



## **THE MARKET FOR MULTIMEDIA III.**

- ▶ **Home Education Software (from 1993-94)...projected a 128 % increase**
  - the fastest growing software growth category
- ▶ **Home Education Software (1st Qtr, '94) = \$89.7 Million**
- ▶ **Project a \$888 Million Educational Software Business by 1998**
  - (Veronis, Suhler & Assoc.)
- ▶ **Add Training Software to get a 4.3 Billion Industry by 1998**
  - (Information Workstation Group)