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Shaping the Future:
Thailand's TMT & Financial Regulatory Developments

July 2025

This month's key legal and regulatory updates for Thailand's TMT and financial sectors reflect the country's accelerated push toward global regulatory alignment, digital economic growth, and investor confidence through a stronger compliance framework.

Our summary below covers recent key regulatory developments in Thailand's Telecom, media, technology, and financial sectors.

Telecom / Technology

1. Web Destruction Platform (WebD): AI-Driven Enforcement Against Illicit Websites

Thailand intensifies its digital enforcement capacity using AI and RPA.

The Ministry of Digital Economy and Society has launched WebD, an AI-powered platform that automates the detection, judicial filing, and takedown of illegal websites, particularly those related to online scams and intellectual property violations.

WebD leverages artificial intelligence and robotic process automation (RPA) to:

- Detect illegal websites, up to hundreds of thousands of URLs annually;
- Submit takedown requests automatically to the courts;
- Accelerate digital enforcement while reducing administrative burden.

This development signals a significant tightening of digital surveillance and enforcement by Thai authorities. Businesses operating online, particularly platforms facilitating user-generated content, e-commerce, or financial services, should be aware that regulatory tolerance is narrowing. These technological enforcement tools now enable swift action against non-compliance.

2. Regulatory Controls on Ride-Hailing Platforms

New rules impose mandatory registration, licensing, and risk management obligations.

On 4 July 2025, the Royal Gazette published the Notification of the Electronic Transactions Commission, outlining regulatory measures for ride-hailing platforms under Section 18(3) of the Royal Decree on Digital Platform Services B.E. 2565 (2022), which shall come into force in October 2025 (90 days after publication).

This Notification signals a decisive shift in Thailand's regulatory posture by elevating ride-hailing to the level of critical public infrastructure. Platform operators need to align their internal systems with these compliance mandates and proactively manage risks for identity verification, safety, and service transparency.

Accordingly, by October 2025, ride-hailing platform operators must perform the following:

- Use registered public transport vehicles with licensed drivers
- Verify driver identity (e.g., Thai ID), track GPS, and disclose trip info
- Comply with Department of Land Transport (DLT) fare rates
- Provide emergency support, complaint channels, and privacy-safe chat
- Monitor driver conduct and prevent account misuse
- Submit annual reports to the ETDA and DLT
- Other obligations as described in the Notification

3. ETDA Publishes List of High-Risk E-Commerce Platforms (Telecom / Technology)

Stricter standards for online marketplaces to combat counterfeit goods and data risks.

On 9 July 2025, the **Electronic Transactions Development Agency (ETDA)** published a list of **19 digital commerce platforms** (including Shopee, Lazada, Grab, Alibaba, LINE Shopping, and more) they deemed as posing a **significant public and commercial risk** under the impact-based criteria defined in the Royal Decree on Digital Platform Services B.E. 2565.

These designated platforms are now required to take certain actions, including but not limited to:

- Implement **risk management systems**;
- Monitor **product quality**, ensure **source transparency**, and **protect consumer data**;
- Cooperate with regulators to prevent **false advertising**, **product misrepresentation**, and **origin fraud**.

This designation carries heightened regulatory expectations.

Platform operators must now treat compliance as a core business priority, rather than a reactive function. This is especially relevant for high-risk areas involving cross-border commerce, user-generated listings, and third-party sellers, who need to:

✓ **Standardize digital commerce governance**;

✓ Protect consumers from substandard or counterfeit goods; and

✓ Reinforce **Thailand's credibility as a trusted digital trading environment**.

Notably, the ETDA clarified that **additional platforms remain under assessment**, and the **official list will be reviewed and updated annually.** This means names may be added, removed, or revised following evolving risk profiles and business practices. Digital commerce operators, whether designated or not, should therefore assess their platform risk exposure, review governance mechanisms, and prepare for **increased scrutiny** as Thailand's regulatory regime continues to mature.

Media / Technology

4. Progress on Draft Game Industry Promotion Bill

Establishing a regulatory foundation for Thailand's fast-growing gaming sector.

The Digital Economy Promotion Agency (DEPA) is currently finalizing the Draft Game Industry Promotion Bill. Consultations are underway with the Revenue Department, NBTC, and other agencies. The bill aims to create a formal regulatory and support framework for Thailand's expanding game development industry.

Key elements include:

- Establishing a national Game Industry Fund to be modeled after Thailand's Health Promotion (Thai Health) and Film Funds;
- Funding from the national budget, USO Fund, and a digital services tax;
- Clear legal pathways for licensing, incentives, and industry development.

Industry stakeholders should closely monitor this legislative process. The Fund's establishment is central to the bill's effectiveness because without it, the promotional component will lack the financial agility to support gaming startups or scale-up studios.

If passed, this bill may catalyze investment, content localization, and IP development in gaming, which will position Thailand as a regional creative technology hub.

However, early-stage studios, platforms, and investors should start aligning their business models to anticipated policy shifts and prepare to engage with future licensing or funding mechanisms.

5. Cash Rebate Program Proposed for Thai Film Producers

A new soft power initiative to boost Thailand's creative economy through local film production.

At the SPLASH – Soft Power Forum 2025 held on 8 July 2025, Prime Minister Paetongtarn Shinawatra emphasized the integration of cultural and economic strategies, announcing the Ministry of Culture's development of a cash rebate scheme for Thai film producers.

Key highlights include:

- Identifying film as one of five strategic Soft Power industries for export;
- Incentivizing domestic production through direct cost reimbursement;
- Aligning with international best practices in film finance and co-production..

This initiative signals a transformative moment for Thailand's local film ecosystem. Previous rebate schemes have prioritized foreign shoots in Thailand; however, this new program reorients focus toward local creators, enabling Thai producers to compete on the global stage with greater financial support.

Studios, production companies, and distributors should begin tracking program details and preparing documentation standards in anticipation of a formal rollout. Those seeking international co-productions or streaming partnerships will likely find this rebate a valuable leverage point for project finance.

Financial / Technology

6. BOT Officially Announces Qualified Applicants for Virtual Bank Licenses

Following the April 2025 shortlist submission, the official approval confirms Thailand's first virtual banks.

As a follow-up to our May 2025 newsletter, the Minister of Finance, acting under Section 9 of the Financial Institution Business Act, officially approved three successful consortia to establish virtual banks in Thailand, based on the BOT's recommendation.

On 19 June 2025, the BOT announced the following licensees		
1.	ACM Holding Co (True Money), which is backed by the CP Group	
2.	Krung Thai Bank Public Company Limited	with AIS and PTT Oil and Retail
3.	SCB X Public Company Limited	with WeTechnology and KakaoBank

This follows a rigorous, transparent evaluation of:

- Business models, innovation potential, and ability to serve underserved retail and SME segments;
- Internal governance, digital infrastructure, and cybersecurity readiness;
- Anticipated market impact on competition, access, and stability.

Virtual banks are expected to launch operations by June 2026. The BOT has emphasized that these entities must introduce differentiated value propositions, particularly targeting financial inclusion, innovation in service delivery, and cost efficiency, all while upholding robust risk governance.

The strategic importance of this initiative extends beyond licensing, as it reflects Thailand's commitment to a fintech-driven modernization of its financial system. This move may also signal potential expansion into areas such as open banking, digital identity, and programmable finance.

7. Financial Leasing and Hire-Purchase Businesses Now Regulated by the BOT

BOT's new mandate to regulate auto leasing markets for consumer protection and financial stability

In a significant regulatory development, the Royal Decree on Hire-Purchase and Financial Leasing of Automobiles and Motorcycles B.E. 2568 will take effect on 2 December 2025, bringing hire-purchase and finance lease providers under the direct supervision of the Bank of Thailand (BOT) per the Financial Institution Business Act B.E. 2551.

This Royal Decree applies to juristic persons engaged in:

- Hire-purchase of automobiles or motorcycles
- Financial leasing of automobiles or motorcycles (finance leases only)

Individual operators and operating leases of non-vehicle assets are excluded.

Although no licensing requirement is imposed, covered businesses must:

- ✓ Report their operations to the BOT in a format and timeline not yet prescribed.
- ✓ Comply with the BOT's business conduct and consumer protection rules (to be issued before this Decree takes effect).
- ✓ Submit relevant business and operational data as required by the BOT.

Operators that fall within the scope of this decree should treat this as a strategic compliance event and take proactive steps to align with anticipated BOT standards. Early action will reduce regulatory and reputational risks when enforcement begins

8. Progress on Draft Financial Hub Bill

New regulatory framework to position Thailand as a regional financial center

As noted in our May 2025 newsletter, the Draft Financial Hub Bill continues to advance.

On 15 July 2025, Dr. Paopoom Rojanasakul, Deputy Minister of Finance, announced that the Cabinet had approved the *Draft Act on the Establishment of Thailand as a Financial Hub* (the "Financial Hub Bill") following a review by the Office of the Council of State. The bill will now proceed to its first reading in the House of Representatives.

The Financial Hub Bill aims to position Thailand as a leading regional financial center by overhauling the regulatory framework for financial business operations, streamlining business processes, and enhancing the country's investment appeal.

We encourage clients and industry participants to stay informed and consider how these developments may impact their business models, compliance programs, or investment strategies.

Please feel free to share this newsletter with stakeholders or reach out to us for tailored advice.

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