

Current Status of Digital Broadcasting Situation in Lao PDR

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Lao National TV

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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

Digital Satellite Broadcasting Television

- * Most Lao TV station are uplink to Thaicom and LaoSAT1 satellite both c-Band and Ku Band.

TV station	Thaicom	Thaicom	LaoSAT1	
Lao national TV	C- Band		Ku band	MPEG-2
Lao National TV ch3	c- Band			MPEG-2
Lao Star TV	c- Band	Ku band		MPG-2
Lao PSTV	C- Band			Mpeg-4
TVLao HD	C Band	Ku -Band		MPEG-2

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

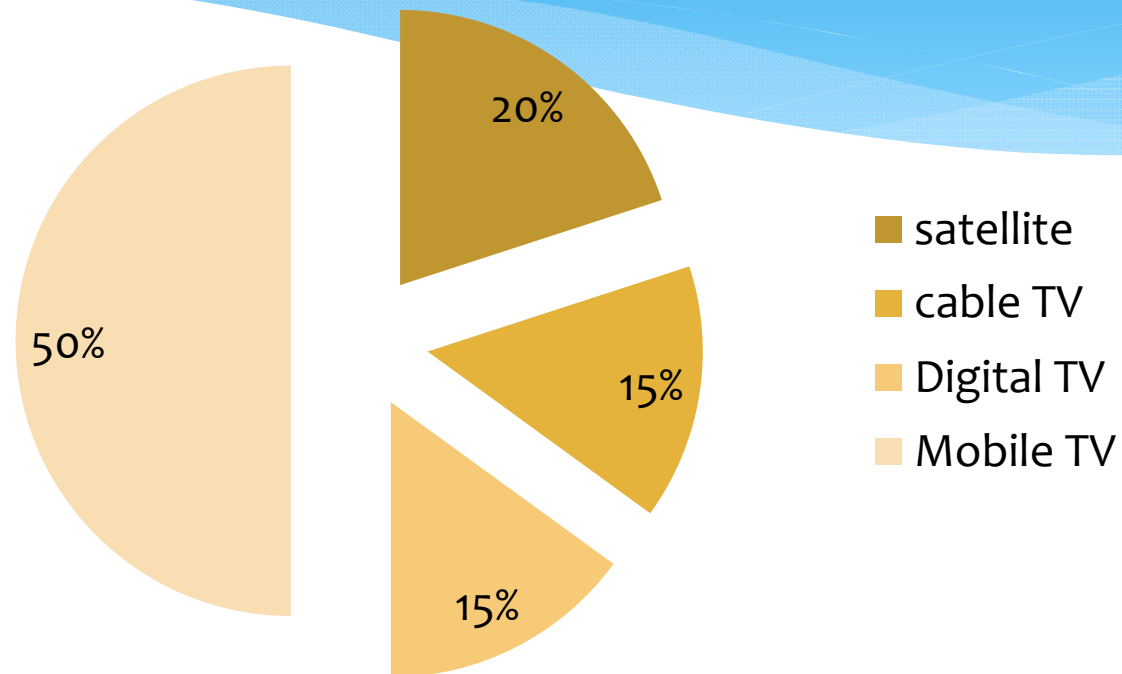
- | | |
|----------------------------------|----------|
| * Lao National Television | VHF band |
| * Lao National TV ch3 | UHF band |
| * MVLao | UHF band |
| * CCTV4&CCTV news relay station. | UHF band |
| * VTV relay station. | VHF band |

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



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).

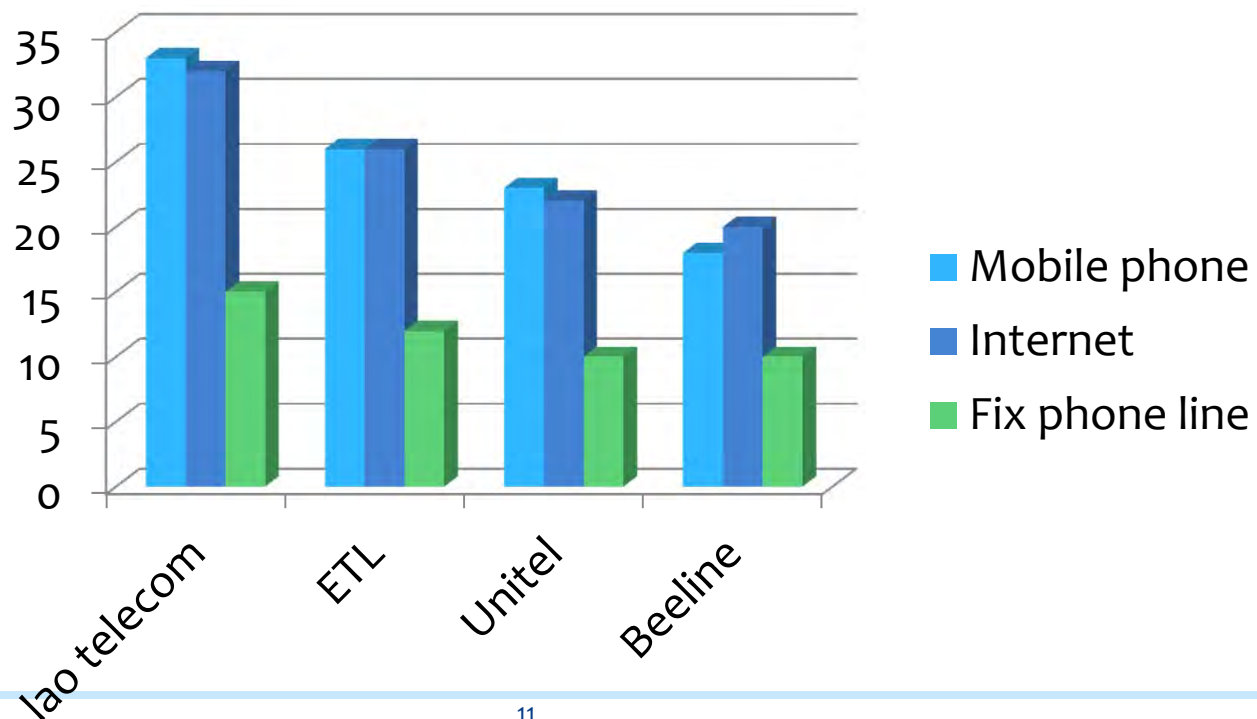


Sky telecom

- * 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



IPTV

- * 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

IPTV transmission system

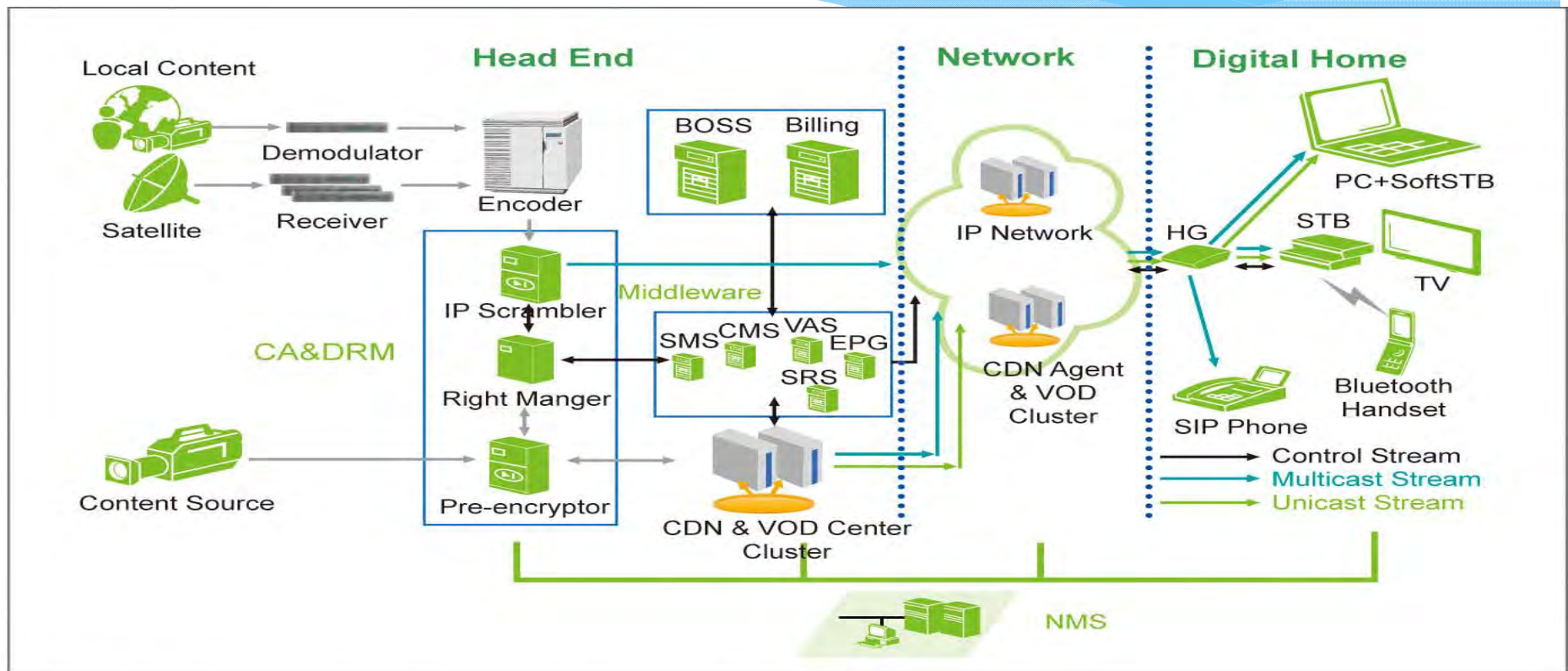


Figure 1. Architecture of the end-to-end IPTV solution.

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

ICT & Broadcasting Policy and regulation in Lao PDR.

- * 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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