Current Status of Digital Broadcasting Situation in Lao PDR

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History of Broadcasting in Lao PDR

* 1983: Lao National TV established
* 1994: Lao National TV Ch3 Started
* 1998: Lao Star Channel
* 1998: Cable TV
* 2007: Terrestrial Digital TV
* 2011: Lao PSTV
* 2012: MVLao
* 2012: TVLao
Digital Broadcasting in Lao PDR

- Digital Satellite Television
- Digital Terrestrial Broadcasting Television
- Cable Television
- IPTV
Most Lao TV station are uplink to Thaicom and LaoSAT1 satellite both c-Band and Ku Band.

<table>
<thead>
<tr>
<th>TV station</th>
<th>Thaicom</th>
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<th>LaoSAT1</th>
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<tbody>
<tr>
<td>Lao national TV</td>
<td>C- Band</td>
<td>Ku band</td>
<td>MPEG-2</td>
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<td>Lao PSTV</td>
<td>C- Band</td>
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<td>Mpeg-4</td>
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<tr>
<td>TVLao HD</td>
<td>C Band</td>
<td>Ku -Band</td>
<td>MPEG-2</td>
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</tbody>
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Digital terrestrial Broadcasting

* Digital terrestrial broadcasting started in 2007
* Joint venture between LNTV and Yunnan TV.
* DTMB system (China standard)
* 4000 subscribers initially
* 50$ per one set-top-box
* Service area was cover Vientiane capital
Recent digital terrestrial broadcasting

Four Digital Terrestrial Broadcasting station:

1. Vientiane capital: 200000 subscribers
2. Louangphrabang: 5000 subscribers
3. Savanakhet: 7000 subscribers
4. Champasack: 8000 subscribers

different program & encryption
Analog Terrestrial Broadcasting

- Lao National Television
- Lao National TV ch3
- MVLao
- CCTV4&CCTV news relay station.
- VTV relay station.

VHF band
UHF band
UHF band
UHF band
VHF band
Cable TV

- The 1st subscription Television service in Lao PDR launched in 1998
- System Operators & Channels
- 2 System Operators as market leaders
- More than 50 channels
- About 1.5 M subscribers nationwide.
- Trying to transit to digital services
Broadcasting Market in LAO PDR

Share market

- Satellite: 20%
- Cable TV: 15%
- Digital TV: 15%
- Mobile TV: 50%
Status of ICT in Laos

- **Lao Telecom company**: Fixed Phone lines, Mobile telephone, wireless Local Loop and internet Service, International Telephone and IPTV and Mobile TV.

- **Enterprise of telecom company**: Fixed phone lines, Mobile telephone, internet Service, International Telephone and optical fiber leased.

- **Unitel company**: Fixed phone lines, Mobile telephone, internet Service, International Telephone, IPTV and TV on mobile (Mobile TV).

- **Beeline company**: Fixed phone lines, Mobile phone, International Telephone and internet Service (Wi-Fi, WIMAX and Internet fiber to home FTH).

- **Sky telecom**: Fixed phone lines, internet Service, International Telephone and optical fiber leased line.
ICT application

* Total Numbers of Mobile phone are 4560938 Customers according to Telecom department; Ministry of ICT as April of 2014.
* Totally Numbers of Fix Telephone Line is presently 67305 customers

Total Number of the Internet Subscribers is 598548 users
Internet Protocol Television

Internet Protocol television (IPTV) is a system through which television services are delivered using the Internet protocol.

IPTV (Internet Protocol television) is the delivery of programming by video stream encoded as a series of IP packets. IPTV is distributed by a service provider.
Figure 1. Architecture of the end-to-end IPTV solution.
Future trend of ICT and Broadcasting sector

* Broadcasting trend:
* To expand Digital Terrestrial network nationwide
* HD IP TV Service
* HD Digital Satellite Service (HD-DVB-S2)
* Switch off analog system by 2018.
* Information and Communication Technology trend:
  * 4G LTE
  * WIMAX
Currently, Lao PDR‘s Broadcasting and ICT sector is regulated by Telecommunication and Broadcasting law 2001.

In addition, the decree on trade competition and decree on organization and operation of National of post and telecommunication and Mass media are also applicable.

To provide effective governance and supervision of broadcasting and ICT sector given international development in broadcasting and ICT technologies and policy.

To create an enabling environment for the adoption of new technology advance.

To encourage foreign investment in broadcasting and ICT sector.
Thank you for your attention

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