

## **The e-Learning Marketplace Update (Feb 07)**

Futuremedia's transition back into a company specialising in e-learning, looks to be entering the final stages.

At the turn of the year, Futuremedia announced the consolidation of the ebc business (which it bought in 2006), into a new business called Futuremedia Learning, with the staff from the separate units being brought under one roof. The new, consolidated learning business was officially launched at the Learning Technologies Exhibition in London.

Key staff is now also in place with Andrea Miles appointed as managing director and, more recently, Colin Turner as Chairman. Graham Mackie, who was chief executive officer at ebc, is leaving the company to "pursue other interests".

With the recent deals and the progress to date, Futuremedia now claims it is one of the three largest e-learning companies in Europe.

Also in the news is Intelligo Holdings (who recently bought eMedit). It raised over a quarter of a million pounds via the stock market saying the money will help it pursue a number of acquisition opportunities.

But perhaps more importantly for the e-learning market, is Reed Publishing's withdrawal from the wider education publishing arena. Like Thomson, it has basically said that it has lost patience with the market segment and its lack of willingness to move to the digital medium, whilst areas such as science, medical, legal and business have taken to the medium with enthusiasm.

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