

unique European cultures at the hands of American software and educational industries.

The environment in Europe has changed dramatically over the last few years. In 1995, the European Union began two important learning technology programs aimed at education and training (SOCRATES and LEONARDO DA VINCI), with EU 1 billion each over four years. Recently, many national governments have launched programs to connect schools to the Internet and equip them with better computers. A by-product of this has been the identification of the need for industrial training that has opened up major TML market opportunities for the delivery of training to unemployed and under-skilled workers and to the workplace.

The largest group of education and training CD-ROM titles on the European market are in language training, IT, business management and science. The best markets for attracting students and course providers appears to be in the UK, France and Germany. These countries have established multimedia industries, their governments are committed to training and education, and they have strong economies.

Deutsche Telekom launched its Global Learning range of services in early 1997. Working through partners, they offer three methods of individual learning ; computer-based training (CBT) and multimedia applications for employees of a single company with tutors; training offered to both internal employees and those of other companies (e.g. Siemens Nixdorf) with self-testing and, teletutors and; the Global Learning Institute, a learning and consultation forum to help transfer conventional courseware and train tutors, course developers and administrators. Several corporations have joined forces with universities in Europe to create EuroPace and the PALIO project, which offer courses electronically to employees.

4.3.1.4 The United Kingdom

The United Kingdom Open University (OU) has probably invested more than any other institution to re-engineer itself into a global education provider. The OU's approach—large numbers of students and courses that remain the same for several years—would appear to be ideal ; the OU can justify the high cost of developing high quality course materials by its lower per student cost and by amortising the costs over several years. **Open University Worldwide** was established in 1996 to seek new markets abroad and reduce the university's reliance on government funding. Despite these efforts, Open