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# Media Market

largest sector in the UK followed closely by infotainment. A key factor to more growth in the new media industry is a government plan to spend over \$2 billion to connect schools and libraries to the Internet and to train teachers to use information technology.

Buying books on-line continues to be the most popular e-commerce option for internet users in Britain. Almost 50% of all British users have bought books on-line and 31% have bought CDs or other music products. On-line Christmas shopping also proved popular in 1999 drawing over three million buyers, three times the number reported for December 1998.

While shopping via the Internet is increasing, on-line tele-shopping has been more successful, due in part to fewer concerns about credit-card fraud. Cable television companies are now offering cable modems and Internet services over their networks. In addition, digital satellite television networks, launched in late 1998, attracted more than two million subscribers by October 1999.

## FRANCE

The cost of connecting to the Internet in France is continually dropping. As more people subscribe to the Internet, the demand for new on-line products and services increases. One of the most promising trends in the French on-line market is the use of corporate Intranets.



In the multimedia software market, the fastest-growing segment is entertainment, which grew by 364% in 1998. Education and training titles held the largest segment, accounting for 25% of the market in 1998. The top-selling cultural and educational titles include dictionaries, encyclopedias and those with a science and nature content.

Cable broadcasting is also gaining popularity in France largely due to the government's 10-year plan to install broadcasting cables in all regions of the country. France's three major cable operators are pursuing a development strategy based on network digitization, Internet access and telephone service.

## Opportunities

Working with French and British partners will help Canadian firms to target the following market opportunities:

- As the number of businesses embracing e-commerce continues to rise, so will the demand for software, program content, services and equipment. Canadian companies are encouraged to target corporate clients for sales of multimedia products that will improve the infrastructure of electronic stores.
- France has identified multimedia as one of its priority industries for strategic partnerships and commercial development. Canada and France have agreed on a joint declaration in which both countries reaffirmed their desire to consolidate bilateral economic relations in several sectors, including information technology (IT) and cultural multimedia products.
- As cable digital television platforms gain wider acceptance and viewers demand a variety of programming, broadcast companies will seek additional high-quality content. Opportunities will become available for

Canadian companies that can offer specialized programs, such as educational programs, documentaries, programs for ethnic groups, and children's programming. Multimedia software will increasingly incorporate the use of television platforms for tele-shopping, the Internet and games.

- The arrival of Sega Dreamcast and PlayStation2 is expected to generate more sales than ever in the game console market. Promising opportunities also exist for video games that can be downloaded from the Internet.

## See potential?

To learn more about this market, please read the full report, *The New Media Market in France and the United Kingdom*. The report, prepared by the Market Research Centre of the Trade Commissioner Service, is available on-line at [www.infoexport.gc.ca](http://www.infoexport.gc.ca)

The screenshot shows a web browser window with the address bar containing [www.infoexport.gc.ca](http://www.infoexport.gc.ca). The main content area displays the text: "Could this be your market? Complete report at [www.infoexport.gc.ca](http://www.infoexport.gc.ca)". Below this text is a circular logo featuring a globe and the text "The New Media Market". At the bottom of the window, there is a button with a right-pointing arrow and the text "Access our market studies".