

Mr. Czero, what lessons have you learned from Docler Holding taking off in its early stages as a "garage" project in 2001?

"The company began in Hungary in relatively rudimentary and sometimes difficult conditions but, as a result, we learned a certain kind of discipline and got a taste for the work so as to make progress. Soon after the initial stages of growth we were faced with obstacles that prevented us from expanding the company in terms of transactions and connections with major Western countries. This is why we chose to leave Hungary and move to Luxembourg. One of the turning points for the company was in 2001, when we launched our live-streaming services; at the time this type of service was not yet globally widespread."

Was there a turning point that triggered a chain reaction?

"This launch did in fact influence a series of entrepreneurial decisions, including the launch of several other companies in the field of IT, for which we had to ensure our own technical resources by internally setting up servers, networks and an *ad hoc* interface. This expansion was coupled with the arrival of new customers and therefore the recruitment of additional staff."

You are among the leaders in online adult entertainment services. How do you manage to maintain this position?

"While content plays a significant role in our success, the underlying technology is key to staying ahead of the game. However, this is a difficult position to maintain as we must constantly come up with and anticipate market developments."

Your services are based on the contribution of collaborators who offer video content. What control do you have over this content?

"We receive many requests for joint ventures, which we must then filter based on the soundness of the proposed services. But the greatest advantage of our services as a result of their interactive nature is that we get instant feedback from our users, currently about 1 million for all our websites taken together. In other words, our users can give their opinion about the quality of the online service in real time."

What major changes are planned for the company?

"Our original plans were naturally focused on usage via PCs. The recent and rapid rise in the use of mobile devices, smartphones and tablets has opened up new avenues for live-streaming services. After several tests, we recently launched three new applications, based on our technological experience and our knowledge of the consumption of video content.

The first is a browser that is dedicated to accessing HD video content. The second allows you to browse on a remote smart TV using a smartphone. We will be extending it to video games and offering it to web developers for free. The third is related to a community of live stream services devoted to spirituality, which we have recently launched."

Does this mean that live-streaming as an economic model has no limits?

"We have in fact seen interest in live-streaming services using webcams, both for adult entertainment and spirituality, rise exponentially. Users are looking first and foremost for the authentic interaction that the camera affords as compared to any other form of online chat. Live content cannot be copied and the business model built on this concept is validated by customers' use of it.

Applied to other types of targets and sectors, this model allows us to predict other important developments, such as in the B2B area. We plan to launch an application that will make it possible for an HD video taken with a webcam on a smartphone to be streamed live to a website."

Do you think you will invest in the field of television, among others?

"We are looking into setting up real TV channels – still based on interactivity and live-streaming – which would offer a condensed version of the existing content from our live-streaming platforms, while extending our range. These channels would be coordinated and broadcast from Luxembourg, but a large part of the content would be produced abroad since it will be aimed at English-speaking audiences."

Was it more difficult to recruit in Hungary for your technical needs?

"As the market was small and did not, at the time, provide sufficient qualified staff, we had to look for new employees abroad. This is what we did, with mixed results. Except for potential recruits from neighboring regions in Germany, Hungary was not of major interest for IT specialists looking for a new challenge. Hence our desire to move the company to a country better suited to our needs."

After a few months in the Grand Duchy, is Luxembourg still attractive in terms of meeting your needs?

"We have noticed that the country continues to represent a way forward for many candidates, including from Italy and Spain to name but a few countries. It is actually fairly easy to convince young foreign recruits to come and settle in Luxembourg."

Which of your group's operations are based in Luxembourg?

"Most of the operations related to our websites are managed in Luxembourg, including marketing, customer support and the administrative management of our various companies."

What is the composition of your team?

"We have more than twenty nationalities on our team and we employ around 330 people. We aim to hire around a dozen more new recruits in the next three months. Most posts are for experienced candidates, at the director-level, but also in the administrative and legal management fields."

From an entrepreneurial point of view, was it easy to set up in Luxembourg?

"When we arrived, we rented offices in Strassen and there were no major hitches. We wanted to find a country where we could set up our headquarters and be fairly sure of being able to plan for the medium and long term. As a foreign entrepreneur, I have to say that the political stability of the country is a real asset because it makes it possible to consider the company's development over a longer period of time."

I've also noticed that it is true that the authorities welcome foreign entrepreneurs. We are now permanently established in our offices in Kirchberg and I think we have really found our 'home country', from which to coordinate our operations and expand. We also intend to further integrate into the economic fabric of the country in order to share our IT expertise and ensure that new niches are explored."

Is Luxembourg on the right track to becoming an international ICT hub?

"Luxembourg is clearly on the right track in terms of infrastructure, thanks to the support and investment made by the government in recent years. In terms of professional standards, the sector has also considerably changed. In fact, we hope to contribute to it in the future."

However, I think it still lacks a pool of potential local entrepreneurs to make up the next generation of entrepreneurs, especially in the ICT sector. There is probably room to realize potential in this area, in particular with regard to those who generate ideas and the specialists who can support them in their projects, whether they are advisors or financial experts."

Is it easy for a new company to integrate into the social life of the country?

"We really want to be seen as a Luxembourgish company, made by Luxembourgers, whether they are residents or commuters. Hence we are increasingly involved in community life through various supporting actions and participation in B2B events and events open to the general public."

What is your personal impression of Luxembourg?

"I think I have found a new home country, I hope it will stay that way. I wouldn't necessarily compare Luxembourg to my homeland, but I confess that I do appreciate how well things are generally organized in the Grand Duchy. You can clearly feel how Latin temperament and Germanic rigor have influenced it. I've also noticed that the quality of life, both from a cultural and entertainment point of view, has improved in recent years. Luxembourg doesn't have some of the benefits offered by large neighboring capitals, but at some point it probably will; what Luxembourg has going for it compared to larger cities, which it should try to keep, is a comfortable lifestyle and the fact that it feels safe."

Background

Of Hungarian origin, László Czero, 33, began his career in his home country. The beginnings were marked by market conditions that were more difficult than the ones in Western Europe. This strengthened his resolve and ability to withstand difficult times, enabling him to move forward in his professional life. László has always been interested in IT. As a young teenager he had a passion for computer programming, even setting up his own company when he was only twenty years old. A few years later, at 25, his path crossed that of the founder of Docler Holding, György Gattyán. The company that was to become an international holding company was then just in its infancy. This meeting was to influence the course of László Czero's life, who, seduced by the enthusiasm of Docler Holding's founder, has worked with the video chat specialist since 2005. Among his sources of inspiration is Bill Gates, a model of entrepreneurship and whose IT empire expanded rapidly.