



Mahidol University

Esport กับ Application ทางการกีฬา

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PhD. Innovaiton

JAN
2021

DIGITAL AROUND THE WORLD

ESSENTIAL HEADLINES FOR MOBILE, INTERNET, AND SOCIAL MEDIA USE

INTERNET USER NUMBERS NO LONGER INCLUDE DATA SOURCED FROM SOCIAL MEDIA PLATFORMS, SO VALUES ARE **NOT COMPARABLE** WITH PREVIOUS REPORTS



TOTAL
POPULATION



7.83
BILLION

URBANISATION:
56.4%

UNIQUE MOBILE
PHONE USERS



5.22
BILLION

vs. POPULATION:
66.6%

INTERNET
USERS*



4.66
BILLION

vs. POPULATION:
59.5%

ACTIVE SOCIAL
MEDIA USERS*



4.20
BILLION

vs. POPULATION:
53.6%



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are
social



we
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SHARE OF WEB TRAFFIC BY DEVICE

EACH DEVICE'S SHARE OF TOTAL **WEB PAGES** SERVED TO **WEB BROWSERS**

⚠ THE FIGURES ON THIS CHART ARE BASED ON TRAFFIC TO WEB BROWSERS ONLY, AND **DO NOT INCLUDE** DATA FOR OTHER CONNECTED ACTIVITIES (E.G. USE OF NATIVE MOBILE APPS)



MOBILE
PHONES



55.7%

DEC 2020 vs. DEC 2019:

+4.6%

+244 BPS

LAPTOPS &
DESKTOPS



41.4%

DEC 2020 vs. DEC 2019:

-5.8%

-253 BPS

TABLET
COMPUTERS



2.8%

DEC 2020 vs. DEC 2019:

+3.3%

+9 BPS

OTHER
DEVICES



0.07%

DEC 2020 vs. DEC 2019:

[UNCHANGED]



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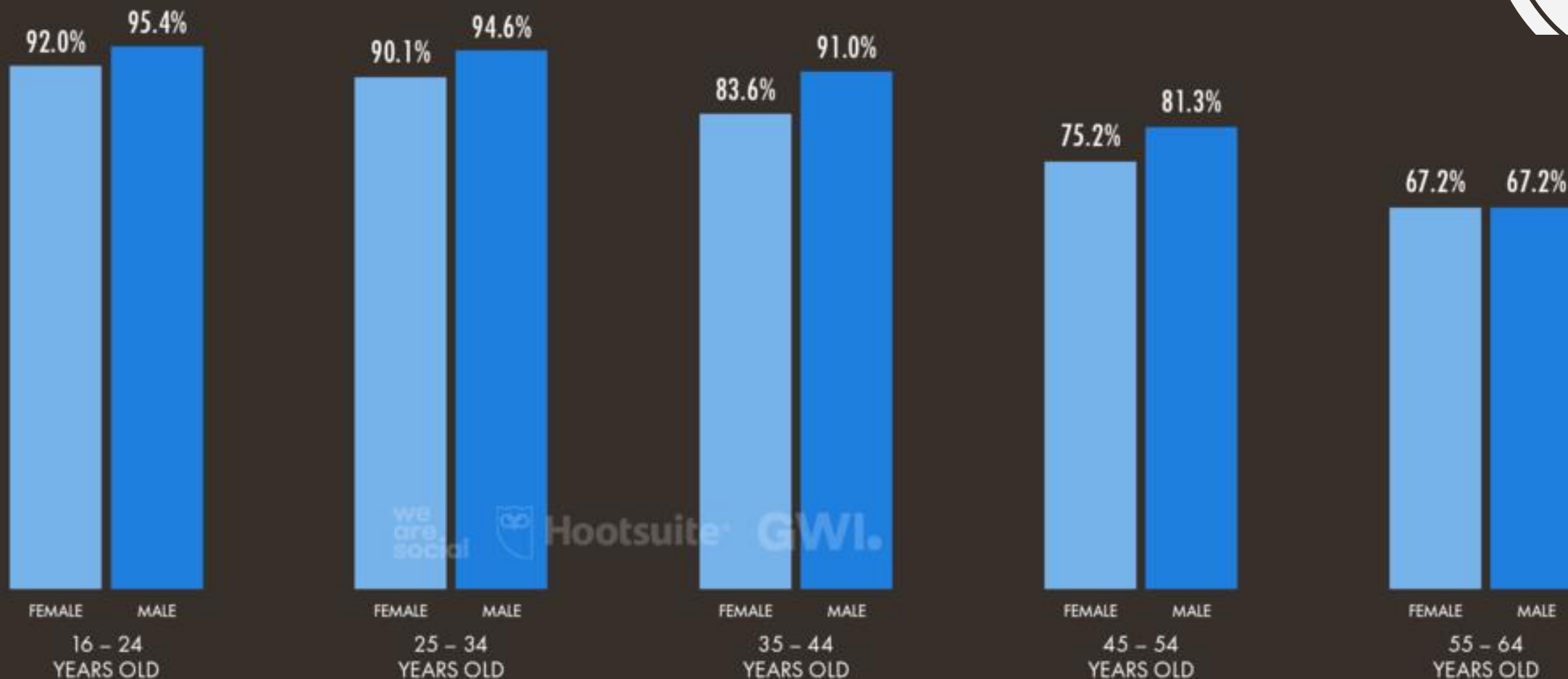
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PLAYING VIDEO GAMES BY AGE AND GENDER

PERCENTAGE OF GLOBAL INTERNET USERS WHO PLAY VIDEO GAMES ON ANY DEVICE



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MOST POPULAR VIDEO GAME FORMATS BY AGE GROUP

PERCENTAGE OF GLOBAL INTERNET USERS* IN EACH AGE GROUP WHO SAY THEY PLAY EACH TYPE OF VIDEO GAME ON ANY DIGITAL DEVICE



16-24 YEARS OLD		25-34 YEARS OLD		35-44 YEARS OLD		45-54 YEARS OLD		55-64 YEARS OLD	
SHOOTER	62%	SHOOTER	59%	SHOOTER	47%	SHOOTER	32%	PUZZLE PLATFORM	18%
ACTION ADVENTURE	56%	ACTION ADVENTURE	51%	ACTION ADVENTURE	44%	ACTION ADVENTURE	31%	SHOOTER	16%
M.O.B.A.	41%	RACING	41%	RACING	35%	PUZZLE PLATFORM	27%	ACTION ADVENTURE	15%
SIMULATION	38%	M.O.B.A.	40%	PUZZLE PLATFORM	33%	RACING	24%	ONLINE BOARD GAMES	13%
RACING	38%	SPORTS	36%	SPORTS	32%	SPORTS	21%	RACING	12%
BATTLE ROYALE	36%	SIMULATION	34%	STRATEGY	31%	STRATEGY	21%	SIMULATION	11%
STRATEGY	35%	STRATEGY	34%	M.O.B.A.	30%	SIMULATION	20%	SPORTS	11%
PUZZLE PLATFORM	34%	PUZZLE PLATFORM	34%	SIMULATION	29%	ACTION PLATFORM	19%	ACTION PLATFORM	10%
SPORTS	33%	ACTION PLATFORM	33%	ACTION PLATFORM	29%	M.M.O.	19%	STRATEGY	10%
ACTION PLATFORM	32%	M.M.O.	32%	M.M.O.	28%	M.O.B.A.	18%	M.M.O.	9%

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MOBILE APP RANKINGS: ACTIVE USERS

GLOBAL (EX. CHINA) RANKINGS OF TOP MOBILE APPS AND GAMES BY MONTHLY ACTIVE USERS IN 2020



RANKING OF MOBILE APPS BY MONTHLY ACTIVE USERS

#	APP NAME	COMPANY
01	FACEBOOK	FACEBOOK
02	WHATSAPP	FACEBOOK
03	FACEBOOK MESSENGER	FACEBOOK
04	INSTAGRAM	FACEBOOK
05	AMAZON	AMAZON
06	TWITTER	TWITTER
07	NETFLIX	NETFLIX
08	TIKTOK	BYTEDANCE
09	SPOTIFY	SPOTIFY
10	SNAPCHAT	SNAP


RANKING OF MOBILE GAMES BY MONTHLY ACTIVE USERS

#	GAME NAME	COMPANY
01	PUBG MOBILE	TENCENT
02	CANDY CRUSH SAGA	ACTIVISION BLIZZARD
03	LUDO KING	GAMETION
04	AMONG US!	INNER SLOTH
05	FREE FIRE	SEA
06	ROBLOX	ROBLOX
07	CALL OF DUTY: MOBILE	ACTIVISION BLIZZARD
08	SUBWAY SURFERS	KILOO
09	MINECRAFT POCKET EDITION	MOJANG
10	POKÉMON GO	NIANTIC

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THAILAND

ESSENTIAL HEADLINES FOR MOBILE, INTERNET, AND SOCIAL MEDIA USE

 CHANGES TO DATA SOURCES FOR INTERNET USERS AND SOCIAL MEDIA USERS MEAN THAT VALUES ARE **NOT COMPARABLE** WITH PREVIOUS REPORTS



THAILAND

TOTAL
POPULATION



69.88
MILLION

URBANISATION:
51.8%

MOBILE
CONNECTIONS



90.66
MILLION

vs. POPULATION:
129.7%

INTERNET
USERS



48.59
MILLION

vs. POPULATION:
69.5%

ACTIVE SOCIAL
MEDIA USERS



55.00
MILLION

vs. POPULATION:
78.7%



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PLAYING VIDEO GAMES: DEVICE PERSPECTIVE

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 THAT PLAYS VIDEO GAMES ON EACH KIND OF DEVICE



THAILAND

ANY DEVICE



GWl.

96.6%

SMARTPHONE



90.7%

LAPTOP OR DESKTOP



36.7%

GAMES CONSOLE



17.7%

TABLET DEVICE



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24.7%

HANDHELD GAMING DEVICE



GWl.

12.9%

MEDIA STREAMING DEVICE



6.9%

VIRTUAL REALITY HEADSET



10.0%

VIRTUAL REALITY



AUGMENTED REALITY











MATCHUPS

Refreshes every **Thursday**

REFRESHES IN 02:21:19



COMMUNITY FAVOURITES

Refreshes every **Sunday**

REFRESHES IN 4 DAYS



DOMINATION

Refreshes every **Monday**

REFRESHES IN 5 DAYS



TEAM REWARDS

Refreshes every **Monday**

REFRESHES IN 5 DAYS

90 13H

MQ-27 DRAGONFIRE Challenge
Complete tasks to earn now
Scorestreak MQ-27 DRAGONFIRE
29/100

ENTER

20 13H

Snowflakes Collection Leaderboard
Get kills and collect Snowflakes in
Multiplayer and Battle Royale. Climb the
ranks for even better rewards

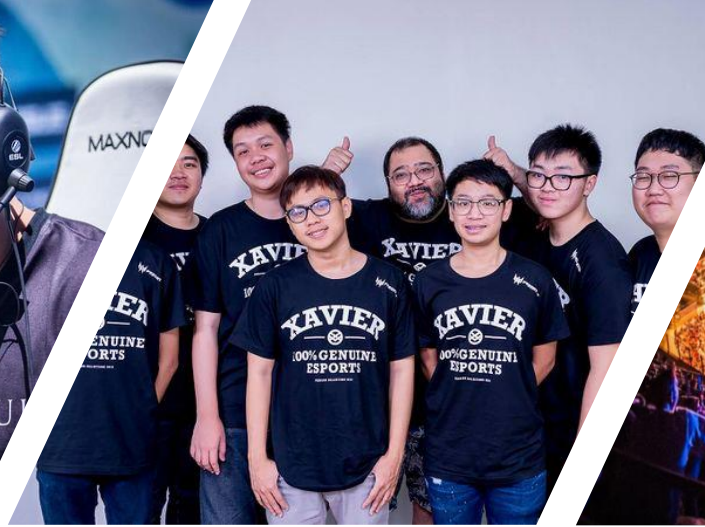
ENTER

20 13H

Snowflakes Collection
Get kills and collect Snowflakes in
Multiplayer and Battle Royale. Climb the
ranks for even better rewards

CLAIMED





Esport Pro Player

- Asian Game
- Sea Games
- World Championship
- Evolution Championship





Application

ทางการศึกษา





VR TENNIS		FreeRange		
	SETS	GAMES	POINTS	
Toadbutt	0	0	40	
Minyoung	0	2	30	

VR and Application ทางการศึกษา



VR and Application ทางการกีฬา

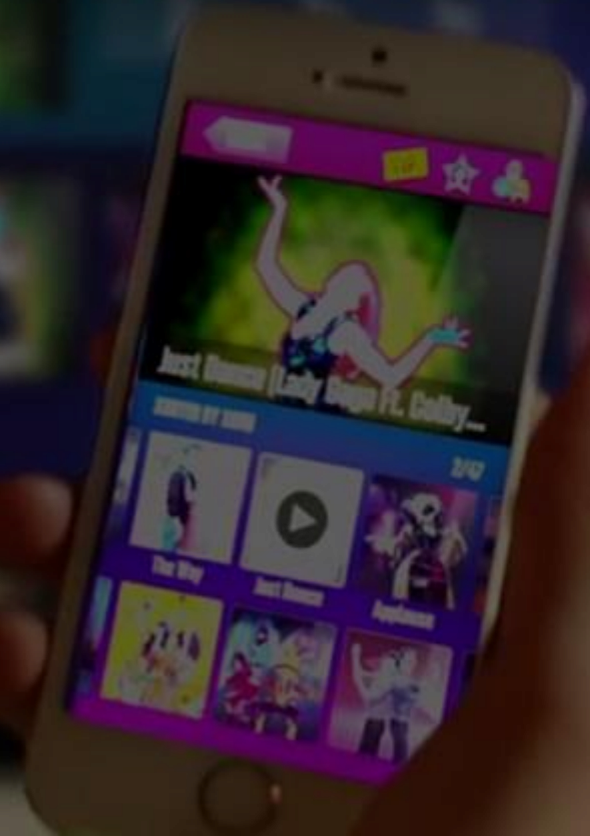


Dance Dance Revolution (DDR)





DANCE NOW





N I N T E N D O
S W I T C H TM



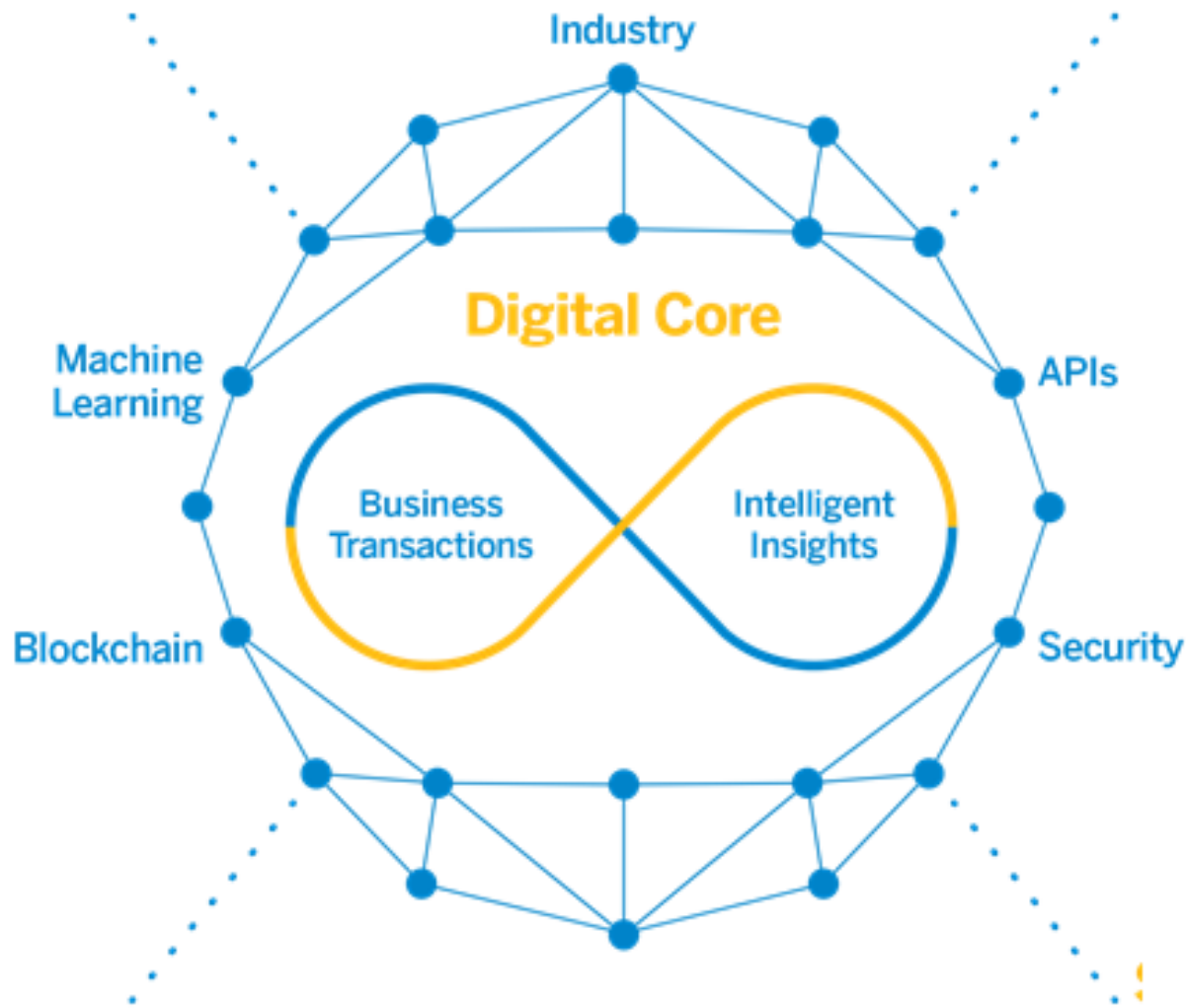


Fitness Boxing



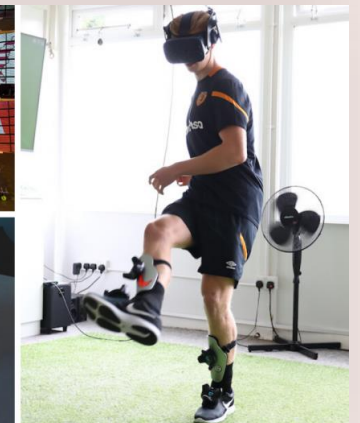
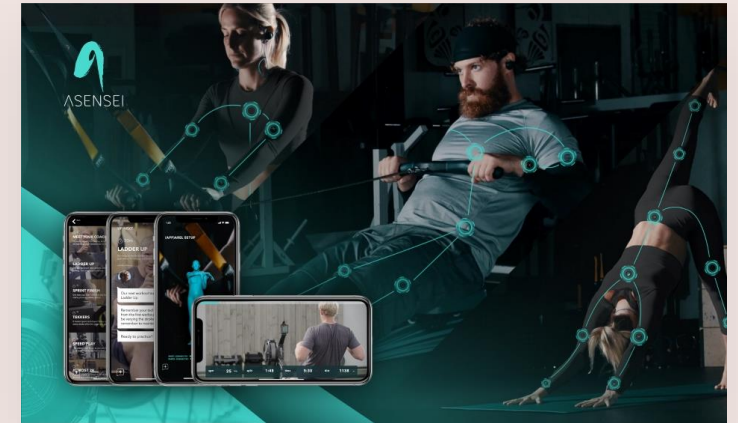
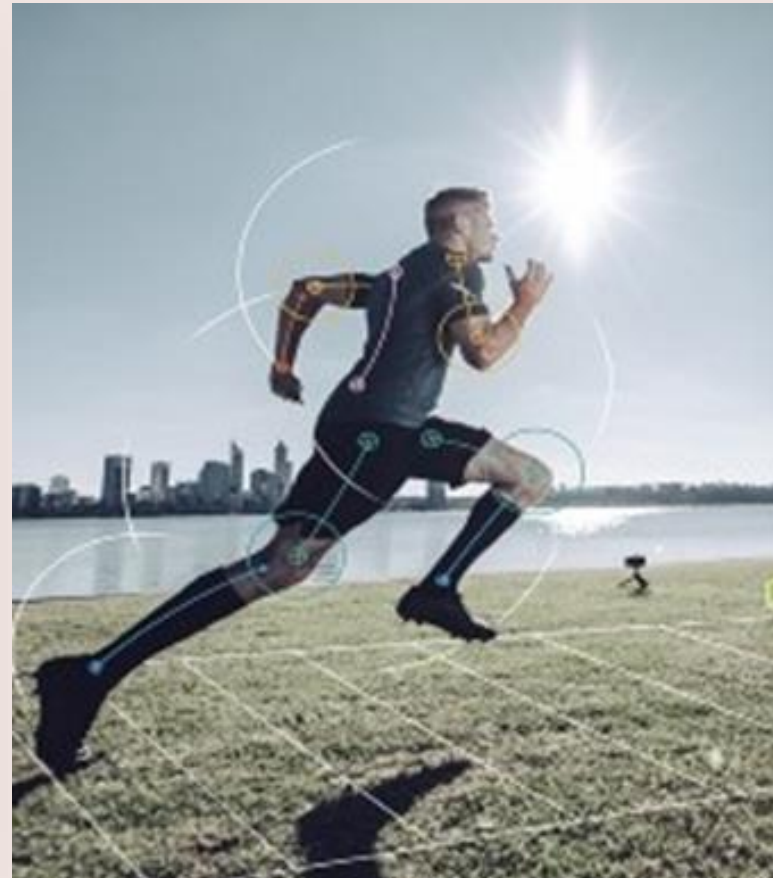


Fitness Boxing

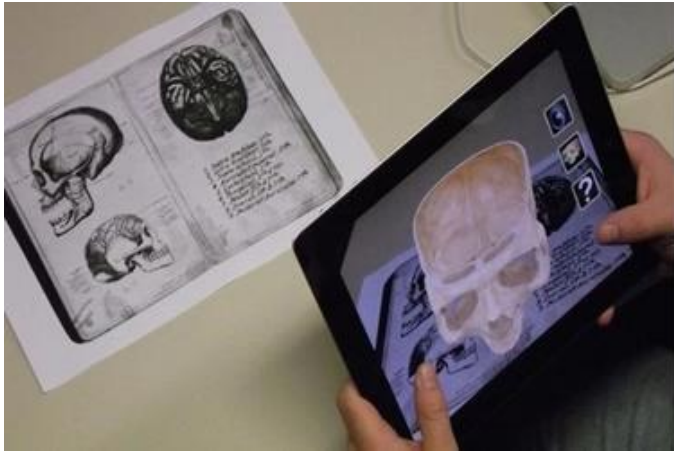


แพลตฟอร์ม (Platform) ตัวช่วยคนสำคัญในยุคของข้อมูล

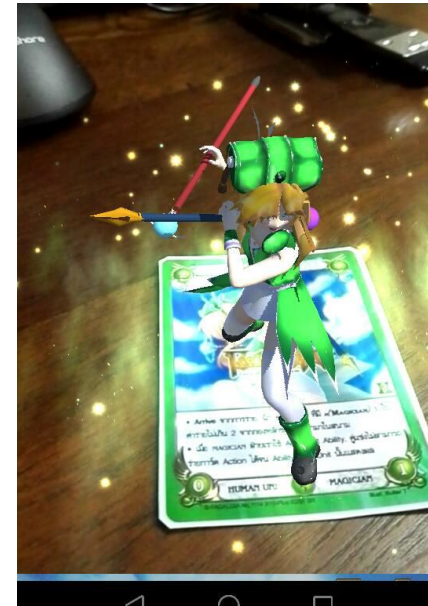
Sport Tech: AR AI VR for Athletic performance



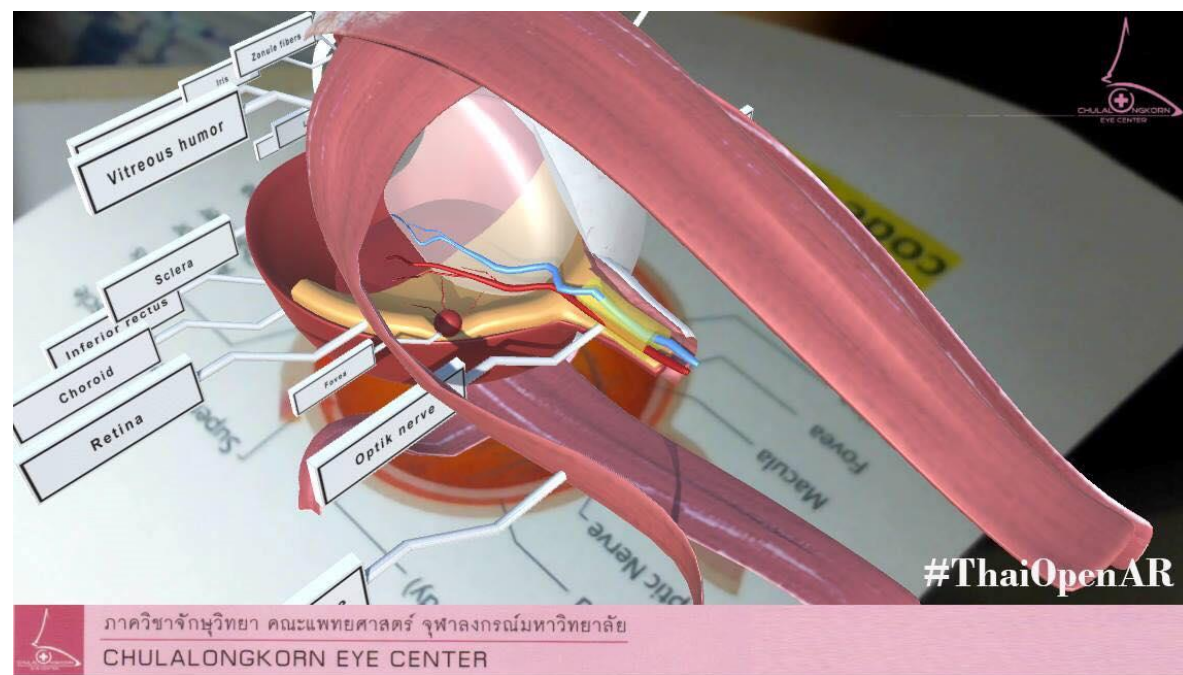
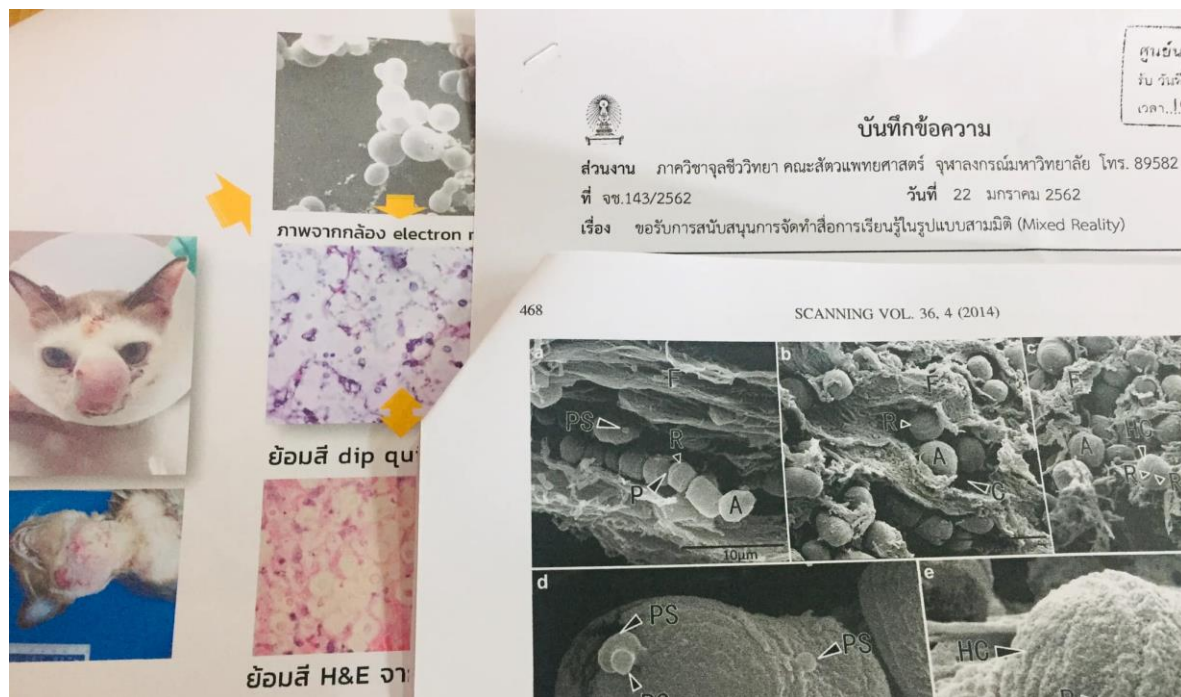
AR Augmented Reality



AR Augmented Reality



AR Augmented Reality



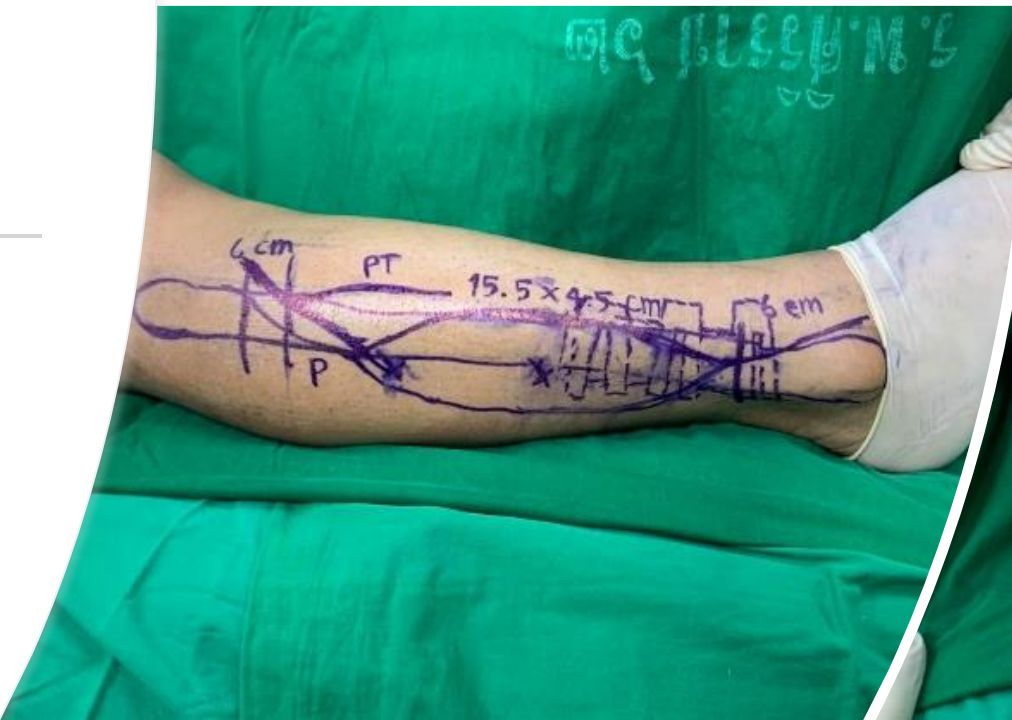
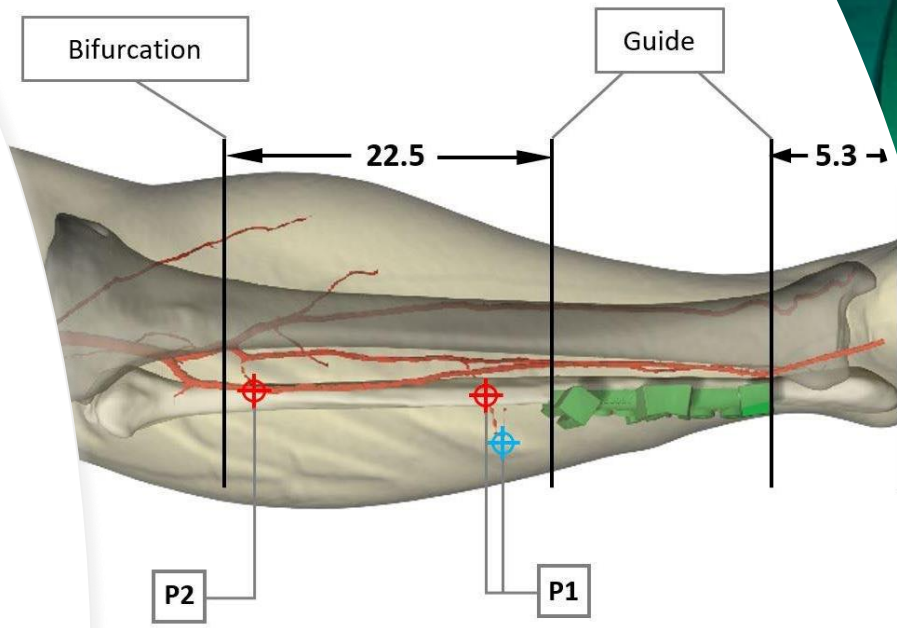
VR Virtual reality



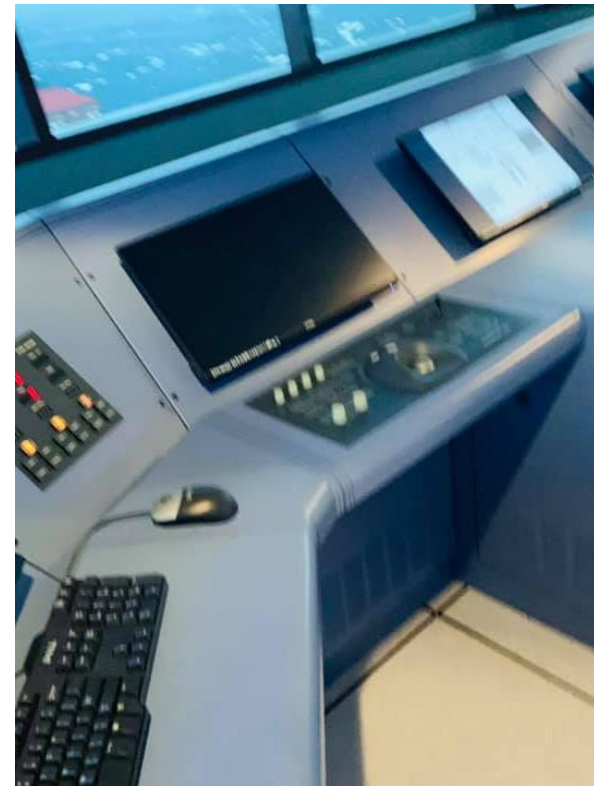
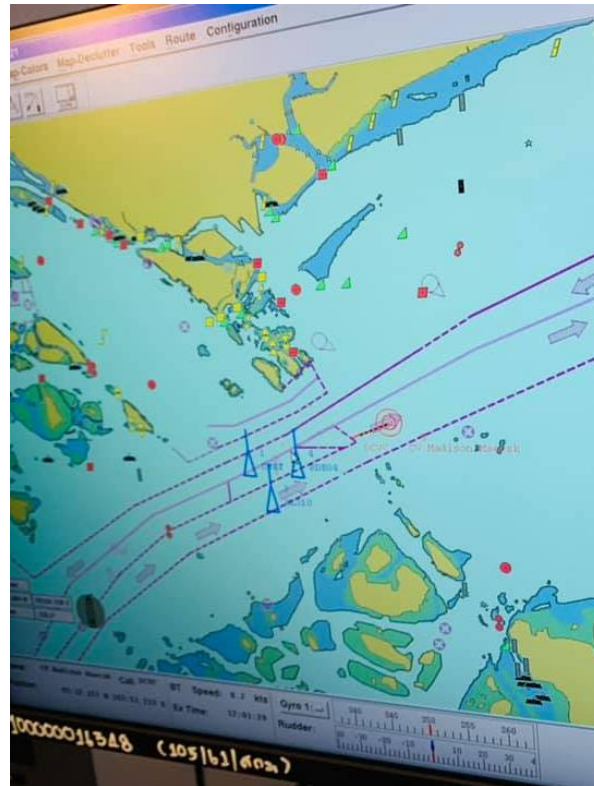
VR Virtual reality for Game



Mixed Reality



Mixed Reality





ความท้าทายการพัฒนา
ESPORT กับ
Application ทางการศึกษา

Thank for Attention

