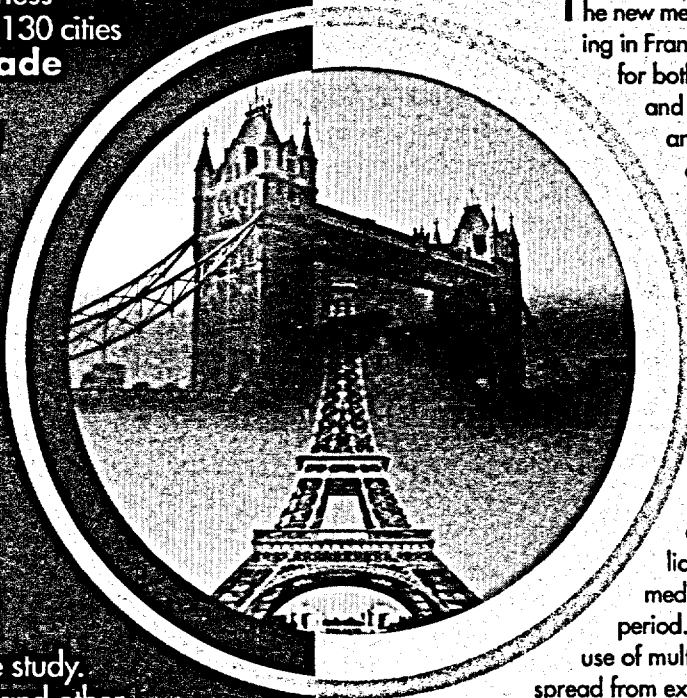


FRANCE AND THE U.K.

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= The New

The new media industry is rapidly expanding in France and the United Kingdom for both on-line and off-line products and services. Internet subscribers and the number of personal computers in businesses, homes and schools are increasing daily, creating opportunities for Canadian exporters.

In the UK, the new media industry employed an estimated 20,750 people and generated \$2.3 billion in 1998. The industry is expected to grow by 20% annually and reach \$11.7 billion in 2007. In France, the new media industry is also in a growth period. Over the past five years, the use of multimedia applications has spread from exclusively professional use in the workplace to use in the general public.

Market Trends

UNITED KINGDOM

The education sector is the most dynamic market segment for multimedia software in the UK. Sales reached \$140.2 million in 1998 and are expected to grow 169% by 2002. Training software, which generated \$246 million in 1998, remains the

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