
Digital Economy Schematic & Definition



Joint Foreign Chambers of Commerce in Thailand



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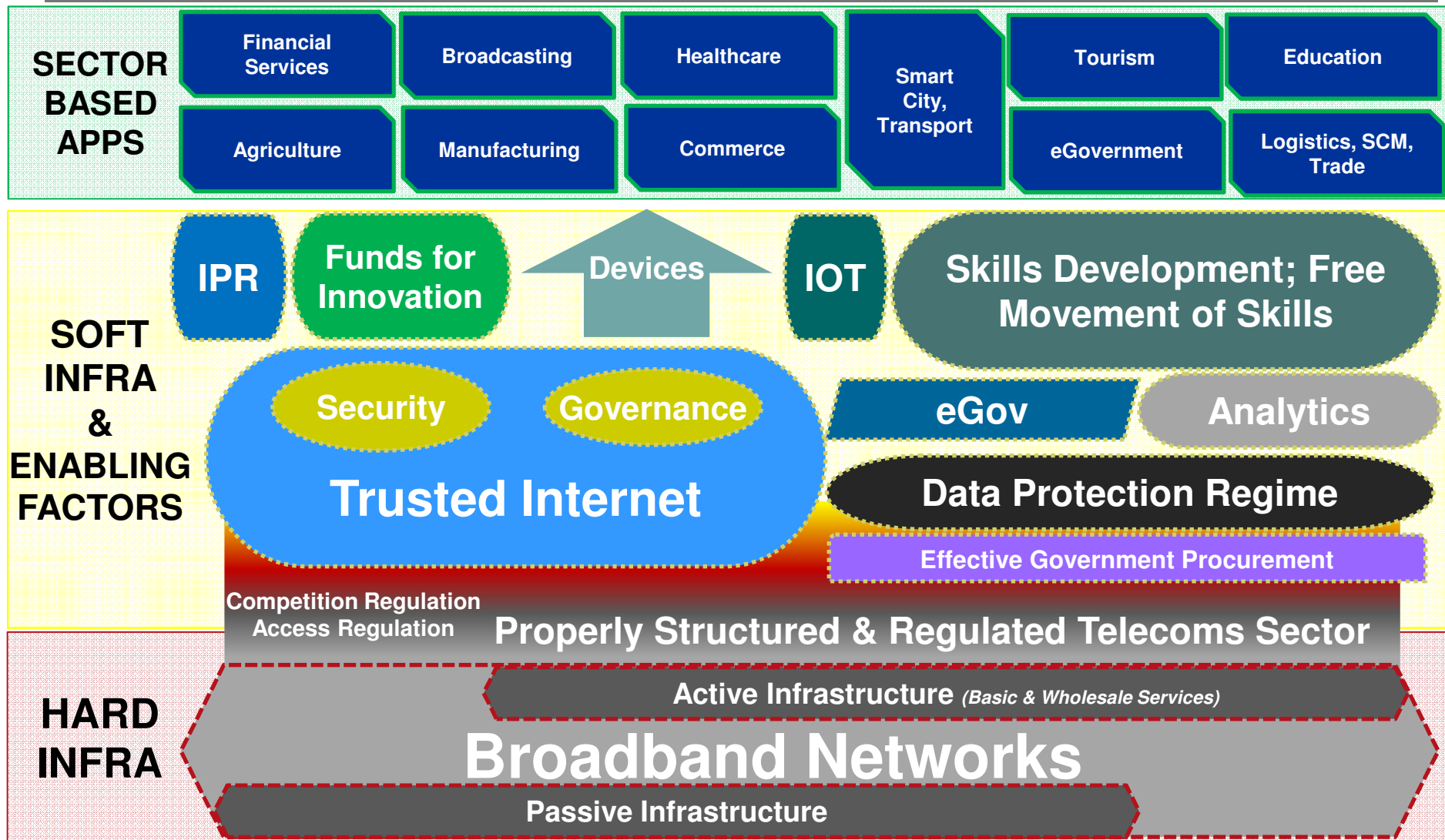
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Digital Economy Schematic



Definition of Digital Economy



The ‘digital economy’ is all economic activity mediated by software and enabled by telecoms infrastructure.

This includes core telecoms services such as **voice, messaging, data, and video.**

The goods and services within the digital economy can be broadly grouped as:

- **intrinsically digital** – streaming video, ebooks, computing services, Software-as-a-Service, social media (e.g. Facebook, LINE)
- **substitutes for established equipment and services** – virtual private communications networks, security services, virtualised PBXs, and services delivered on-line (e.g. accounting / other business processes, graphic design, software development, Software-as-a-Service, data analytics, knowledge-based outsourcing)
- **marketing, sale, logistics, etc. of physical goods** – e.g. Amazon, eBay, Alibaba, Tarad.com, Pantipmarket

Digital Economy is the means of enabling participation by all in social and economic enterprise, and also includes the role played by governments in developing infrastructure and services.