



# Country report of Lao Enhancing Digital Terrestrial Broadcasting Transition Experience

25 May 2015





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- ❖ Org of the Administration,
- ❖ Current status
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# I. Country profile



- **Location:** Southeast Asia,
- **Capital**                      Vientiane
- **Area**                              236 800 sq km
- **Population**                  6.77 millions
- **Urban population**      30 %
- **Currency:** Kip

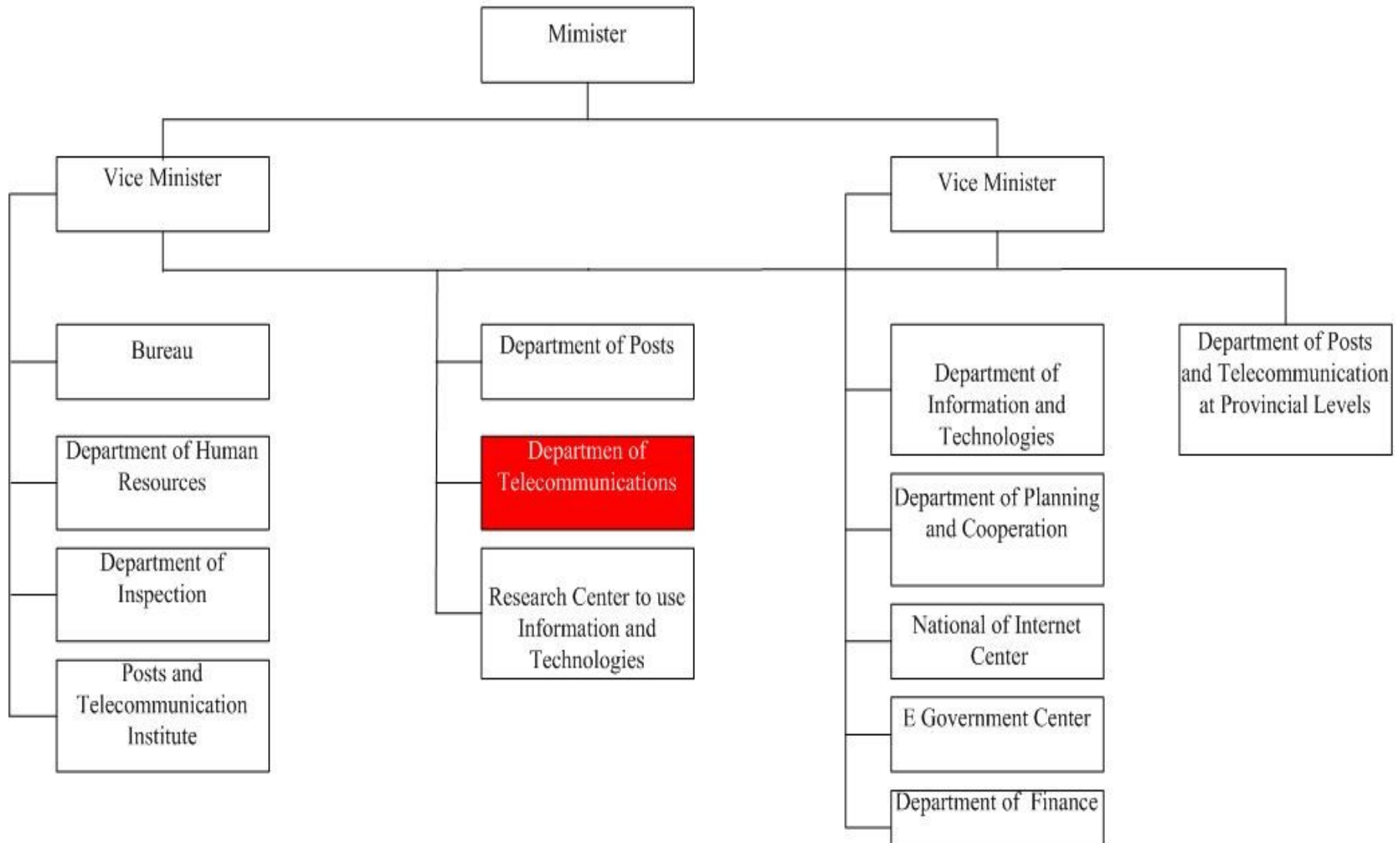
# National Roadmap Team(NRT)

- ❖ Ministry of Information, Culture and Tourism (MICT);
- ❖ Ministry of Posts and Telecommunications (MPT);
- ❖ Ministry of National Defense;
- ❖ Ministry of Public security;
- ❖ Lao Star Channel;
- ❖ Lao TV Channel;
- ❖ Lao MTV.



# Org. of the Administration

## Ministry of Posts and Telecommunication



# MPT and MICT Responsibility

## ❖ MPT

- Spectrum Management
- Frequencies license

## ❖ MICT

- Content of Programming
- station license
- Digital TV consumer statistic
- Network development

# Current status

## ❖ Policy and Regulation:

- Mass Media Law;
- Telecommunications Law;
- Frequencies Decree.

## ❖ Network Roadmap Development:

- DVB-T2, DTMB;
- 2015 @main 4 Provinces ASO
- 2020 Nationwide ASO

## ❖ Marketing and Business:

- 10% of family house hold

# Challenge

- ❖ Technology standard,
- ❖ Budget,
- ❖ Human resource,
- ❖ Marketing,
- ❖ Regulation,
- ❖ Network development.



# Conclusion

- ❖ NRT should be issue the policy oriented,
- ❖ Laos DTTB development belong to national road Map,
- ❖ DTMB Technology was priority project,
- ❖ Network development to rural area,



THANK YOU

