



**老挝亚太卫星有限公司**  
Lao Asia Pacific Satellite Co., Ltd.

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## 项目背景

老挝卫星项目是中老两国在跨国高科技合作领域开拓创新模式的标志性项目，2015年11月21日0时07分，中国在西昌卫星发射中心成功将“老挝一号”通信卫星发射升空。发射成功后，中共中央总书记、国家主席习近平与老挝人民革命党中央总书记、国家主席朱马里互致贺电。

习近平在贺电中说，“老挝一号”通信卫星项目是新形势下中老全面战略合作伙伴关系的重要体现，开创了发展中国家在航天领域开展合作的又一成功范例，将为推动老挝经济发展、民生改善、社会进步发挥重要作用。中方愿同老挝共同努力，不断加强各领域交流合作，深入推进高度互信互惠互助的中老全面战略合作伙伴关系，打造牢不可破的中老命运共同体，造福两国和两国人民，并为维护本地区的和平、稳定、繁荣作出积极贡献。

主席朱马里在贺电中说，“老挝一号”卫星项目将为老挝国内外客户提供卫星通讯信息与技术服务，必将对老挝经济社会发展做出重要贡献。卫星的研制生产和成功发射，离不开中国党、政府的支持和帮助。“老挝一号”卫星项目是中老友好和务实互利合作的成果，必将给两国人民带来实实在在的利益。

## Project Background

LAOSAT Project represents the innovative international high-tech cooperation between China and Laos. The satellite LAOSAT-1 was launched on November 21st, 2015 at 00:07am in Xichang Satellite Launch Center. The General Secretary of Communist Party of China (CPC) and President Xi Jinping and the General Secretary of Lao People's Revolutionary Party (LPRP) and President Choummaly XAYASONE exchanged congratulatory messages on the successful launch of LAOSAT-1 satellite.

In the message, President Xi Jinping expressed that the LAOSAT-1 Satellite Project stands as a significant symbol of comprehensive strategic cooperative partnership between China and Laos in the new era, initiates another successful sample for the cooperation between the developing countries in the aerospace field, and will play an important role for the economic, livelihood, and social improvements of Laos. On the basis of joint efforts between the two countries, China is willing to strengthen the communication and cooperation with Laos in all aspects to further improve the comprehensive strategic and cooperative partnership between China and Laos in the principles of highly mutual trust, mutual benefit, and mutual assistance, and to build an unbreakable China-Laos community of common destiny, to benefit the two countries and their people, and to contribute to a consistently peaceful, stable, and prosperous atmosphere region.

President Choummaly XAYASONE mentioned in the congratulatory message that the LAOSAT-1 Satellite Project would provide satellite telecommunication information and technical services to customers in and out of Laos, which will surely and greatly contribute to the social and economic development of Laos. The CPC and Chinese Government have offered tremendous support and help to the research, development and production as well as to the successful launch of satellite LAOSAT-1. The LAOSAT-1 Satellite Project reflects the friendly, practical, mutual and beneficial cooperation between China and Laos, which will bring concrete benefits to the people of two countries.

## Content of Project Establishment:

(1) Geosynchronous Earth Orbit Broadcasting and Telecommunication Satellite. The signal of satellite covers Laos and other Southeast Asian countries in the region.

(2) Satellite Control and Application Earth Station. It is located at the north bank of Mekong River with a total land area of 120,000 sqm and a building area of 10,000 sqm, consisting of satellite control center, broadcasting and recording center, equipment room, digital equipment room, office area, exhibition hall, and the living infrastructure including canteen and the dormitory for personnel.

(3) Satellite Direct-To-Home Television Broadcasting System and Telecommunication System. It provides 200 channels of SD and HD TV programs, 10 channels of digital radio programs and rural area communication, emergency communication, tele-education and tele-medicine services.

(4) 4G Wireless Broadband. International TD-LTE standard 4G system adopted to provide 4G wireless broadband internet access service to the major cities of Laos.

## 项目建设内容:

(一) 静止轨道广播通信卫星: 卫星信号覆盖老挝及东南亚等国家地区。

(二) 卫星测控通信地面接收站: 位于于湄公河北岸, 总占地面积十二万平方米, 建筑面积为一万平方米, 包括卫星控制中心、演播录音中心、设备机房、数据机房、办公区、展厅、员工食堂、员工宿舍等工作生活设施。

(三) 卫星电视直播系统和卫星通信系统: 可提供 200 套标清和高清数字电视、10 套数字广播节目服务, 提供农村通信、应急通信、远程教育和医疗等服务。

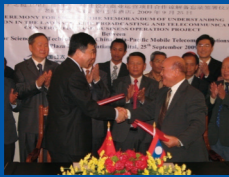
(四) 4G 无线宽带: 采用国际 TD-LTE 标准 4G 系统, 为老挝主要城市提供 4G 无线宽带接入服务。

# 项目历程

## History of Project

2009年9月25日，中国亚太移动通信卫星有限责任公司与老挝总理府科技署在老挝万象正式签署了《老挝卫星项目谅解备忘录》。

On September 25, 2009, Memorandum of Understanding of Lao Satellite Project was signed formally between China APMT and Science and Technology Agency of Prime Minister Office of Laos, in Vientiane, Laos.



2009/9/25



2006

2006年，老挝政府启动了电信改造计划，并邀请中国亚太移动通信卫星有限责任公司协助进行电信改造计划的技术论证。

The Lao government launched telecommunication modification program in 2006, and invited China Asia-Pacific Mobile Telecommunications Satellite Co., Ltd. (hereinafter referred to as "China APMT") to assist in technical feasibility study in the telecommunication modification program.

2012年7月11日和2012年11月5日，中国进出口银行与老挝财政部在中老两国领导人的见证下，分别签署了老挝卫星项目出口买方信贷协议和老挝卫星项目优惠贷款协议。

Witnessed by the leaders of both countries on July 11 and November 5, 2012 respectively, the Export-Import Bank of China and the Ministry of Finance of Laos signed Export Buyer's Credit Agreement and Concessional Loan Agreement respectively for the Lao Satellite Project.



2012/7月和11月



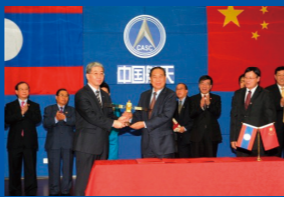
2010/2/25

2010年2月25日，中国亚太移动通信卫星有限责任公司、中国长城工业总公司与老挝科技署正式签署了《老挝卫星广播通信系统建设合同》。项目合同总金额为2.59亿美元，项目采用中国进出口银行的出口买方信贷和优惠贷款。

On February 25, 2010, the Construction Contract of Lao Satellite Broadcast Communication System was signed between China APMT, China Great Wall Industry Corporation and Lao Science and Technology Agency. The contract price of the project is USD 259 million, which is financed by Export Buyer's Credit and concessional loan of the Export-Import Bank of China.

2015年9月2日，中国航天科技集团公司雷凡培董事长与老挝人民革命党中央总书记、国家主席朱马里为“老挝一号”通信卫星出厂剪彩。

On September 2, 2015, Lei Fanpei, the president of China Aerospace Science and Technology Corporation, and Choummaly, the Chairman of Laos and the general secretary of the Central Committee of Lao People's Revolutionary Party, cut jointly a piece of ribbon for the delivery of the satellite LAOSAT-1 from the factory.



2015/9/2

2012/12/1



2012年12月1日，中国亚太公司与老挝邮电通信部在老挝万象召开了老挝卫星项目启动会，老挝卫星项目正式启动。

On December 1, 2012, China APMT and the Ministry of Post and Telecommunication of Laos convened the kick-off meeting of the Lao Satellite Project in Vientiane, Laos, declaring the formal initiation of the Lao Satellite Project.

2015年12月3日，全国人大常委会委员长张德江参观“老挝一号”卫星地面站，指出要尽最大努力为老挝培训卫星工作人员使其掌握卫星运行和管理技术，并要努力使卫星发挥更大作用，成为中老合作的标志性工程。

December 3, 2015, the Chairman of the Standing Committee of the National People's Congress of China Zhang Dejiang paid a visit to LAOSAT-1 Satellite Earth Station and encouraged the people concerned to assist and train Laotian to manage the operating and management of satellite well, and make the best out of it for a landmark project of Laos-China cooperation.



2015/12/3

2015/10/30

2015年10月30日，中老各方股东签署合资公司股东协议。On October 30, 2015, the shareholders of China and Laos signed the Agreement of Shareholders of Joint Venture.

2015/11/21



2015年11月21日0时07分，我国在西昌卫星发射中心用长征三号乙运载火箭成功将“老挝一号”通信卫星发射升空，卫星顺利进入预定轨道。

At 00:07am on November 21, 2015, the satellite LAOSAT-1 was launched by Long March IIIb Carrier Rocket successfully from Xichang Satellite Launch Center, China, and entered its preset orbit.

2016年9月2日，老挝计划投资部与老挝亚太卫星有限公司签署《特许经营协议》，表明老挝亚太卫星有限公司正式获取老挝政府许可，通过“老挝一号”通信卫星正式开展卫星通信、卫星电视和无线宽带等业务。

September 2, 2016, Lao Ministry of Planning and Investment entered into the Concession Agreement with Lao Asia Pacific Satellite Co., Ltd. granting Lao Asia Pacific Satellite Co., Ltd. to conduct commercial operation over satellite telecommunication, satellite television and wireless broadband services.



2016/9/2

2016/2/25

2016年2月25日，老挝卫星项目合资公司老挝亚太卫星有限公司正式注册成立，标志着该项目正式进入商业运营阶段。

February 25, 2016, joint venture company Lao Asia Pacific Satellite Co., Ltd. was duly registered and incorporated, which symbolizes its beginning of commercial operation stage.

2017年12月14日，老挝国家副总理宋赛西潘敦莅临公司视察。当天，总理府出台第1989号《关于老挝亚太卫星有限公司运营情况会议结果》通知，针对境外卫星电视接收设备做了相关指导性规定。

December 14, 2016, Vice Prime Minister Sonexay SIPHANDONE of Laos paid a visit to Lao Asia Pacific Satellite Co., Ltd. and issued a Notice of Prime Minister's Office re. the regulatory guidance against foreign satellite television receiving units in favor of Lao Asia Pacific Satellite Co., Ltd.

2017/12/14



2016/12/21



2016年12月21日，中国中央政治局委员、中央书记处书记、中央宣传部长刘奇葆参观老挝亚太卫星有限公司地面站，并就老挝卫星项目做出的贡献给予高度评价。

December 21, 2016, Liu Qibao, the member of the Political Bureau and Secretariat of the Central Committee, and head of its Publicity Department, paid a visit to Lao Asia Pacific Satellite Co., Ltd. and appreciated the contribution made by LAOSAT-1 satellite project.

## 公司简介

老挝亚太卫星有限公司是由老挝相关部委与中国航天科技集团公司所属的中国长征火箭有限公司、航天恒星科技有限公司及亚太卫星科技有限公司共同投资成立的股份制公司，注册资本 1500 万美元，于 2016 年 2 月注册成立，并获授权对老挝国有资产“老挝一号”通信卫星开展商业运营。

公司经营范围为老挝政府授权特许经营的卫星通信、卫星电视和 4G 无线宽带业务。其中，卫星通信业务包括卫星转发器租赁和 VSAT 系统运营，卫星电视业务包括电视节目电视直播和电视节目制作播出等，4G 无线宽带业务为移动互联网接入服务。

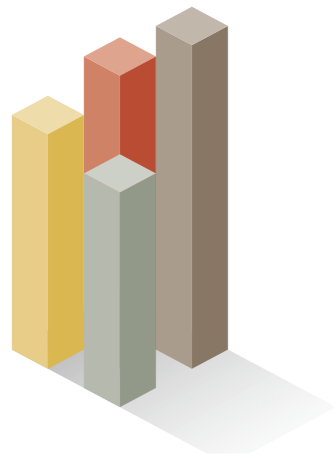
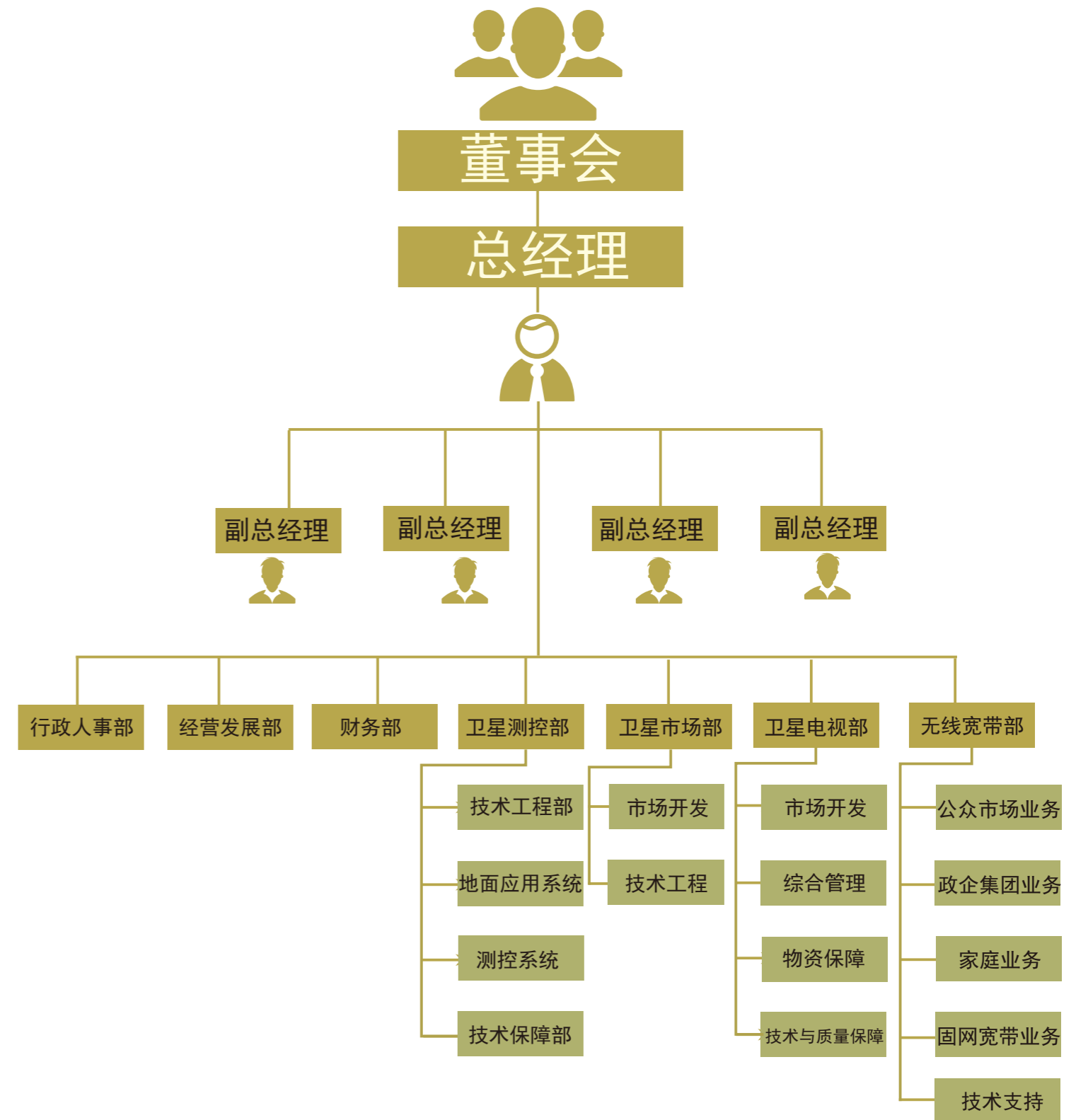
卫星覆盖老挝全境及南亚、东南亚、中国及澳洲大部地区，覆盖人口约 12.8 亿。

## Joint Venture Company Profile

Lao Asia Pacific Satellite Co., Ltd. is a joint stock company funded by Lao government and the subsidiaries of China Aerospace Science and Technology Corp., Chinrocket Co., Ltd. and Space Star Technology Co., Ltd., and Asia Pacific Satellite Technology Co.,Ltd. of Laos. It was established in February 2016 with a registered capital of USD 15 million and granted with relevant concession rights to implement commercial operation of satellite LAOSAT-1 by Lao government.

The Satellite signal covers the whole territory of Laos and also the most of the South Asia, the Southeast Asia, China, and Australia, the satellite was equipped with 14 expanded C-band and 8 expanded Ku-band transponders, with a covered population of about 1.28 billion.

LAOSAT runs the business based on the granted concession rights in respect of satellite telecommunication, satellite television, and 4G wireless broadband services. Particularly, satellite telecommunication service consists of satellite transponder rental and VSAT system operation, satellite television service covers television program and advertisement services, and 4G wireless broadband service provides the mobile internet access service.



# 1 卫星通信业务

Satellite Telecommunication Service

在“一带一路”倡议大背景下，老挝亚卫星有限公司根据老挝政府和境内外企业需求，为老挝政府部门、中老铁路项目建设提供了卫星通信服务，并向老挝、中国及中南半岛电信运营商和电视台提供卫星带宽、卫星转播、电视频道上星服务。

境内业务方面，已与老挝公安部、财政部、国防部、教育部、卫生部、外交部、交通部下属空管局及老挝国家电视台等部委及单位进行了技术交流、合作，提供如远程教育、远程医疗、金融证券、国防通信、政府专网、国家应急通信等卫星应用服务。境外业务方面，已与来自中国、中国香港、印尼、菲律宾、柬埔寨、马尔代夫等周边国家、地区开展卫星通信业务合作。老挝亚卫星有限公司计划通过3至5年的努力，成为东盟乃至亚太地区具有影响力的卫星服务运营商。

Under the Belt and Road Initiative and in order to satisfy the demands of the Lao government and domestic & abroad enterprises, LAOSAT has provided satellite communication services to Lao government, China-Laos Railway Project, the main telecom operators in and out of Laos, whole local television stations with satellite bandwidth, transmission, broadcasting and television channel uplink services.

In terms of domestic business, LAOSAT has conducted technical exchanges and cooperation with Ministry of Public Security, Ministry of Defense, Ministry of Education and Sports, Ministry of Health, Ministry of Foreign Affairs, Lao Air Traffic Management under Ministry of Public Works and Transport and Lao National Television, offering satellite application services including tele-education, tele-medicine, financing and securities, military communications, special governmental networks, and national emergency communications, etc. In terms of abroad business, LAOSAT has established satellite telecommunication business with the surrounding countries and regions such as China, Hong Kong of China, Indonesia, Philippines, Cambodia, and Maldives. It is the goal of LAOSAT to become an influential satellite service provider in ASEAN, even in the Asian Pacific region within 3~5 years.



新加坡电信展  
Singapore SuperComm



2017年习主席访老提供卫星转播服务  
LAOSAT provided Satellite Transmission Service  
During Pre. Xi Jinping's Visit to Laos in 2017



2017年老挝塔銮湖龙舟比赛提供卫星直播服务  
LAOSAT provided Satellite Live Broadcasting Service  
During the Thatluang Lake Dragon Boat Racing in 2017

# 业务板块介绍 LAOSAT Service





## 2 卫星电视业务

Satellite Television Service (DTH)

老挝 80% 国土面积为高原山区，原有电视运营商信号范围覆盖极其有限，山区大部分民众无法收看电视，且播放的大部分节目均为泰国影视、娱乐、体育类节目。

2016 年 10 月，老星公司卫星电视业务投入运营便解决了电视信号全境覆盖的难题。同时，老星公司针对老挝现有市场现状，与各大国际知名频道接触，引进了包括所有老语频道 6 个，CCTV4、CCTV9 和长城平台节目在内的中文频道 55 个，英语、法语、韩语等其他国家语种频道 69 个，系统频道容量已达 130 个，满足老挝及其周边国家华人、华侨和当地老百姓的收视需求。

经过一年多的业务拓展，卫星电视业务已在老挝 18 个省份全面铺开，共计发展 125 家经销门店和销售网点，可对老挝全境 120 万户家庭提供服务。

About 80% of Lao territory is mountainous area, which tremendously limits the signal coverage maintained by the existing television operators, and yet most of the people living in the mountainous area cannot be able to watch television programs, which mainly shows the movie and film, entertainment, and sports programs from Thailand.

In October 2016, satellite television signal covering the entire territory was realized upon the operation of the LAOSAT satellite television service (DTH). Meanwhile, considering the current market of Laos, LAOSAT has worked with well-known international channels and introduced 55 Chinese channels including CCTV-4, CCTV-9, Great Wall TV programs, beIN Sport and other internationally known channels, capable of accommodating 130 channels in total. The channels cover all 6 Lao language channels, 69 channels in English, French, Korean and other languages, meanwhile news, culture, sport, entertainment and documentary multiple type contents. There are 130 channels in the system which satisfies the needs of Chinese people living in Laos and the surrounding countries as well as the local people.

After an over-one-year business development, LAOSAT DTH service has been rooted in whole 18 provinces of Laos based with 125 distributors and sales outlets and is able to offer services to 1.2 million households in the entire territory of Laos.

LAOSAT is committed to building LAOSAT DTH system to be the Hot-bird of Indo-China Peninsula, and making it an excellent media platform facing Indo-China Peninsula, so as to change the present status of watching unitary foreign programs for Laotian and introduce diversified cultures and international views to Laotian and enrich their cultural life.

“老挝一号”通信卫星电视转播监控大厅  
LAOSAT Satellite Services Monitoring Center

老挝亚太卫星高清电视机顶盒收视设备 LAOSAT HD Set-top box	
2017 年卫星电视业务走进老挝北部山区 LAOSAT DTH Covers the Northern Mountain Areas of Laos in 2017	2017 年卫星电视业务走进老挝南部山区 LAOSAT DTH Covers the Southern Mountain Areas of Laos in 2017





# 3 无线宽带业务

## Wireless Broadband Service

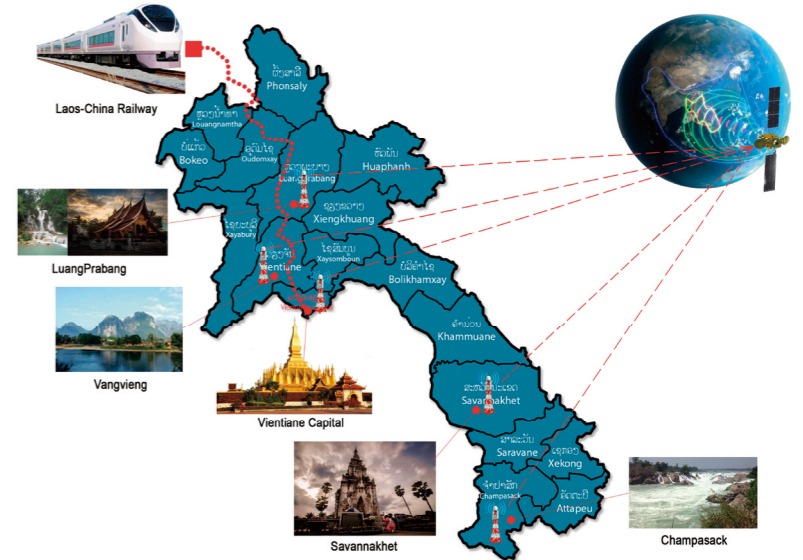
老挝亚卫星有限公司无线宽带业务采用国际 TD-LTE 技术标准，前期在经济发达、人口较多的万象、琅勃拉邦、巴色、沙湾拿吉和万荣五个省市地区建设网络并为家庭、办公、酒店、旅游等方面提供 4G 上网服务，后续逐渐向周边区域扩大覆盖范围，达到提升老挝整体电信网络质量、惠民互利的目的，业务将于 2018 年初投入商业试运营。

WBCN 要打破传统运营商侧重经营互联网数据管道流量收费盈利，结合 LAOSAT 的业务融合模式，侧重发展移动互联网生态环境和引入新的移动互联网商业模式，针对中国人客户因国际版权限制和语言缺陷，侧重互联网影视内容平台自建，通过中文影视剧和电视互联网化提高中方客户使用网络的附加值及更好的网络体验，丰富娱乐生活。针对本地客户，侧重生活娱乐和文化教育，通过提供本地和泰国互联网影视内容互联网化和引入互联网教育节目提升客户使用的附加值和网络体验。

A universal TD-LTE standard is adopted by LAOSAT for its wireless broadband service. During the preliminary stage, the networks will be built in 5 provinces and cities of better economic conditions and thick population, including Vientiane, Luang Prabang, Pakse, Savannakhet, and VangVieng, where 4G internet access to Internet will be available to households, offices, hotels and tourism industry, etc.

The network and services will be extended gradually to the surrounding areas with a bigger coverage for the purposes of improving Lao communication network infrastructure and benefitting the local people. This business will be put into a commercial trial operation at the beginning of 2018.

WBCN is going to break traditional operators focus on business Internet data pipeline flow charge earnings, combined with Lao Sat mode of business integration, focusing on the development of ecological environment of the mobile Internet and the introduction of new mobile Internet business model, and according to the Chinese customers because of the international copyright restrictions and language defects, focusing on the Internet video frequency content platform to build, improve China by Chinese movies and TV Internet customers to use the added value of network and better experiences, rich entertainment life. According to local customers, focus on life education, entertainment and culture by providing local and Thai Internet video frequency content of the Internet and the introduction of the Internet education program of improving the added value of customer use and network experience.



# 4 电视制作及播出业务

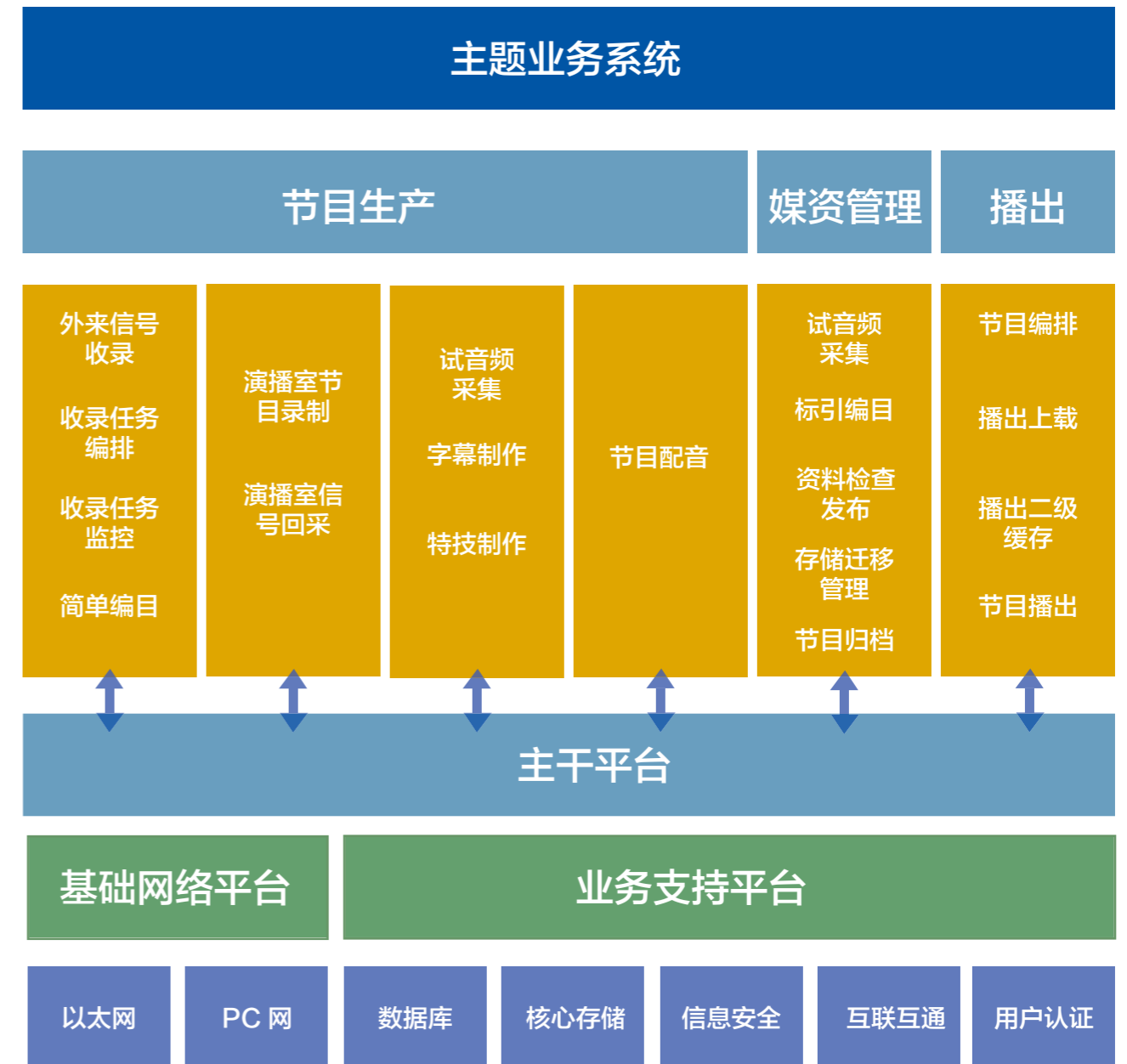
TV Programs Production and Broadcast Service

老挝亚太卫星有限公司电视编播中心是“老挝一号”通信卫星项目内容之一，主要业务包括电视节目生产、媒资管理和节目播出三个部分。电视编播中心具备以下技术能力及功能：对卫星信号和国际关口站电视节目信号进行集中采集收录；双声道演播室电视节目及标清电视节目的制作，包括采集、编辑、配音、字幕制作、特技合成等；电视节目媒体资源的统一管理，包括入库、采集、编目、审核、存储、转码、下载；4个标清电视频道的播出。

LAOSAT TV Programs Production and Broadcast Center, one of the subsystems of the Lao Satellite Project, integrates the functions of collection, editing, broadcasting, management and storage of films and TV programs. Its major business involves three fields, i.e. production of programs, media asset management and broadcasting. It is capable of realizing centralized acquisition and collection of satellite signals and international gateway TV program signals, production of standard definition TV programs (including acquisition, editing, dubbing, audio processing, subtitles production, after effects, etc.), unified management of TV programs and media resources (including warehouse-in, collection, cataloguing, review, storage, transcoding, download), broadcasting of 4 channels of standard definition TV programs, as well as TV programs production in television studio.



## 电视编播中心组成架构图



# 愿景和目标 Vision and Goals

# 1

东南亚地区  
有影响力的卫星运营商

An influential satellite operator in  
Southeast Asia region

- 卫星通信综合业务
- 北斗导航及定位服务
- 发射 Ka 卫星：个人卫星上网业务

Integrated satellite communication service

BeiDou Navigation Satellite and Location Service

Launch of Ka satellite: personal satellite Internet connection service

# 2

湄公河区域  
主要卫星电视运营商和媒体商

A major satellite TV operator and media  
operator in Mekong River Region

- 200 套电视节目（卫星 + 地面传输）
- 老挝、柬埔寨和缅甸主要电视提供商
- 东南亚重要的中文传媒平台（“一带一路”沿线重要的文化传播平台）

200 channels of TV programs (satellite + ground transmission)

A major TV provider in Laos, Cambodia and Myanmar

The most important Chinese media platform in Southeast Asia (the most important cultural communication platform along the Belt and Road)

# 3

老挝主要电信运营商

A major telecommunication  
operator in Laos

- 覆盖老挝全境的 4G 无线网络平台
- 全业务服务：语音、数据、增值业务
- 领先的增值服务：电子政务、电子商务、网上商城、电子金融、媒体娱乐平台

公司卫星市场业务投入运营前，老挝本地政府部委及各大企业只能租用别国的卫星转发器服务，价格高的同时存在信息数据的安全隐患。随着公司业务投入运营，政府机关和本土企业都能用上属于老挝自己的卫星转发器服务。老星公司充分考虑偏远区域民生需求，贴近中老两国政府、企业、人民，通过卫星通信业务为工作在山区的中老铁路的建设者提供链接山区外的通信方式，通过卫星电视为农村没有信号收看电视的老挝人民收看外界的影视机会，通过面向当地提供服务，营造了较好的口碑，拉近了两国民间感情；带动了老挝本国的科技发展及人才培养，也打造了老挝的一张国家高科技名片，既展现了老挝日渐发展的科技实力，也是中国航天科技实力和影响力的体现。

4G wireless network platform covering the whole Laos

Full service: Audio, data, value-added services

Leading value-added services: e-government, e-commerce, On-line shops, e-finance, media entertainment platform

Before LAOSAT-1 services launching its operation, the governmental authorities and major enterprises of Laos can only rent satellite transponder services from other countries, which is expensive and confronting data safety issue. Since the operation of LAOSAT started, the government authorities and local enterprises of Laos are able to use Laotian-owned satellite transponder service. In a full consideration of the livelihood demands from the rural areas of Laos, and also in order to satisfy the needs of government, enterprises and the people of China and Laos, LAOSAT is providing communication service to link the Laos-China Railway Project participants that working in rural and mountain areas to the world via LAOSAT satellite telecommunication service, and made it possible for the Laotian in rural areas to watch TV via LAOSAT DTH service. By such satisfactory local services, LAOSAT has gain a good reputation and image that further strengthens the tie between the people of Laos and China.

The way of running LAOSAT-1 Satellite commercial operation by a joint venture company boosts the local scientific and technology development and talent fostering of Laos, and also builds a national brand and image of high technology of Laos, which represents the gradually developing technical potential of Laos, as well as the power and influence of the China Aerospace technology.

# THANKS TO OUR SUPPORTERS

感谢支持我们的合作伙伴



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ETL 有限公司	ETL Co., Ltd.



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