

# **The US E-learning Market Outlook to 2017 - Higher Education and Content Authoring Tools to Drive the Future Growth**

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## **Abstracts**

The report titled 'The US E-learning Market Outlook to 2017 – Higher Education and Content Authoring Tools to Drive the Future Growth' provides a comprehensive analysis of the various aspects such as market size, segmentation, trends and developments and future projections of e-learning users, e-learning content and e-learning technology as key segments of the market. The report also provides detailed explanation of the various macro and industry factors which are driving the growth of e-learning industry in the US.

The US e-learning market has radically evolved and has set benchmarks across the globe. From HTML to HTML5, traditional classrooms to virtual classrooms, instructor led training to virtual avatars. The technological advancements in e-learning have modernized the learning and training in the education and the corporate sector in the US. The reason that the e-learning initiatives have been successful in the US is the edge it has over the conventional training and its ability to reduce training costs and increase employee or student effectiveness. The country's e-learning market in view of increasing demand for interactive and engaging learning environments generated revenue of USD ~ million in the year 2012. The market for e-learning surged by ~% in the same year, on account of rising demand for e-learning in corporate and higher education segments. The US e-learning market can be segmented on the basis of end users into K-12, higher education, and corporate.

E-learning in K-12 education sector has been growing dramatically over the past decade across the US. The market for K-12 e-learning, on account of increased use of e-learning products and services, inclined with a CAGR of 15.0 % during the period of 2007-2012.

E-learning has become a game changer in the higher education. The adoption and distribution of e-learning in the US universities and colleges is gaining momentum. The increasing higher education population along with rise in ICT expenditure on educational services combined with escalating cost of higher education will propel secondary schools to vigorously adopt new teaching methods via e-learning and the market will reach USD ~ million in the year 2017.

The recession also has transformed the landscape for corporate training in the US significantly. The corporate spending for e-learning in the US soared during the last one year as it has proved to be a cost effective approach for delivery of training content to the employees. The rapid integration of e-learning with corporate training environment created revenues of USD ~ million in the year 2012, which increased from USD ~ million in the year 2007.

The US e-learning market is dominated by the content segment, which contributed 70.0% in the year 2012. On account of the transformation of the existing content modules into a more flexible and reusable format, the content market inclined with a CAGR of 17.5% during the period of 2007-2012. The US e-learning content market is dominated by the publishers of the digitized content. The market for e-learning publishers will escalate on account of increasing e-learning content creation in the market whether in house or outsourced and projected to generate revenue of USD ~ million in the year 2017.

The e-learning content market in the US can be further bifurcated on the basis of content for MOOCs, E-books, M-learning and Gamification. The MOOCs have been the largest sector in the e-learning content market, holding 52.5% of the share in the year 2012. Gamification has invaded the learning sphere in K-12, higher education and corporate learning for the last 2 years. The increased rapid adoption of gamification in both education and in organizations will lead to an income of USD ~ million in the year 2017 and revenue is expected to incline with a CAGR of 7.8%.

E-learning technologies in the US today, facilitate rapid and simple formation, administration, management and delivery of content to the users. The US technology market is divided on the basis of three major existing technologies in the e-learning market which comprise of Content Authoring Tools, LMS and Virtual Classrooms. The increasing adoption of virtual classrooms is expected to generate revenue of USD ~ million in the year 2017 and USD ~ million in the year 2013. The LMS market in the US is nearing maturity as new technologies with supported features of LMS enter the

market and will escalate with a CAGR of 10.2% for the period of 2012-2017.

## **KEY TOPICS COVERED IN THE REPORT**

The market size of The US E-learning Market on the basis of revenue earned by the sale and purchase of e-learning products and services in the country.

The market segmentation of The US E-learning Market on the basis of its Users which comprise of K-12, Higher Education, Corporate Sector.

The market size of K-12 E-learning Market and its Future outlook and projections on the basis of revenue.

The market size of Higher Education E-learning Market and its Future outlook and projections on the basis of revenue.

The market size of Corporate Sector E-learning Market and its Future outlook and projections on the basis of revenue.

The market size of Other Sectors E-learning Market and its Future outlook and projections on the basis of revenue.

The market segmentation of The US E-learning Market on the basis of Content for E-learning and Technology for E-learning.

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The market segmentation of Content Market By Publishers and Developers of E-learning Content and by Content for MOOCs ,E-books, M-learning and Gamification

The market size of E-learning Content Developers and Publishers and its Future outlook and projections on the basis of revenue.

The market size of E-learning for MOOCs, E-books, M-learning and Gamification and its Future outlook and projections on the basis of revenue.

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The market size of The US E-learning technology market on the basis of revenue.

The market segmentation of Technology market by Content Authoring Tools, LMS and Virtual Classrooms.

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