Local Presence
in .LA

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LANIC’s Mission

- Registry System
- Registrars Management

- ccTLD .LA

- National Root Certificate Authority
- National Public Key Infrastructure

- National Data Center (NDC)
  - Government Data Center
  - Cloud Computing
  - Web Hosting

- National Gateway
  - SMS
  - Internet
  - Telephone
# History of .LA

<table>
<thead>
<tr>
<th>Year</th>
<th>Event</th>
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<tbody>
<tr>
<td>1996</td>
<td>ccTLD .LA delegated as the country code of the Lao People's Democratic Republic. .LA marketed and had a backend registry service provider oversea by the Lao Government’s consent.</td>
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<td>2001</td>
<td>Both the technical and commercial system of the ccTLD .LA fully migrated to the Lao National Internet Center.</td>
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<td>2016</td>
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Market segments for .LA

- 2\textsuperscript{nd} level (.la)
  - Contracted with overseas registrar to market mainly outside of Lao PDR

- 3\textsuperscript{rd} level (com.la, gov.la, org.la, edu.la, info.la, net.la, biz.la, mil.la)
  - Market mainly for local, with local registrar

- 2\textsuperscript{nd} and 3\textsuperscript{rd} levels are marketed differently, both in terms of registrar and pricing in order to clearly separate local and overseas market.
Statistics of 2\textsuperscript{nd} and 3\textsuperscript{rd} level domain
Challenge for ccTLD .LA in Lao PDR

1. Lack of understanding and awareness about ccTLD as a domain name. (most business use gTLD).
2. Small ecommerce presence.
3. Small market for ICT, higher costs for ICT investment. Difficult to recruit local registrars.
4. Lack of localized Lao-language digital content.
5. Lack of human resources, including ICT engineers and experts for ccTLD management.
6. Lack of marketing budget from government to promote 3rd-.level registrations
JAN 2018

DIGITAL IN LAOS
A SNAPSHOT OF THE COUNTRY’S KEY DIGITAL STATISTICAL INDICATORS

TOTAL POPULATION
6.91 MILLION
URBANISATION: 41%

INTERNET USERS
2.40 MILLION
PENETRATION: 35%

ACTIVE SOCIAL MEDIA USERS
2.40 MILLION
PENETRATION: 35%

MOBILE CONNECTIONS
6.30 MILLION
vs. POPULATION: 91%

ACTIVE MOBILE SOCIAL USERS
2.20 MILLION
PENETRATION: 32%

SOURCE: POPULATION - UNITED NATIONS; U.S. CENSUS BUREAU; INTERNET - INTERNET WORLDSTATS; ITU; EUROSTAT; INTERNET KEYTRENDS; CIA WORLD FACTBOOK; MEDIAETMEDIA.ORG; FACEBOOK; GOVERNMENT OFFICIALS, REGULATORY AUTHORITIES, REPUTABLE MEDIA, SOCIAL MEDIA AND MOBILE SOCIAL MEDIA: FACEBOOK; TENCENT; WIKIMEDIA; KAGA; RIVER; ZING; TECHPAQ, SINAPRIVE, KPIPOS ANALYSIS, MOBILE GSM INTELLIGENCE, GOOGLE, ECONOMIC, KPIPOS ANALYSIS. NOTE: PENETRATION FIGURES ARE FOR TOTAL POPULATION (ALL AGES).
# What we have done to promote local market

## Recent Actions

- Applied for Internationalized Domain Name for .LA (ລາວ) in order to promote local access and content.
- Announced and promoted in Lao ICT Expo (January, 2018).
- Promote .LA via local media such as newspaper, radio, billboard, etc.
- Promote awareness of .LA to South Provincial Ministry branch and business
- Revised pricing policy for third level domain name in order to be more competitive to gTLD locally.
- Trained local registrar on marketing 3rd level domain name (Feb, 2019)

## Action Plan

- Promote .ລາວ and 3rd level ccTLD to all local businesses
- Consider more local registrars and resellers.
- Continue to promote awareness of .LA among Provincial Ministry Branches (north and central) and Businesses.
- Work with registrars to simplify registration process.
- Bolster LANIC and registrar staff’s technical capacity
- Prepare to promote in Lao ICT Expo 2019 (June)
Q&A

Thank you for your Attention