



**Notification of The National Broadcasting and Telecommunications Commission
on the Second Broadcasting Master Plan B.E. 2563 – 2568 (2020 - 2025)**

Whereas it is expedient to formulate the Second Broadcasting Master Plan B.E. 2563 -2568 (2020 - 2025), which is in accordance with the 20-Year National Strategy, the Master Plans under the National Strategy, National Reform Plan, National Policy and Plan on Digital Development for Economy and Society, and Spectrum Management Master Plan to be used as guidelines for the five-year implementation, consisting of guidelines for the development of the audio broadcasting and television broadcasting services, guidelines for the development and promotion of free and fair competition among operators, guidelines for licensing to use spectrum and licensing for broadcasting business operation, consumer protection and the promotion of rights and liberty, and regulation on those business operations as stated.

By virtue of Section 27 (1) and Section 49 of the Act on Organization to Assign Radio Frequency and to Regulate the Broadcasting and Telecommunications Services B.E. 2553 (2010), and the third amendment B.E. 2562, the National Broadcasting and Telecommunications Commission has formulated the Second Broadcasting Master Plan B.E. 2563 -2568 (2020 - 2025). Details are attached herewith.

This Notification shall come into force from the day following date of its publication in Government Gazette.

Announced on August 7th, 2020

General Sukit Khamasundara

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NBTC Commissioner

Acting Chairman of the NBTC



The Second Broadcasting Master Plan

B.E. 2563 – 2568 (2020 - 2025)

Preface

The Act on Organization to Assign Radio Frequency and to Regulate the Broadcasting and Telecommunications Services B.E. 2553 (2010) and its additional amendment (No.3) B.E. 2562 (2019) Section 27(1) and Section 49 stipulated that the National Broadcasting and Telecommunications Commission (NBTC) shall have the authority and accountability to prepare the Broadcasting Master Plan to be used as a five-year implementation guideline to replace the First Broadcasting Master Plan B.E. 2555–2559 (2012–2016) which the enforcement already became ineffective. However, since it is in the transition period to the enforcement of the law regarding the assignment of radio frequency and regulation of the broadcasting and telecommunications services, including the changes in relevant laws, the NBTC, thus, announced the temporary enforcement of the First Broadcasting Master Plan until the new Broadcasting Master Plan is completely formulated to continue the development of the audio broadcasting and television broadcasting services.

The Second Broadcasting Master Plan has taken into account the changing of the industrial ecosystem, including the compliance with laws, policies, and responses to several national plans such as the Act on the Organization to Assign Radio Frequency and to regulate the broadcasting and Telecommunications Services B.E. 2553 (2010) and its amendment, Digital Development for Economic and Social Development Act B.E. 2560 (2017), National Strategy Preparation Act, B.E. 2560 (2017), as well as the promulgation of the National Strategy and the National Reform Plan, National Policies and Plans on Digital Development for Economy and Society, and Master Plans under the National Strategy to be used as regulating guidelines to accommodate the changing circumstances of the audio broadcasting and television broadcasting services in the future.

The Second Master Plan focuses on developing audio broadcasting service to enhance the standard of business operation and provide more alternatives for the public to be served and able to access necessary information continually. The Second Master Plan also places importance on the development of the television broadcasting service to suit the dynamic ecosystem, including technology changes by taking into account the most efficient use of resources as well as regulating content, protecting consumers from being exploited and to receiving fair services, and promoting rights and liberty to equally access and utilize a variety of information by using digital technology for service provision and regulations to become more efficient. Also, strategies and approaches for the implementation have been determined in accordance with the vision and mission to achieve the goals with the aim that the NBTC's operation will be utmost beneficial to people, state security, and public interest as prescribed by laws, and will also foster the sustainable development of audio broadcasting and television broadcasting industries.

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Part 1

Overview of the Broadcasting Master Plan

1.1 Summary of the Implementation under the First Broadcasting Master Plan

B.E.2555 - 2559 (2012 – 2016)

The First Broadcasting Master Plan had given the importance on the urgent problems in the audio broadcasting and television broadcasting services at the time which had consequences from the past, especially on the issue related to the establishment of mechanisms that provided an opportunity for relevant persons to legally enter into the licensing systems. It also focused on laying the foundation for audio broadcasting and television broadcasting regulations, starting from the development of rules and mechanisms involved, the foundation of consumer protection and promotion of the rights and liberty in communications, as well as the efficient allocation of limited frequency resources. During the enforcement period of the First Broadcasting Master Plan, several activities have been implemented continually in order to achieve the objectives and performance indicators which can be summarized as follows:

Strategy 1 Licensing of radio frequencies, and audio broadcasting and television broadcasting services

Prescribe the characteristics and categories of audio broadcasting and television broadcasting services, specify the criteria and licensing of radio frequencies and television broadcasting services, including the trial licensing for audio broadcasting services. Prescribe the radio frequency plan for the audio broadcasting service in F.M., A.M. and digital system, and for the digital terrestrial television service, support on qualified broadcasting operators for community service, establish database of spectrum usage and the necessity for frequency holding by state agencies, state enterprises, and other state units, and develop geographic information systems for audio broadcasting and television broadcasting services to increase efficiency in data analysis for supporting licensing authorization.

Strategy 2 Regulating of audio broadcasting and television broadcasting services

The regulation of audio broadcasting and television broadcasting operations can be divided into 1) the regulation of broadcasting program and content for public's benefits, including the establishment of citizen networks across the country to monitor illegal

contents and the determination of penalty for programs that contain illegal contents as well as measures for efficient management of complaints 2) the regulation of the use of spectrum and radio communications equipment and related techniques 3) the regulation by law enforcement to prevent frequency interference and conducting searches and arrest for any actions, considered illegal and against the licensing conditions 4) promotion and regulation of competition through criteria, measures and guidelines including establishment of networks to promote media self-regulation, and 5) operation to prepare for disasters and emergency cases.

Strategy 3 Consumer protection in the audio broadcasting and television broadcasting services

Prescribe criteria and practical guidelines related to consumer protection in the audio broadcasting and television broadcasting services, set up complaint mechanism, continually support and strengthen consumer networks in various regions, such as the ethnic groups and indigenous network, construct knowledge and understanding about consumer protection, along with the collaboration with related agencies, such as the Food and Drug Administration (FDA), the Office of the Consumer Protection Board (OCPB), in regulating illegal advertising of food, drugs and health products.

Strategy 4 Promotion of the rights and liberty in communications

Promote equal access and utilization of information for the disabled and the underprivileged by providing the closed caption, audio descriptions, a prototype of sign language interpreter for full-screen television service, establish a Media Community Center for information access in remote areas, promote and support media literacy, including the provision of media literacy study in higher education, and promote and strengthen licensees' network.

Strategy 5 Development of broadcasting service quality

Promote and support capacity building of personnel in audio broadcasting and television broadcasting services to operate business with responsibility and to acquire skills of qualified announcers, promote and improve the quality of audio and television broadcasting service by enhancing knowledge and understanding, prepare the operators with professional development in audio broadcasting and television broadcasting services, for instance, improving program production in audio broadcasting and technical skills in

television broadcasting, promote professional organizations by various activities, along with developing the abilities and ethics of operators.

Strategy 6 Transition to the digital broadcasting transmission

Prescribe criteria and frequency plans for digital terrestrial television service and related technical standards, regulate service of digital terrestrial television network, follow up network rollout and installation of radiocommunications stations, signal measurement, and improve the database of infrastructure and network in digital system, along with issuing licenses to use spectrum and licenses for digital terrestrial television; national commercial service and public service type.

Strategy 7 Development of management system towards an efficient regulatory organization

Establish annual action plan in accordance with the organization strategy; follow up and evaluate the progress of the Master Plan, conduct self- assessment, set up database system for the individual personnel development plan and arrange personnel development courses, develop the electronic data storage system, and apply modern management tools in order to increase operation's efficiency.

1.2 Environment and Impact on the Audio Broadcasting and Television Broadcasting Business

The overall direction of the audio broadcasting and television broadcasting services of Thailand has a different context comparing to the past whereby consumers access contents through traditional media. The internet service nowadays has changed consumer's behavior, where media exposure to the so-called "Over the Top" (OTT) is rising. Therefore, it is such a challenge for regulators to adjust their regulatory guidelines to keep up with the changes of technology and consumer behaviors.

The regulation of audio broadcasting service has been developed continually as well as the issuance of technical standard for trial operation in order to create effective transmission, reducing frequency interference arisen from excessive number of radio broadcasting stations, which affects audience's listening behavior and aviation safety, considered potentially life-threatening for those affected.

Regarding television broadcasting service, a significant transition is to bring television operators into the licensing system. As a consequence, the digital terrestrial

television service (Digital TV) has been emerged since 2014, which is considered as a significant change of Thailand's television landscape. Terrestrial television has increased from 6 to 28 digital terrestrial channels, consisting of 24 national commercial channels and 4 public channels. Because of high competition in the digital television industry, 2 channels requested for license cancellation while several channels have established business collaboration, restructured shareholding to increase capital investment, and expanded the business to online platforms to strengthen business and increase audience base.

Economic, social, political situation and high competition in television industry, along with rapid technological changes arisen from digital disruption have made an impact to broadcasting sector, have expanded online media services, and have affected television consumption behavior. Because of these negative effects, the National Council for Peace and Order (NCPO) issued the measures to promote and mitigate the impact on digital TV service. However, problems have not been solved easily, leading the NCPO to issue the Order No. 4/2019, allowing the digital TV operators to return the licenses. Since 7 channels operators requested for returning the licenses, there are currently 15 digital TV operators providing service in the category of national commercial service. However, it can be said that the landscape of the digital TV industry has not changed much since the remaining operators still have to fiercely compete and they must adapt themselves in order to survive under the emerging context of new media.

As above, it is considered as a challenge for regulators to promote and encourage broadcasting operators to sustainably continue their businesses, as well as to create fair competition in the industry by taking into account the protection of consumers to receive fair services and the promotion of rights and liberty of people to equally access and utilize a variety of information.

The NBTC has formulated the Second Broadcasting Master Plan in order to respond the challenges. The guidelines for implementing under the Master Plan will help develop and to enhance the standards of broadcasting business operation, reduce frequency interference, encourage people to receive higher quality of services including being able to constantly access basic necessary information. In terms of television broadcasting service, it will be promoted and developed to suit the changing environment. The Master Plan will also enhance the standard of television service and help to develop and promote free and fair competition among operators.

Regarding the consumers, they will be protected from being exploited and will receive fair services with more efficient remedy of complaints. People shall have the rights and liberty to access and utilize a variety of information equally. Moreover, media professionals will be able to fully perform their duties in accordance with the professional ethics. In part of regulator, the development of service provision related to the licensing digital system will conveniently and quickly support the needs of service users. Also, more efficient regulation will be promoted by adopting digital technology.

1.3 Consistency with National Policies and Plans

The overall of the Second Broadcasting Master Plan B.E.2563 - 2568 (2020 – 2025) is consistent and linked to National Policies and Plans and the 20-year National Strategy, which is the first level plan, especially the strategy on the balance and development of public management system which focuses on providing a prompt and transparent service including efficiently responding to the needs of people, and applying technology to increase digitalization according to the master plan under the national strategy

The Second Broadcasting Master Plan also supports the National Reform Plans in 11 areas, especially in the area of mass media and information technology on the issue of structural reform, by stipulating the direction and goals of the Broadcasting Master Plan in accordance with the changing technology and the demand for the use of spectrum in the radio and television industry, as well as, taking into account the standard of business operation and providing more channels for operators to choose the appropriate technology. Also, the importance has been placed on the reform of media literacy of people, which is the main objective of consumer protection, so that they are able to utilize quality information.

1.4 Relationship with the Government

The implementation under the Second Broadcasting Master Plan shall be exercised in accordance with the national policies and plan on digital development for economy and society, and the policies that the Cabinet announced to Parliament.

Part 2

Fundamental Principles, Visions, Missions and Goals of the Second Broadcasting Master Plan B.E. 2563 – 2568 (2020 – 2025)

By virtue of Section 27 (1) and Section 49 of the Act on Organization to Assign Radio Frequency and to Regulate the Broadcasting and Telecommunications Services B.E. 2553 (2010), and the third amendment B.E. 2562 (2019), the NBTC has formulated the Second Broadcasting Master Plan B.E. 2563-2568 (2020-2015) which have become effective for a period of five years starting from the day following the date of its publication in the Government Gazette.

2.1 Fundamental principles in the formulation of the Broadcasting Master Plan are in accordance with the intent of the Act on Organization to Assign Radio Frequency and to Regulate the Broadcasting and Telecommunications Services B.E. 2553 (2010) and its amendment which is at least taking into account the important guidelines as follows:

1) Guideline for the licensing of radio frequencies and permission to operate broadcasting services

The emphasis is on the efficient management of radio frequencies for free and fair permission to use radio frequencies for undertaking of all categories of broadcasting services. The public must be able to appropriately access to audio broadcasting and television broadcasting services, including the licensing of all types of audio broadcasting and television broadcasting business, either the frequency-used or non-frequency used, under free and fair manner, as well as focusing on the impact on public health and environmental pollution, which may cause by the use of frequency.

2) Guideline for the development and promotion of free and fair competition in the audio broadcasting and television broadcasting services

The emphasis is on the regulation of audio broadcasting and television broadcasting services in order to prevent monopoly or reduce or restrict of competition, including the prevention of the dominance which limits the opportunity to receive information and increase a variety of information that people can equally and thoroughly access.

3) Measures to promote the use of radio frequencies for non-commercial purpose or for the citizen in the audio broadcasting and television broadcasting services

Aiming to promote relevant parties or citizen that are well-prepared to be able to apply for a license to use the radio frequencies and operate the audio broadcasting and television broadcasting businesses for public interest, as well as support operators to provide quality of services.

2.2 Vision

The far advanced development of the audio broadcasting and television broadcasting services, cultivating of social creativity and benefitting all sectors

2.3 Mission

1) To allocate communication resources in a transparent and fair manner, covering all respective dimensions.

2) To regulate broadcasting services efficiently on the basis of free and fair competition for the national security and public interest.

3) To provide consumer protection to ensure quality services.

4) To promote right and liberty to communicate and equally access to a variety and quality of information of people.

2.4 Goals

1) People obtain benefits from the licensing of radio frequencies and the efficient, universal, and fair operation of audio broadcasting and television broadcasting services.

2) People are protected from being exploited by the broadcasting operators.

3) People have rights and liberty to equally access information.

4) The broadcasting operators are able to compete on a free and fair basis with a variety of quality and reliable contents, and suitable for the target groups.

5) Licensees, program producers, and professionals in any business related to audio broadcasting and television broadcasting services are promoted and professional Codes of Conducts are established.

6) The audio broadcasting and television broadcasting services are developed towards the modern operations and efficient use of resources.

Part 3

Strategies under the Second Broadcasting Master Plan B.E. 2563 – 2568 (2020 – 2025)

This Broadcasting Master Plan focuses on the development of audio broadcasting service in order to enhance the standards of the broadcasting service and increase more options for people to continually receive services and access necessary basic information.

In addition, the Master Plan emphasizes on the development of the national television service to suit the changing context so that the regulation is in accordance with the changing industry ecosystem by taking into account the most efficient use of resources for television service. The Master Plan also focuses on content regulation to be in line with the changes of society and technology and the development and establishment of effective mechanisms for content regulation. The Master Plan also includes the promotion of more quality, creative, various and useful contents to the public, protection of consumers from being exploited and receiving fair services, promotion of rights and liberty of people to have fair access and utilize a variety of information equally, and the provision of services and regulation towards the digitalization by adopting digital technology for more efficient service provision and regulation.

Strategy 1 Development of Audio Broadcasting Service in Thailand

This strategy aims to develop audio broadcasting service in order to enhance standards of audio broadcasting, reduce frequency interference and increase the variety of options for people to receive services including ensuring the constant access to necessary basic information.

Objectives

- 1) To enhance standards of audio broadcasting service.
- 2) To ensure the constant access to necessary basic information.
- 3) To increase variety of audio broadcasting services.

Strategic goals

- 1) The industry standards of audio broadcasting service is accepted.
- 2) Reduction of frequency interference that causes an impact to stakeholders.

3) Facilitating a completed transition process for operators, according to Section 83 of the Act on Organization to Assign Radio Frequency and to Regulate the Broadcasting and Telecommunications Services B.E. 2553 (2010) and its amendments, as necessary.

4) Conducting a pilot project for trial operation of digital audio broadcasting.

Critical Success Factors

1) Availability of sufficiently related competent personnel, tools and work systems.

2) Effective cooperation from related sectors such as agencies involving in law enforcement processes, civil society for providing information regarding illegal activities, etc.

3) Understanding and acceptance of related sectors.

Indicators

1) Reduction of number of offended cases in broadcasting service.

2) Increase number of standardized audio broadcasting operators.

3) Decrease number of frequency interference which affects the safety of life and property.

4) Readiness of license granting to operators under Section 83 of the Act on Organization to Assign Radio Frequency and to Regulate the Broadcasting and Telecommunications Services B.E. 2553 (2010) and its amendments, as necessary.

5) Explicit results of the pilot project for trial operation of digital audio broadcasting service.

Strategies

1) Strict law enforcement.

2) Promotion and support of standardized audio broadcasting operators.

3) Regulation of spectrum usage and related equipment to comply with standardized requirements thoroughly, quickly and efficiently.

4) Preparation for granting audio broadcasting licenses to operators, according to Section 83 of the Act on Organization to Assign Radio Frequency and to Regulate the Broadcasting and Telecommunications Services B.E. 2553 (2010) and its amendments, as necessary.

5) Granting permission of digital radio broadcasting for trial operation.

6) Building mutual understanding with related sectors.

Operational guidelines

1) Build mutual understanding among related sectors regarding the necessity of respective measures' execution so as to enhance the standards of audio broadcasting service.

2) Strictly follow-up, monitor, and enforce the laws against offenders.

3) Develop the measures to promote standardized audio broadcasting operators.

4) Approve and certify radio communication equipment which comply with the standards in order to prevent frequency interference.

5) Clarify scope and work processes among related sectors.

6) Consider criteria for determining conditions regarding the necessity of granting the licenses.

7) Licensees using spectrum for business operation according to Section 83 of the Act on Organization to Assign Radio Frequency and to Regulate the Broadcasting and Telecommunications Services B.E. 2553 (2010) and its amendments, as necessary, who wish to continue providing service have to submit a broadcasting business plan within the specified period.

8) Grant permission for digital audio broadcasting trial operation. The results received shall be used to communicate and enhance understanding of relevant sectors and the public.

Strategy 2 Development of the National Television Service in the New Context

This strategy aims to develop the national television service to suit the changing context so that the regulation is in accordance with the changing industry ecosystem by taking into account the most efficient use of resources for television service, and to enhance the standards of the television service in order to gain acceptance from the public.

Objectives

1) To ensure the efficient use of resources for television service.

2) To adapt the regulation process to be in accordance with the changing industry ecosystem.

3) To enhance the standards of the television service

Strategic goals

1) Increasing communication channels for people in the regions.

2) Providing opportunity for trial operation of new technology in television service.

3) Having a regulatory system which is in accordance with the changing industry ecosystem.

4) Standard of television service industry is more acceptable.

Critical Success Factors

1) Understanding and support from related agencies.

2) Availability of sufficiently competent personnel, tools and work systems.

3) Effective cooperation from related sectors, such as agencies involving in law enforcement processes, civil society for providing information regarding illegal activities, etc.

4) Effective collaboration with related agencies to prescribe guidelines or regulatory measures to be in line with the changing ecosystem and competition especially the provision of broadcasting services using not current broadcasting networks.

Indicators

1) Permission to grant a related agency the license in order to ensure the public television service in the regions.

2) The public are informed regarding the readiness of granting licenses for trial operation of new technology in television service.

3) Appropriate rules and regulations are available in accordance with the changing industry competition and ecosystem.

4) The proposal on the amendment of the laws which is conducive to the changing industrial ecosystem is ready.

5) Reduction of offended cases in television service.

6) The number of standardized television operators increases.

Strategies

1) Promotion of the provision of public television service in the regions.

2) Building mutual understanding and communicate new knowledge about technology in television service.

3) Revision of the rules and regulations in accordance with the changing industry competition and ecosystem. Revision

4) Amendment of related laws to be in accordance with the changing industry ecosystem.

5) Strictly enforcement of the laws.

6) Promotion and support of the standardized television.

Operational guidelines

1) Build mutual understanding and effective cooperation among related sectors.

2) Revise rules and regulations to be up-to-date, less process, easier to comply with, and flexible.

3) Encourage the improvement of the standards of professional organizations.

4) Scrutinize legal issues which should be amended to be conducive to a changing industry ecosystem.

5) Build mutual understanding among related sectors regarding the necessity of operating measures in order to enhance standards of television broadcasting service.

6) Strictly follow-up, monitor and enforce laws against offenders.

7) Develop measures for encouraging the standardized television operators.

Strategy 3 Content Regulation, Consumer Protection and Promotion of People's Rights and Liberty

The strategy aims to regulate content to be in line with the changes of society and technology by focusing on the development and establishment of effective mechanisms for content regulation, promoting more quality, constructive, various and useful contents to the public, protecting consumers from being exploited and receiving fair services, effective management of complaints, promoting the rights and liberty of people to be able to access and utilize a variety of information equally, as well as encouraging media professionals to fully perform their duties in accordance with their professional ethics.

Objectives

1) To develop content regulation's guidelines to be effective and appropriate with circumstances.

2) To promote quality, variety and constructive contents.

3) To prevent consumers from being exploited by the broadcasting operators.

4) To promote the people's rights and liberty to perceive, access and utilize information equally.

Strategic Goals

1) Having the effective content regulation system.

2) Having a quality, variety and constructive contents.

3) Service users have been provided with fair services.

4) Having a more efficient management of complaints.

5) People are able to access, utilize and well aware of a variety of information in the broadcasting services according to the rights and liberty under the Constitution of the Kingdom of Thailand.

6) The disabled, the elderly and the underprivileged are able to access and utilize information equally as the general public at large.

7) Media professionals are able to fully perform their duties in accordance with their professional ethics.

Critical Success Factors

1) Effective systematic cooperating with relevant sectors for developing broadcasting standards of content and advertisement.

2) The vigorous and rapid development of mechanisms for dealing with actions considered to exploit consumers, and establishment of holistic work of related agencies.

3) Establishing a complete and systematic database of relevant information such as dimension of areas, dimension of audience's groups, etc.

Indicators

1) Having an effective system and mechanism of content regulation.

2) The effective collaboration with agencies or authorized organizations related to the dissemination of program contents to the public.

3) A decrease number of operators' breach of service provision.

4) Reduction of duration for resolving and handling complaints.

5) An increase of channels for complaint filing and monitoring the progress of complaints.

6) The satisfied result of assessment of efficiency and quality of universal services in the dimension of areas and dimension of contents which are various and easy access to all groups of people.

7) The provision of service for the accessibility of the disabled according to the criteria prescribed by the NBTC.

8) The licensing conditions that prohibit licensees from restricting freedom to express opinions of professional persons.

Strategies

- 1) Establishing guidelines for content regulation that support changing social and technological circumstances.
- 2) Collaborating with agencies or authorized organizations related to the dissemination of program contents to the public.
- 3) Establishing strict measures for the regulation of services contract.
- 4) Promoting the establishment of strong customer protection networks.
- 5) Enhancing efficiency of the complaint system through digital technology.
- 6) Supporting the universal access services in the dimension of areas and of content types which are various and easy access to all groups of people, including the disabled, the elderly and the underprivileged people.
- 7) Prescribing the measures to prohibit licensees from restricting the liberty to express opinions of professional persons.

Operational guidelines

- 1) Acquire mechanisms, equipment or tools for monitoring and assessment of content regulation in accordance with the circumstances.
- 2) Enhance knowledge and understanding, and encourage the production of quality, constructive, various and beneficial contents to the public.
- 3) Prescribe the regulatory measures to ensure the standard of service contracts.
- 4) Communicate to raise understanding of the complaint handling process and the characteristics of complaints which are conducive to prompt resolution.
- 5) Deploy technologies to develop a concise mechanism and process for handling complaints.
- 6) Prescribe explicit plans or guidelines for strengthening consumer monitoring networks.
- 7) Construct plans to support the access to broadcasting services, in which types of services are defined in line with target groups.
- 8) Cooperate with relevant agencies in providing capacity building and enhancing media literacy skills for various groups of people.
- 9) Support the funding for research and development of the media accessibility and utilization for the disabled, the elderly, the underprivileged through the Broadcasting and Telecommunications Research and Development Fund for the Public's Benefits.

10) Prescribe the license conditions to prohibit licensees from restricting freedom to express opinions of professional persons.

11) Support the compliance with the criteria for dissemination of crucial television broadcasting programs that can only be disseminated in the free television services.

Strategy 4 Provision of Service and Regulation towards Digitalization

The strategy aims for broadcasting services and regulation to be provided and exercised respectively towards the digitalization, to use the licensing system on the basis of digital technology application, and to apply digital technology in the regulation for the most efficient service.

Objectives

1) To apply digital technology in the licensing of audio broadcasting and television broadcasting business operation.

2) To enhance efficiency in the regulation of audio broadcasting and television broadcasting services through digital technology.

3) To enhance personnel's potential to support work performance towards digitalization.

Strategic goals

1) Deploying the digital licensing system in the broadcasting services.

2) Having a correct and up-to-date digital centralized database for the benefit of licensing and regulation.

3) Personnel are capable for the digital service provision and regulation.

Critical Success Factors

1) Competent understanding and capability of personnel to make use of digital technology for all connected licensing system.

2) Mutual understanding and effective cooperation with stakeholders so as to achieve integration of licensing information.

3) An opened system that allows effective collaboration among all relevant agencies for collecting and gathering all necessary regulatory information.

4) The effective security measures in accessing to the respective information.

Indicators

- 1) The successful development of the digital licensing system.
- 2) A centralized database which stakeholders are able to get online access for the benefit of co-regulation.
- 3) The composition of the centralized database system must be complied with standards, accuracy, security, and friendly use.
- 4) Personnel are able to perform under the service provision and regulatory systems towards digitalization as targeted.

Strategies

- 1) The development of service provision towards digitalization that responds to the needs of users quickly and easily.
- 2) Developing the database system with the connection of licensing information that allows for verifying the licensee's status in digital format.
- 3) Upgrading the complaint management mechanism to digital technology application.
- 4) Pushing towards the integration of all relevant database systems into one system.
- 5) Encouraging personnel to perform under the digital provision of service and regulatory systems as targeted without having an effect on works.

Operational guidelines

- 1) Conduct surveys regarding the needs of stakeholders and service users for applying technology in the licensing process.
- 2) Recruit the appropriate experts and teams to drive the digital licensing system.
- 3) Appoint appropriate persons to be responsible for establishing the centralized database.
- 4) Prescribe the explicit plan for developing licensing system and the centralized database.
- 5) Formulate the Office of the NBTC's regulation to support the use of the centralized database system and security measures.
- 6) Study, analyze, and formulate guidelines for the appropriate development of personnel's potential in accordance with the guidelines towards digitalization.
- 7) Encourage the stakeholders to access and utilize the digital licensing systems and databases.

Part 4
Drives, Guidelines and Evaluations
of the Second Broadcasting Master Plan B.E. 2563 – 2568 (2020 – 2025)

For the efficient and effective implementation and successful evolution of the Second Broadcasting Master Plan B.E. 2563 – 2568 (2020 – 2025), the following performance and evolution guidelines are prescribed:

1. The NBTC shall systematically implement the Broadcasting Master Plan through the formulation of the series of the Office of the NBTC's Action Plans.

2. The NBTC shall follow-up and evaluate the performance of the implementation under the Second Broadcasting Master Plan continually.