09	THAILAND	47,000,000	2%		09	CAIRO	12,000,000	0.6%	
10	UNITED KING DOM	42,000,000	2%		10	HO CHI MINH	11,000,000	0.6%	
BOUND ESE EXTEMPORATION OF FACEBOOK DATA, APRIL 2017 NOTE: "IN TOTAL" REPRESENTE THE PERCENTROF SHARE OF TOTAL GLOBIL FACEBOOK MONTHLY ACTIVE LISERS.									

All existing Submarine cables (including cable under construction)

SingaporeMalaysiaThailandSubmarine Cables 20 lines Submarine Cables 15 linesSubmarine Cables 6 linesLanding Stations 6Landing Stations 8(Using 4 lines) Landing Stations 3



#### Submarine Cable Length East to West : via SG and via TH

From Tokyo to Chennai via Singapore : 8,613 km.



#### Submarine Cable Length East to West : via SG and via TH

#### From Tokyo to Chennai via Thailand : 7,660 km around 1,000 km. shorter distance.



### Image of Submarine Cables Including GMS Land Lines (Image)





Large companies' data center investments in Thailand is small at present compared with digital hub countries such as Singapore, Hong Kong, Japan etc. Attracting the large data center companies to invest in Thailand is crucial for local telecommunication industry development.

In addition the government should motivate for data accesses by connecting with several data centers to enhance the local telecommunication's stability.





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Levels of the I	arge data center c	ompanies' investments	
1. No investment	2. Cache	3. POP	4. Data center/servers farm
If users call for data requests will be forwarded to POP countries to furnish data afterward.	\$ 50-\$100 million investment <b>Objective</b> Better data accesses for users in the countries. <b>Principle</b> Frequently called for data is temporarily stored in servers in the countries and no data requests to other countries are required.	\$ 300-\$400 million investment Objective Better data accesses for users in the countries together with data service can be provided to nearby countries. Principle Local and in-nearby countries frequently-called for data is stored to provide services to local and in nearby countries users.	\$ 2,000-\$3,000 million investment <b>Objective</b> A data center to provide services to the region and nearby regions. <b>Principle</b> Is a large data storage and does not have to attract data from other continents' data centers which results in better services.



## Google's and Facebook's investment in ASEAN Thailand's goal is to shift from level 1 Cache to Level 2 POP



The benefits to achieve if Thailand can attract large data center companies' investment will be

- Large investments in Thailand.
- Higher control and overseeing to information services.
- No local data exports to overseas.
- Local skilled labor development creation.
- The economic development in overall creation. 10



## The main factors to support the Data Center Ecosystem Development

**1**) Availability of global networks particularly the highperformance global networks in the routes to U.S.A., China and India as Thailand's location is at center between China and India.

2) The government sector's supportive policies, law and codes imposed.

3) The government sector's supports for investment provided.