ETDA's New Guideline on E-Commerce Marketplace Fee Transparency:

Why Transparency May Become a Competitive Advantage for Platform Operators

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As e-commerce marketplaces increasingly rely on multiple revenue streams, the new Guideline issued by the Electronic Transactions Development Agency (the "**ETDA**") signals a shift towards greater fee transparency.

Beyond regulatory considerations, marketplace operators should consider how transparent pricing may affect both their own businesses and those of their merchants.

On September 18, 2026, the ETDA issued Announcement No. Tor Por Dor. 3/2569 introducing the Guideline for Ensuring that Operators Know the Total Take Rate of Digital Platform Services in the Product Marketplace Category before Participating in Campaigns or Additional Services (the "**Guideline**").

The Guideline promotes fee transparency by encouraging marketplace operators to disclose the Total Take Rate ("**TTR**"), representing the total fees and costs borne by merchants as a percentage of the product's net price, and to provide estimated net proceeds to help merchants assess their expected earnings before joining campaigns or using additional services.

What Does the Guideline Expect from Marketplace Operators?

The Guideline sets out key recommendations on fee transparency.

1 Bring All Fees and Costs into One Place

Marketplace operators should consolidate all fees and costs associated with selling products in one easily accessible location, clearly explaining their purpose, calculation basis, applicable rates, tax treatment, charging and refund conditions, and providing calculation examples. This enables merchants to understand and assess the overall costs of using the platform without navigating multiple pages, policies, or contractual documents.

2 Make the Total Cost of Participation Visible

The Guideline recommends that operators present three key TTR measures:

BASELINE TTR	SCENARIO TTR	INCREMENTAL TTR
The total basic fees expected from selling a product under ordinary conditions, excluding campaign expenses and additional-service fees.	The total fees and costs expected under a specific scenario, including applicable campaign expenses and additional-service fees.	The difference between Scenario TTR and Baseline TTR, representing the additional cost burden associated with the proposed campaign or service.

Operators are also encouraged to introduce fee simulation tools to estimate TTR and expected net proceeds. These measures would enhance transparency by providing a clearer picture of the total fees and costs associated with platform participation, including additional campaigns and services.

3 Advance Notice of Fee Changes

To promote transparency, the Guideline also recommends that operators give at least 30 days' advance notice of changes to fees, rates, calculation methods, charging conditions, minimum or maximum amounts, and exemptions affecting TTR.

> **Notices should explain the changes, the reasons for them, and their expected impact, preferably with a comparison of previous and revised terms.**

4 Post-Transaction Reporting

The Guideline further recommends that operators provide annual reports detailing actual fee deductions, total fees and TTR, compared with previously disclosed estimates and explaining any differences.

This would further promote transparency by enabling verification of actual costs against prior disclosures.

What Does This Mean for Marketplace Operators?

Marketplace operators should consider reviewing their existing fee disclosure practices to assess whether merchants can readily understand the total costs of participating in campaigns and using additional services. This may include evaluating how fees are presented, whether calculation or simulation tools adequately illustrate expected costs and net proceeds, and whether existing notification and reporting processes align with the Guideline's recommendations.

Looking Ahead:

Will Fee Transparency Become a Competitive Standard for Platform Operators?

The Guideline does not restrict the fees that marketplace operators may charge, but places greater emphasis on operators' disclosure role in promoting transparency in their fee structures and related costs.

As competition among e-commerce marketplaces intensifies, transparent pricing may help strengthen business relationships between operators and merchants while enhancing platform competitiveness.

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Our team provides strategic legal advice across the full business lifecycle, from market entry, licensing, and business model structuring to regulatory compliance and risk management.

We assist businesses in navigating Thailand's evolving regulatory landscape, including digital platform regulations, e-commerce requirements, consumer protection, financial services regulation, and emerging technologies.

Beyond financial services and digital businesses, our practice also advises clients across a broad range of highly regulated sectors, including healthcare, food and beverage, and consumer products.

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