

Legal Landscape of E-sports and Gaming in Thailand

泰国关于电子竞技及网络游戏的法律规范

Thailand does not yet have a specific law dedicated to online games or e-sports. Instead, these activities fall under a fragmented framework of existing laws, including the laws governing sports, gambling, consumer protection, e-commerce, foreign business, data protection, etc.

泰国目前尚无专门针对网络游戏或电子竞技的单独立法。然而，此类活动目前应适用泰国现有的多部法律中的相关规定，包括与体育、赌博、消费者保护、电子商务、外商经营及数据保护法律法规中的相关规定。

Thailand officially recognizes e-sports as a professional sport supervised by the Sports Authority of Thailand. This recognition grants e-sports athletes, coaches, and staff protections and rights similar to those of other professional sports.

泰国已正式承认电子竞技为一项职业体育运动，由泰国体育管理局负责监管。该项承认赋予电子竞技运动员、教练及相关工作人员与其他职业体育运动相类似的权利与法律保障。

At the same time, organizers and game operators must be mindful of gambling concerns. The Gambling Act B.E. 2478 (1935) prohibits betting and games of chance. While e-sports is generally considered skill-based and thus outside its scope, formats resembling lotteries, lucky draws, loot boxes or gacha mechanisms should be avoided to prevent falling within the gambling framework.

与此同时，电子竞技赛事组织方及网络游戏运营方必须注意避免与赌博相关的合规风险。《赌博法》（佛历 2478 年（1935 年））禁止博彩及机会性游戏。尽管电子竞技通常被认定为技能型竞赛而不在上述禁止范围内，但如涉及类似彩票、抽奖、虚拟开箱、扭蛋等机制，可能被认定为赌博的范畴，应当谨慎避免。

Organizers of e-sports events and game operators that sell tickets, streaming access, or related merchandise to consumers in Thailand may also need to comply with laws applicable to e-commerce and online sales of goods and services. These include the Direct Sale and Direct Marketing Act B.E. 2545 (2002), which requires registration of direct marketing businesses; the Consumer Protection Act B.E. 2522 (1979), which governs the advertising of e-sports events and gaming merchandise; the Royal Decree on the Operation of Digital Platform Service Businesses That Are Subject to Prior Notification B.E. 2565 (2022), which requires prior notification of platform details and operations to the Electronic Transactions Development Agency; and the Revenue Code of Thailand, which requires VAT registration and remittance once the threshold is met.

此外，电子竞技赛事组织方及网络游戏运营商在泰国境内销售赛事门票、直播观看权或相关周边商品的，还应遵守电子商务及网络商品交易的相关法律，包括《直销及直销营销法》（佛历 2545 年（2002 年）），该法要求直销营销业务依法登记；《消费者保护法》（佛历 2522 年（1979 年）），该法规范赛事及相关商品的广告宣传；《须事前申报之数字平台服务经营皇家法令》（佛历 2565 年（2022 年）），该法令要求平台经营者向电子交易发展署

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进行事前申报；以及《泰国税收法典》，要求纳税人在达到相应营业额门槛时依法进行增值税登记与缴纳。

For foreign organizers and game operators, the Foreign Business Act B.E. 2542 (1999) restricts certain service businesses, including e-sports and gaming event organization, and may require a Foreign Business License (FBL) from the Ministry of Commerce.

对于外国赛事组织者及网络游戏运营商，应注意《外商经营法》（佛历 2542 年（1999 年））对若干服务性行业（包括电子竞技及网络游戏赛事的组织）设有限制，可能需要向泰国商务部申请取得外商经营许可证（FBL）。

Participation of minors also requires parental or guardian consent; otherwise, their involvement may be voidable under the Civil and Commercial Code.

未成年人参与电子竞技活动应获得其父母或监护人的同意，否则，依据泰国《民商法典》未成年人的参与行为可能被认定为可撤销行为。

In addition, compliance with the Personal Data Protection Act B.E. 2562 (2019) is mandatory, requiring consent for the collection and use of personal data and the implementation of safeguards for data security and cross-border transfers.

此外，《个人数据保护法》（佛历 2562 年（2019 年））也必须严格遵守，收集和使用个人数据应获得数据主体的同意，并且，应采取相应的数据安全及跨境传输保护措施。

Careful compliance with these requirements is essential, and legal advice should be sought in advance of organizing any competition.

综上，电子竞技赛事组织方及网络游戏运营商在开展任何赛事活动之前，应当谨慎遵守相关法律要求，并建议事先咨询法律专业意见。



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