

# AIS 3BB Fibre 3: A New Broadband Brand for the Smart Home Ecosystem

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In 2016, AIS launched AIS Fibre, providing ultra-fast broadband to Thai homes. In November 2023, AIS merged with 3BB to create a new fiber broadband brand—AIS 3BB Fibre 3. This strategic move aims to not only elevate AIS's broadband business but also revolutionize smart living for customers across Thailand.

At AIS 3BB Fibre 3, we are dedicated to creating a better future through superior broadband services. Every innovation we introduce reflects this commitment. With the rise of AI and smart home solutions, our path forward is clear: integrating broadband with next-generation digital lifestyles.



## Redefining Broadband in the Era of AI

The communications industry in Thailand is undergoing a profound transformation. Broadband is no longer just about connectivity; it is the foundation of a digital ecosystem encompassing smart homes, offices, and entertainment. As a leader in this field, AIS 3BB Fibre 3 is focused on digitalizing society by enhancing digital experiences and exceeding customer expectations. Our



In the era of AI, broadband must deliver more than speed and reliability. It must unlock new possibilities with AI-powered intelligent network management and tailored solutions.

AI-driven strategy integrates smart home technologies with broadband services, unlocking new innovation and value-creation opportunities.

## Empowering Thailand's Digital Transformation

With services reaching over 4.9 million households, AIS 3BB Fibre 3 has become a leader in Thailand's broadband market. Following the merger, our gigabit user penetration surged to 43%, driven by rising demand for high-speed, stable Internet access. Broadband now plays a pivotal role in enabling smart living across homes, businesses, and communities.

## A Three-Pronged AI Strategy: Connectivity to Smart Life

AIS 3BB Fibre 3's approach to the AI era is built on three pillars: differentiated products, innovative technologies,

and excellent services. Our strategy unfolds in three key phases:

1. Building a Nationwide Optical Fiber Network: Delivering high-speed broadband coverage across Thailand.
2. Expanding FTTR Services: Meeting home users' needs for stable, high-speed networking.
3. Integrating broadband with digital life scenarios for superior smart living experiences.

## Differentiated Products for Smarter Living

The future of smart living demands broadband solutions tailored to diverse user needs. With an anticipated eight-fold increase in smart devices and a fivefold rise in online gaming traffic, our FTTR packages deliver 1 Gbps Wi-Fi speeds to power smart homes. AI-enabled services, such as scenario-based acceleration for gamers and cloud applications, are designed to enhance user experiences in digital environments.

## AI-Driven Network Intelligence

Technological innovation is at the core of our strategy. AIS 3BB Fibre 3 has developed a network platform that employs AI for intelligent monitoring and optimization. Our Wi-Fi-awareness platform analyzes application usage and network traffic, enabling precise identification and resolution of Wi-Fi issues. With the introduction of FTTR in 2023, our Home FibreLAN package provides 1 Gbps high-speed connectivity, offering seamless and stable Internet access—especially for multi-story homes. In 2024, we launched the upgraded Home FibreLAN Plus package, which combines gigabit speeds with IPTV, video content, and high-volume data plans, delivering unparalleled digital experiences.

## Personalized Services for Maximum Satisfaction

Our success lies in personalized service delivery. Installation engineers conduct detailed site surveys to customize optical fiber cabling and router layouts, ensuring every room achieves stable 1 Gbps speeds. This personalized approach has improved customer satisfaction and consolidated our market leadership.

## FTTR: Driving Business Growth and User Satisfaction

The launch of Home FibreLAN Plus has yielded impressive results:

- 30% increase in ARPU compared to standard broadband packages.
- 60% reduction in churn rate.
- A 70% improvement in whole-home Wi-Fi speeds and 10% reduction in latency, significantly enhancing user experience.

These advances demonstrate the potential of FTTR to drive service upgrades and meet the growing demand for smart home solutions.

## The Future of Broadband in the AI Era

Despite Thailand's broadband penetration rate hovering at 37%, the rapid development of AI and cloud technologies is transforming home network demands. Consumers are seeking next-generation services such as cloud gaming, smart health, and AI applications. AIS 3BB Fibre 3 is committed to meeting these demands by providing not only basic Internet connectivity but also integrated digital and intelligent services.

In the era of AI, broadband must deliver more than speed and reliability. It must unlock new possibilities with AI-powered intelligent network management and tailored solutions. At AIS 3BB Fibre 3, we will continue to lead by focusing on innovation, customer experience, and smart home integration. By promoting digital lifestyles and advancing smart living, we aim to propel Thailand into an intelligent future.

