



50 years of international telecommunications

CYTA OFFERS A BROAD SPECTRUM OF PRODUCTS AND SERVICES TO ITS RETAIL CUSTOMERS, BASED ON MARKET DEMAND AND MODERN TECHNOLOGY

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THE ongoing globalisation of the world's economy and the demand for new telecommunications services and applications has created a strong pressure on the Cypriot telecommunications industry to provide high capacity, cost-effective and reliable international infrastructure to meet the ever-growing demand.

Cyta, the primary telecommunications network and services provider in Cyprus, is developing its network and is offering state-of-the-art services, while taking advantage of the island's strategic geographical position. This has resulted in the organisation becoming very successful and financially robust.

Cyta offers a broad spectrum of products and services to its retail customers, based on market demand and modern technology. Particular emphasis is placed on the provision of value-added services such as information and communications technology

services, triple-play services, multimedia services, and additional new services to be based on the convergence of fixed-mobile communications, which are expected to dominate Cyta's business activities during the coming decade.

In order to provide the best possible response to customer demands, Cyta is building a new-generation network for the future which provides unified broadband services, enabling the high-speed transmission of all types of information, whether voice, data or video. The continuous upgrading of its network and its portfolio of products and services, combined with Cyta's policy of steadily reducing tariffs, have enabled Cyta to offer perhaps the lowest tariffs in the European Union and Cyprus in becoming an attractive base for international companies.



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Cyta's strategic goal is to satisfy all its retail and wholesale customers' needs for communications and information provision, by offering value and content on a state-of-the-art network infrastructure. In this way, Cyta offers to licensed national telecommunications opera-

tors an extensive portfolio of wholesale products and services, following the principles of transparency, non-discrimination and cost-orientation, enabling them to build and operate their own networks.

Cytaglobal, the international wholesale strategic business unit of Cyta, is particularly active in the submarine cables business, providing innovative international wholesale solutions on a global basis.

In the last decade, Cyta has invested heavily in the construction of submarine cables and is now primarily connected to the outside world through nine high-capacity submarine cable systems and subsystems. The existing submarine cables and all-fibre coastal links are interconnecting Cyprus, via multiple landing stations, with countries in the Eastern Mediterranean and the rest of the world. Cyta also co-owns transatlantic cable systems and other regional cable systems that are used to further extend its international reach.

Cyta's satellite network consists of multiple satellite teleports with more than 25 satellite stations, linking Cyprus with major satellite systems such as INTELSAT, EUTELSAT, SES, THOR, ASIASAT, RSCC, ARABSAT and ABS, providing enhanced global connectivity.

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