



**NNT**

NATIONAL NEWS BUREAU OF THAILAND  
PUBLIC RELATIONS DEPARTMENT.  
สำนักข่าวแห่งชาติ กรมประชาสัมพันธ์

## TDRI pleads NTC to prioritize the public's benefit on 3G bidding

BANGKOK, 24 October 2009 (NNT) – The TDRI advises the NTC to put service fee limits on 3G in order to prevent an all-out bidding war, adding that the NTC should place importance on the public and not the private sector.

The Thailand Development Research Institute (TDRI) Vice President, Somkiat Tangkitvanich stated that the bids for 3G signal will not affect the rates of service fees. On the contrary, the rates will depend on competition in the market. With high competition, proprietors will not be able to charge high service fees because competitors will cut their price down in order to compete.

Mr. Somkiat advised proprietors who are interested in bidding for 3G signals to prepare a thorough business plan to check for competitors, market potential, price cutting possibility and customers' buying power in order to determine the service rate.

The factors determining the service rate could be summed up in 2 ways:

1. The rate is not determined by the bidding price because even if a proprietor obtained the signal free of charge, proprietors will try to maximize profit from the service rate anyway
2. If the number of bidders is overwhelming then there will be high competition, resulting in high cost of signal expense and less profit. High expense will give the public sector high revenues in taxation which is similar to England whose public sector made 1.6 trillion baht from a 3G signal bidding in 2000. This increased the public sector's social investment without having to impose more taxation or loans. This put the profit from signal bidding to benefit the people.

The National Telecommunications Commission (NTC) should put a limit on the maximum service rate before the bid. This maximum rate would give proprietors some indication of how much to bid.

News ID: 255210240036



Reporter : Pakarn Kiatpinyo

News Date : 24 October 2009



NNT is not responsible for the content  
of external internet sites

Advertise with Us

Breaking News  
General  
Economy  
Politics  
Social Affairs  
Andaman News

---