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Instead of a Feature Story

THE POWER OF WILL

by Nikolaos Koulouris
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The cure for my child fears was my father's saying, which was repeated to me on every occasion: "Child, if one wants, one can even move a mountain". The belief that will power enables one to overcome any obstacle initially seeming insurmountable is universal. In a recent newspaper article on "spartathlon", an ultramarathon race during which the athletes have to cover the distance between Athens and Sparta, running for 22 consecutive hours, the athlete interviewed revealed his secret: During the race, the mind must not listen to the body that says I'm tired, I cannot bear up any longer.

Now, where is the connection, you might ask. How is willpower related to telecommunications?

Let me remind you that four years ago, Broadband Internet penetration in our country strived to reach 1% of the total population. EETT and the Electronic Communications market powers decided to join forces, which resulted in the increase of penetration by more than ten times over, with ever increasing trends, approximating the levels of the European average.

Let me also remind you that only two years ago, the ability of physical collocation of alternative providers in OTE's Local Exchange seemed an unattainable dream. EETT and the Electronic Communications market powers decided to join forces, which resulted in the ability of alternative providers to enjoy physical collocation services in more than 150 of OTE's Local Exchange. Furthermore, their requests related to this issue will be soon covered.

Finally, let me remind you that two years ago, concepts such as LLU, Double play, Triple play, "limitless calls", "no OTE fixed charge", where completely unknown to the wide consuming public and known only to those of the managerial class who were already well up in the respective commercial products and services offered in countries with advanced telecommunications. EETT and the Electronic Communications market powers decided to join forces, so that Greek consumers may now enjoy innovative, high-quality telecommunications products and services, in reasonable prices.

What is the moral of the story? Despite the isolated waywardness, reaction to adaptability and lack of preparedness, the will power of all the parties involved led to the substantial liberalization of the Electronic Communications market, the Greek consumer being the one who receives the final and most important benefits. Naturally, there is room for more power of will, so as to lift any malfunctions or defects that have made inroads into the liberalization procedure. It remains to be seen!