

# Indonesia Digital Education and E-Learning Market Outlook to 2018 - Rising Trend of Blended Learning to Drive the Future Growth

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## Abstracts

The report titled “Indonesia Digital Education and E-Learning Market Outlook to 2018 - Rising Trend of Blended Learning to Drive the Future Growth” provides a comprehensive analysis of the market size of the Indonesia Digital Education, technology and content market along with several product categories such as K-12, post K-12, corporate training, Pre K-12, vocational training, open courseware (massive open online courses), multimedia content, online test, video books, online text and audios, LMS, content authoring tools, smart classes and others. The report also covers the market shares and competitive positioning of major players in Indonesia digital education market along with the latest trends and developments and future potential in the industry.

Indonesia has witnessed a significant growth in the education sector in the last few years. Leading renowned educational institutions in the country have become more receptive towards the implementation of hi-tech learning components. The advent of technological advancements in the education landscape in Indonesia has provided a number of benefits to the educational institutions as well as corporate trainers such as multi-modal training, online tests and tutorials, live video streaming with the teaching faculties and few more other facilities.

The Indonesian population has showcased an inclining interest in the social media, digital communication and other technological phenomena. In 2013, there were ~ million internet users in the country, which increased from ~ million in 2012. In terms of social network users, the total population using social networks were recorded as ~ million in 2013. This increasing penetration of technology has also provided a strong impetus to the growth of digital education market in the country in the last few years.

The arrival of digital education tools in the country has improvised the educational system in Indonesia. The total spending on digital education in Indonesia has grown at a prolific CAGR of ~% from 2008-2013. Educational institutions now collaborate with digital education providers, in order to equip their classrooms with digital educational facilities. For instance, BINUS University has collaborated with a leading telecom company named Telkom Id for internet and complete broadband access within the university. Leading educational institutions and corporate training centers are now focusing on improving the quality instructional content and effective assessment and monitoring tools.

In 2013, the content services contributed a share of ~% in the overall revenue of digital education market which has increased from ~% in 2008. Rising need for multi-media and online tests have strongly contributed to the increasing share of content services in the market in the last few years. In 2013, the revenue generated by technology services providers in the country was USD ~ million thus contributing a share of ~% to the market value. In 2013, the K-12 education dominated the digital education market revenue with a share of ~% in the overall revenue of digital education market in the country.

Indonesia E-learning and digital education industry is very niche with around 20+ players existing largely in the K-12 online education, online content platform, virtual classroom tutoring and online English learning and vocational training space. The larger revenue share in the market is concentrated among the few major early movers in the industry.

In the upcoming years, various modern tools and techniques such as smart classes, LMS, gamification and others will be deployed across more number of colleges, universities, corporate training centers and schools in Indonesia, which in turn will lead the digital education market to grow at a CAGR of ~% from 2013-2018, reaching value USD ~ million by 2018.

### **Key Topics Covered in the Report:**

The Market Size Digital Education and E-learning Market in Indonesia

Market Segmentation by Digital Education Content Services and Digital Education Technology Services

Market Segmentation by Types of Education in Indonesia (K-12, Post K-12, Corporate Training, Pre K-12 and Vocational Training)

Market segmentation of digital content service market by product categories, by types of content format and by end user

Market segmentation of digital technology service market by product categories, by and by end user

Trends and Developments in Indonesia Digital Education market

Competitive landscape of the major players and Start up firms in Indonesia Digital Education market

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