

November 2010

Company Profile

We produce and manage all aspects of digital media, marketing, Website design and Web development for: individuals, small business, public relations (PR) & marketing agencies, government departments, companies and community organisations across Australia.

Creative Director Stefan Sojka has been a nationally published writer and columnist since 1996, writing about Web culture, business, trends and ideas. More recently Stefan began delivering seminars and presentations to business organisations, imparting his insights gained through 15+ years of online activity and business. He brings these experiences and insights to every project Cyrius Media Group is involved with.

Our mission

- To help businesses, organisations & individuals bridge the gap to the networked world
- To create measurable & tangible benefits for our clients
- To encourage prosperity through co-operation, rather than competition
- To always seek ways to improve
- To carry out our work with joy, enthusiasm & optimism.

Our principles

- To treat every project as if it was our own
- To care about the outcomes
- To provide the highest quality service we can
- To apply our insights & experience
- To ensure that any project will be beneficial to all concerned.

Adventures in new media

The Internet is changing so rapidly, it is almost impossible to keep up. Even those on the forefront of its development can only stay ahead in their particular area – for most people, it is anybody's guess what is just around the corner. Even established traditions become unexplored territory when they translate to the Internet. Media becomes social media, publishing becomes blogging and advertising becomes content. Cyrius is here to help you navigate your way as you embark on this journey. With your ambitions and our insights, we will go a long way.

Cyrius – Your digital media department

A team you can call on whenever you need us. We have the knowledge of all aspects of digital media production; from Print to Video, Audio to Web and more. Working with our experienced team will give you the confidence that all your specific and varied digital media needs will be met. We only bill for the work you need, saving you the significant expenses of having your own staff, office and computer facilities. We are already set up and ready to go whenever you need us.

Supporting & Mentoring

We believe in doing what we can to support young people in their professional development. Over the years we have taken on many work experience students and interns. Even though we are a boutique firm and don't have the resources of larger organizations, we go out of our way to provide these kinds of opportunities. There are many benefits for us as a company, beyond the satisfaction of seeing young people evolve. We not only get the benefit of their talents and enthusiasm, but we forge life-long friendships. We are happy to discuss this subject with anyone who may be interested, including presenting to business groups and organizations or talking to the media.

Cyrius – What’s in a name?

Cyrius (sĭr'ē-əs) – n.– Sirius is the brightest star in the night sky. Cyrius is an invented alternative spelling (with hints of ‘Cyberspace’), made up by our Creative Director, Stefan.

In 1995, when he first got online, he discovered a chat platform called IRC, or Internet Relay Chat. There was a whole society of people living there and everyone had a “nick”. Cyrius was the name Stefan chose, as it sounded cool (to him, anyway). The more people he met, and the more conversations he engaged in, the more the name stuck. When it came to registering his first domain name, it just seemed natural to register www.cyrius.com.au – and so the adventure began...