

ITU-ASEAN Forum on Over the Top (OTT) Services:
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OTT Services in Lao PDR

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Agenda



- General Info about Laos (Country profile)



- Current status on Mobile Internet Access



- OTT services Survey





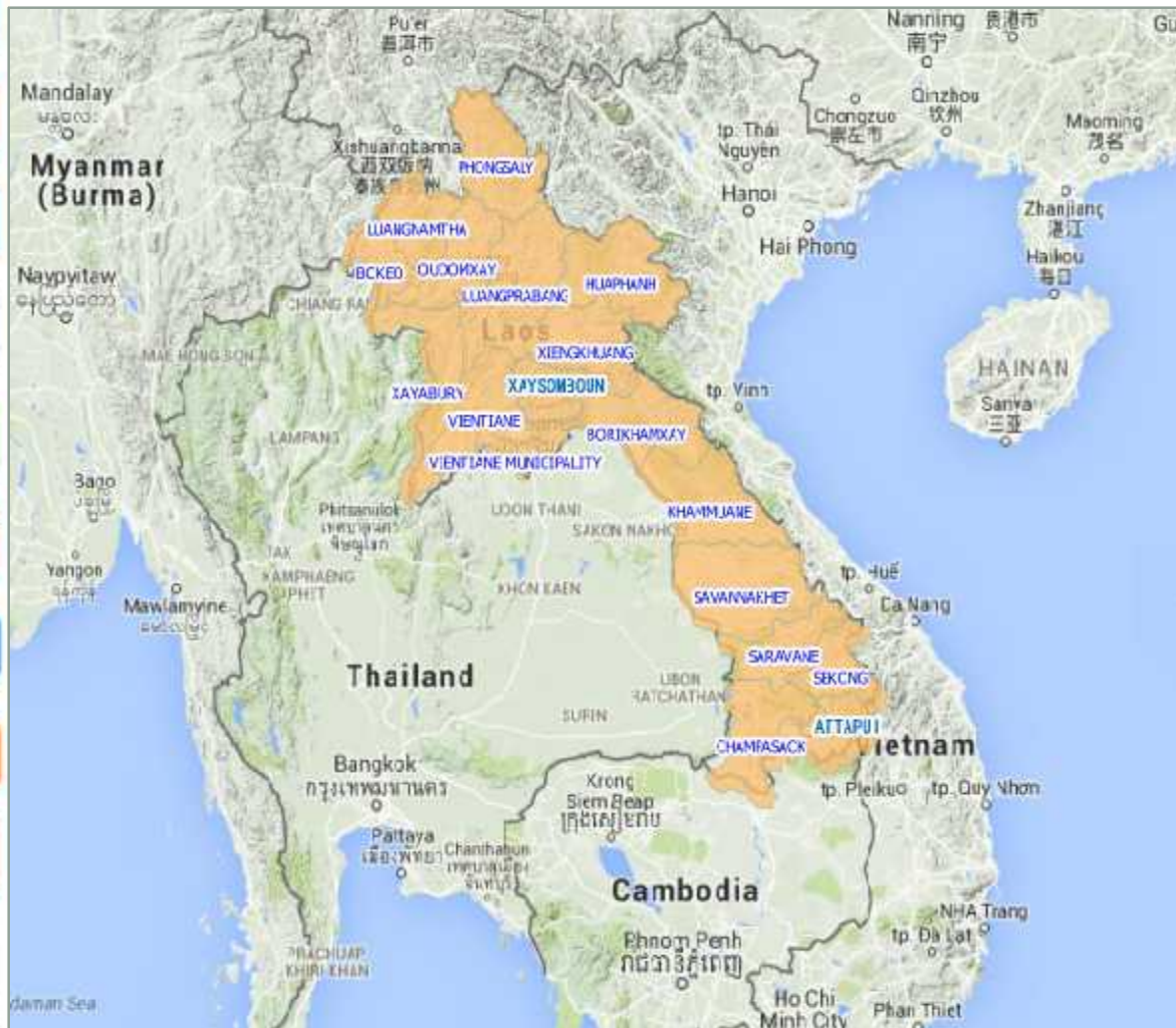
Country Profile



Country Profile 2015

Name	Lao PDR
Area	236800 Sq.Km2
Population	6.7 millions
GDP/Capita	1600 \$US
Fix phone Subscription	920,756
Mobile Subscription	4,336,184
Internet Subscription	139,096
3G Subscription	473,842

Administrated Level



Administration in Laos

Capital	1
Province	17
District	147
Village	8700



Current Status on Mobile Internet Access



Government's Aspect, encourage the ICT area to function its job and returns, There are national revenue, enterprise has profitable, and the civilians have the access and security.

Statistics on Telecommunication/ICT penetration

FIXED PHONE Subscription : 920,000

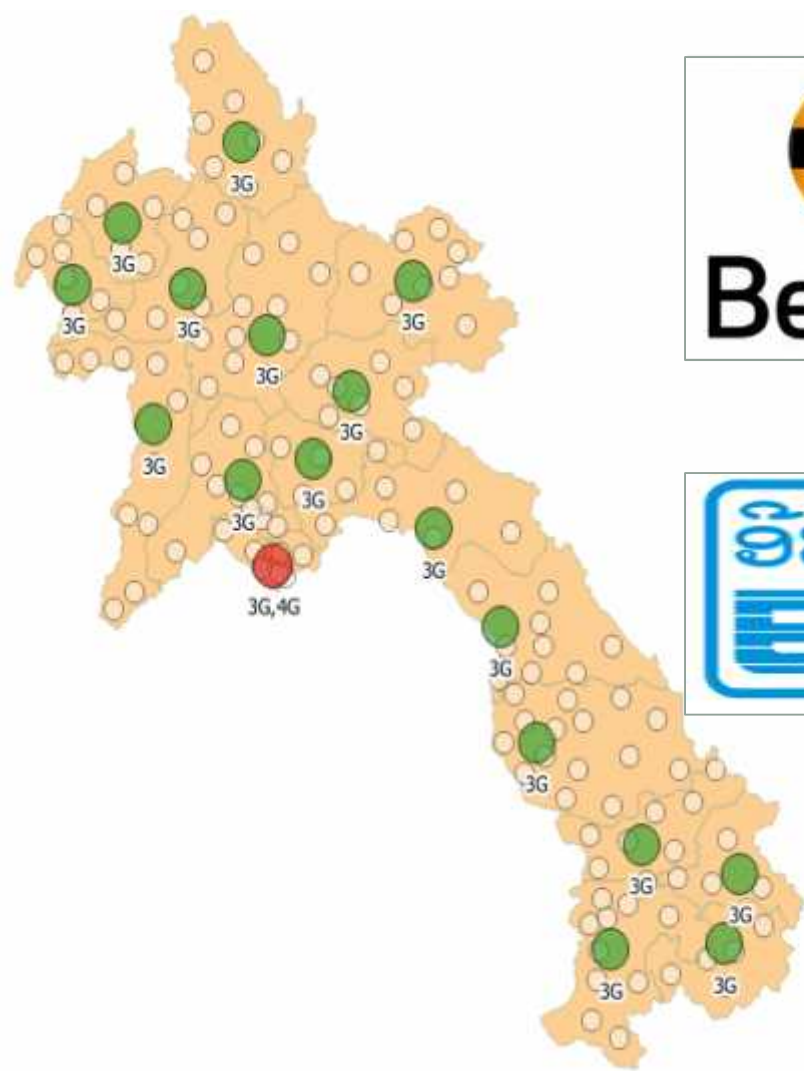
MOBILE Subscription : 4,336, 184

INTERNET Subscription: 139,096





3G Subscription: 473,843



The Mobile Internet 3G Coverage



Current Licenses and Ownership Structure of Telecom Operators and ISP

<p>1996 Lao Telecom Co., - LTC (JV)</p>	<ul style="list-style-type: none"> - 51% of Lao Telecom Company - 49% held by Shin Corp. (Thailand) reverts to govt. in 2021 	
<p>2000: Enterprise Telecom Lao – ETL (SOE)</p>	<ul style="list-style-type: none"> - 100% Lao Gov. 	
<p>2002: Millicom Lao – Tigo 2011: VinpelCom-(Bee Line) - (Private)</p>	<ul style="list-style-type: none"> - 22% held by Lao Gov. - 78% held by Millicom 	
<p>2008 STARTEL- Unitel (JV)</p>	<ul style="list-style-type: none"> - 51% held by Lao Gov. - 49% held by VietTel (Vietnam) 	
<p>2014 Sky Telecom Co.</p>	<ul style="list-style-type: none"> - 100% Lao Gov. 	
<p>1999 Planet Online (ISP)</p>	<ul style="list-style-type: none"> - 100% Private 	

Statistics on Access



2) Fix phone subscription.

The fix-phone subscription that that we collected and report systematically since year 2000 to present there were dashed up and down,

Fixed-telephone subscriptions														
Country	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013
Lao P.D.R.	40,876	52,625	61,910	69,760	75,000	90,806	92,151	94,828	127,799	100,228	103,102	107,643	450,000	701,712

Fixed-telephone subscriptions per 100 inhabitants														
Country	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013
Lao P.D.R.	0.76	0.96	1.12	1.24	1.32	1.57	1.56	1.58	2.08	1.60	1.61	1.65	6.77	10.37

3) Mobile cellular subscription and its percentage of used per 100 inhabitants

Since 2000s until now the growth of mobile used increasingly , by 2010s to present we introduce the regulation of mobile which impacted to active number

Mobile-cellular telephone subscriptions														
Country	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013
Lao P.D.R.	12,681	29,545	55,160	112,275	204,191	657,528	1,009,565	1,478,409	2,022,133	3,234,642	4,003,395	5,480,851	4,300,000	4,612,612

Mobile-cellular telephone subscriptions per 100 inhabitants														
Country	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013
Lao P.D.R.	0.24	0.54	0.99	2.00	3.58	11.36	17.12	24.59	32.94	51.61	62.59	84.05	64.70	68.14

Statistics on Access

4) Internet and its percentage per 100 inhabitants.

Internet subscription in Lao PDR is in term of increasing, and the mobile internet is increasing, the operators had recently introduce the new innovation such as 3G and 4G,

Fixed (wired)-broadband subscriptions														
Country	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013
Lao P.D.R.		0	0	25	50	314	741	1,135	2,896	4,317	5,651	6,325	7,547	9,000

Fixed (wired)-broadband subscriptions per 100 inhabitants														
Country	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013
Lao P.D.R.		0.00	0.00	0.00	0.00	0.01	0.01	0.02	0.05	0.07	0.09	0.10	0.11	0.13

Percentage of Individuals using the Internet														
Country	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013
Lao P.D.R.	0.11	0.18	0.27	0.33	0.36	0.85	1.17	1.64	3.55	6.00	7.00	9.00	10.75	12.50





OTT services Survey



1. OTT is already a big part of the live of the urban population
 - Over half of all respondents have been using OTT for more than 3 years, and many over 5 years.
 - Average time online is about 2.5 hrs per day.
 - Most users are using multiple platforms and rate their own knowledge of the internet as 'good'

Most popular device



2. Smart phones are the dominant means for accessing social media

- Over 80% respondents are accessing social media via smart phones.
- Laptops are the second most popular device, desktops and tablets respectively.

Most popular platforms



3. Facebook and WhatsApp are the most popular platforms in Laos.

- Facebook, WhatsApp, YouTube and google Group are being used everyday by 75% of older professional users.
- Over 90% of students are using WhatsApp every day, Facebook(70%), WeChat(55%) and Line (42%)

Views on regulation



4. A small majority agree with need to curb offensive behaviour, but far fewer are in favour of preventing critical debate.

- Over 50% of respondents agreed with the need to protect privacy and decency.
- The biggest target for regulation appears to be pornography, which is disliked by two-third of users.
- Accidents & violence are dislike by about half of older users, but students seem to be ambivalent about this.

OTT services benefit



5. Positive views on the contribution that social media makes to the development of the country far outweigh negative views.

- Above 70% of respondents thought that social media was good for both business and education.
- A further 50% believe that social media was an opportunity for improve democracy and accountability.

Conclusion



- 1) OTT services are good for government, telecommunication operators and customer.
- 2) Free and Open internet policy and do not allow authorized services providers to 'block' any OTT services.
- 3) Draft and implement new/updated data protection law.
- 4) Support telecom operators offering of premium internet packages to customers.



Thank you!