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Global Higher Education M-learning Market 2018 by Manufacturers, Countries, Type and Application, Forecast to 2023

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Abstracts

Communication and learning have been an integral part of the education and training process. These, reinforced with technological advancements such as mobility, real time content delivery and others have resulted into the genesis of the mobile learning market. Mobile learning solutions enable educators and trainers to provide real-time interactive training and instructions to the end users through the medium of smartphones and mobile devices. This not only helps to provide an interactive learning experience but also makes learning not restricted to a classroom or a training room. Furthermore the applications such as video lectures, audio & video course material, eBooks and others allow the access to information on the go which further bridges the time and distance gap between the educators and the students / employees.

Scope of the Report:

This report studies the Higher Education M-learning market status and outlook of Global and major regions, from angles of players, countries, product types and end industries; this report analyzes the top players in global market, and splits the Higher Education M-learning market by product type and applications/end industries.

The growing demand for virtual schools as one of the primary factors that will have a positive impact on the growth of this market. With the increase in adoption of different e-learning methodologies, the global education market is currently witnessing a rapid increase in the preference of students toward full-time virtual schools. In addition to benefits such as enhanced learning experience through different types of content and the ability to facilitate real-time interactive sessions with other learners and trainers, the digitization of education will also fuel the demand for virtual schools. This will result in

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the emergence of several mobile applications and m-learning tools that can help educators or trainers improve the overall learning process, in turn, propelling market growth.

One of the major trends that will gain traction in the market is the rise in gamification of m-learning. With the integration of 3-D characters into the e-learning courseware, gamification makes e-learning more interactive and helps educational institutions embed interactive learning among students through a lighter and less stressful environment. Gamification also incorporates points, levels, and badges into the learning experience that help students develop their cognitive and motor skills and also drive innovative thinking, increasing its adoption. This will induce several software developers in to offer gaming solutions to higher educational institutions such as schools and colleges.

The global Higher Education M-learning market is valued at xx million USD in 2017 and is expected to reach xx million USD by the end of 2023, growing at a CAGR of xx% between 2017 and 2023.

The Asia-Pacific will occupy for more market share in following years, especially in China, also fast growing India and Southeast Asia regions.

North America, especially The United States, will still play an important role which cannot be ignored. Any changes from United States might affect the development trend of Higher Education M-learning.

Europe also play important roles in global market, with market size of xx million USD in 2017 and will be xx million USD in 2023, with a CAGR of xx%.

Market Segment by Companies, this report covers

Adobe Systems

Blackboard

D2L

LearnCast

Adrenna

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Aptara

City & Guilds

Docebo

Edmodo

Saba Software

Schoology

WizIQ

Market Segment by Regions, regional analysis covers

North America (United States, Canada and Mexico)

Europe (Germany, France, UK, Russia and Italy)

Asia-Pacific (China, Japan, Korea, India and Southeast Asia)

South America (Brazil, Argentina, Colombia)

Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria and South Africa)

Market Segment by Type, covers

Learning Applications

Non-Learning Applications

Market Segment by Applications, can be divided into

Educational Institutions

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Universities

Training Organizations

Others

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Contents

1 HIGHER EDUCATION M-LEARNING MARKET OVERVIEW

1.1 Product Overview and Scope of Higher Education M-learning
1.2 Classification of Higher Education M-learning by Types
  1.2.1 Global Higher Education M-learning Revenue Comparison by Types (2017-2023)
  1.2.2 Global Higher Education M-learning Revenue Market Share by Types in 2017
  1.2.3 Learning Applications
  1.2.4 Non-Learning Applications
1.3 Global Higher Education M-learning Market by Application
  1.3.1 Global Higher Education M-learning Market Size and Market Share Comparison by Applications (2013-2023)
  1.3.2 Educational Institutions
  1.3.3 Universities
  1.3.4 Training Organizations
  1.3.5 Others
1.4 Global Higher Education M-learning Market by Regions
  1.4.1 Global Higher Education M-learning Market Size (Million USD) Comparison by Regions (2013-2023)
  1.4.1 North America (USA, Canada and Mexico) Higher Education M-learning Status and Prospect (2013-2023)
  1.4.2 Europe (Germany, France, UK, Russia and Italy) Higher Education M-learning Status and Prospect (2013-2023)
  1.4.3 Asia-Pacific (China, Japan, Korea, India and Southeast Asia) Higher Education M-learning Status and Prospect (2013-2023)
  1.4.4 South America (Brazil, Argentina, Colombia) Higher Education M-learning Status and Prospect (2013-2023)
  1.4.5 Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria and South Africa) Higher Education M-learning Status and Prospect (2013-2023)
1.5 Global Market Size of Higher Education M-learning (2013-2023)

2 MANUFACTURERS PROFILES

2.1 Adobe Systems
  2.1.1 Business Overview
  2.1.2 Higher Education M-learning Type and Applications
    2.1.2.1 Product A
    2.1.2.2 Product B

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2.1.3 Adobe Systems Higher Education M-learning Revenue, Gross Margin and Market Share (2016-2017)
2.2 Blackboard
2.2.1 Business Overview
2.2.2 Higher Education M-learning Type and Applications
2.2.2.1 Product A
2.2.2.2 Product B
2.2.3 Blackboard Higher Education M-learning Revenue, Gross Margin and Market Share (2016-2017)
2.3 D2L
2.3.1 Business Overview
2.3.2 Higher Education M-learning Type and Applications
2.3.2.1 Product A
2.3.2.2 Product B
2.3.3 D2L Higher Education M-learning Revenue, Gross Margin and Market Share (2016-2017)
2.4 LearnCast
2.4.1 Business Overview
2.4.2 Higher Education M-learning Type and Applications
2.4.2.1 Product A
2.4.2.2 Product B
2.4.3 LearnCast Higher Education M-learning Revenue, Gross Margin and Market Share (2016-2017)
2.5 Adrenna
2.5.1 Business Overview
2.5.2 Higher Education M-learning Type and Applications
2.5.2.1 Product A
2.5.2.2 Product B
2.5.3 Adrenna Higher Education M-learning Revenue, Gross Margin and Market Share (2016-2017)
2.6 Aptara
2.6.1 Business Overview
2.6.2 Higher Education M-learning Type and Applications
2.6.2.1 Product A
2.6.2.2 Product B
2.6.3 Aptara Higher Education M-learning Revenue, Gross Margin and Market Share (2016-2017)
2.7 City & Guilds
2.7.1 Business Overview

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2.7.2 Higher Education M-learning Type and Applications
2.7.2.1 Product A
2.7.2.2 Product B
2.7.3 City & Guilds Higher Education M-learning Revenue, Gross Margin and Market Share (2016-2017)
2.8 Docebo
2.8.1 Business Overview
2.8.2 Higher Education M-learning Type and Applications
2.8.2.1 Product A
2.8.2.2 Product B
2.8.3 Docebo Higher Education M-learning Revenue, Gross Margin and Market Share (2016-2017)
2.9 Edmodo
2.9.1 Business Overview
2.9.2 Higher Education M-learning Type and Applications
2.9.2.1 Product A
2.9.2.2 Product B
2.9.3 Edmodo Higher Education M-learning Revenue, Gross Margin and Market Share (2016-2017)
2.10 Saba Software
2.10.1 Business Overview
2.10.2 Higher Education M-learning Type and Applications
2.10.2.1 Product A
2.10.2.2 Product B
2.10.3 Saba Software Higher Education M-learning Revenue, Gross Margin and Market Share (2016-2017)
2.11 Schoology
2.11.1 Business Overview
2.11.2 Higher Education M-learning Type and Applications
2.11.2.1 Product A
2.11.2.2 Product B
2.11.3 Schoology Higher Education M-learning Revenue, Gross Margin and Market Share (2016-2017)
2.12 WizIQ
2.12.1 Business Overview
2.12.2 Higher Education M-learning Type and Applications
2.12.2.1 Product A
2.12.2.2 Product B
2.12.3 WizIQ Higher Education M-learning Revenue, Gross Margin and Market Share

+44 20 8123 2220
info@marketpublishers.com

(2016-2017)

3 GLOBAL HIGHER EDUCATION M-LEARNING MARKET COMPETITION, BY PLAYERS

3.1 Global Higher Education M-learning Revenue and Share by Players (2013-2018)
3.2 Market Concentration Rate
  3.2.1 Top 5 Higher Education M-learning Players Market Share
  3.2.2 Top 10 Higher Education M-learning Players Market Share
3.3 Market Competition Trend

4 GLOBAL HIGHER EDUCATION M-LEARNING MARKET SIZE BY REGIONS

4.1 Global Higher Education M-learning Revenue and Market Share by Regions
4.2 North America Higher Education M-learning Revenue and Growth Rate (2013-2018)
4.3 Europe Higher Education M-learning Revenue and Growth Rate (2013-2018)
4.4 Asia-Pacific Higher Education M-learning Revenue and Growth Rate (2013-2018)
4.5 South America Higher Education M-learning Revenue and Growth Rate (2013-2018)
4.6 Middle East and Africa Higher Education M-learning Revenue and Growth Rate (2013-2018)

5 NORTH AMERICA HIGHER EDUCATION M-LEARNING REVENUE BY COUNTRIES

5.1 North America Higher Education M-learning Revenue by Countries (2013-2018)
5.2 USA Higher Education M-learning Revenue and Growth Rate (2013-2018)
5.3 Canada Higher Education M-learning Revenue and Growth Rate (2013-2018)
5.4 Mexico Higher Education M-learning Revenue and Growth Rate (2013-2018)

6 EUROPE HIGHER EDUCATION M-LEARNING REVENUE BY COUNTRIES

6.1 Europe Higher Education M-learning Revenue by Countries (2013-2018)
6.2 Germany Higher Education M-learning Revenue and Growth Rate (2013-2018)
6.3 UK Higher Education M-learning Revenue and Growth Rate (2013-2018)
6.4 France Higher Education M-learning Revenue and Growth Rate (2013-2018)
6.5 Russia Higher Education M-learning Revenue and Growth Rate (2013-2018)
6.6 Italy Higher Education M-learning Revenue and Growth Rate (2013-2018)

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7 ASIA-PACIFIC HIGHER EDUCATION M-LEARNING REVENUE BY COUNTRIES

7.1 Asia-Pacific Higher Education M-learning Revenue by Countries (2013-2018)
7.2 China Higher Education M-learning Revenue and Growth Rate (2013-2018)
7.3 Japan Higher Education M-learning Revenue and Growth Rate (2013-2018)
7.4 Korea Higher Education M-learning Revenue and Growth Rate (2013-2018)
7.5 India Higher Education M-learning Revenue and Growth Rate (2013-2018)
7.6 Southeast Asia Higher Education M-learning Revenue and Growth Rate (2013-2018)

8 SOUTH AMERICA HIGHER EDUCATION M-LEARNING REVENUE BY COUNTRIES

8.1 South America Higher Education M-learning Revenue by Countries (2013-2018)
8.2 Brazil Higher Education M-learning Revenue and Growth Rate (2013-2018)
8.3 Argentina Higher Education M-learning Revenue and Growth Rate (2013-2018)
8.4 Colombia Higher Education M-learning Revenue and Growth Rate (2013-2018)

9 MIDDLE EAST AND AFRICA REVENUE HIGHER EDUCATION M-LEARNING BY COUNTRIES

9.1 Middle East and Africa Higher Education M-learning Revenue by Countries (2013-2018)
9.2 Saudi Arabia Higher Education M-learning Revenue and Growth Rate (2013-2018)
9.3 UAE Higher Education M-learning Revenue and Growth Rate (2013-2018)
9.4 Egypt Higher Education M-learning Revenue and Growth Rate (2013-2018)
9.5 Nigeria Higher Education M-learning Revenue and Growth Rate (2013-2018)
9.6 South Africa Higher Education M-learning Revenue and Growth Rate (2013-2018)

10 GLOBAL HIGHER EDUCATION M-LEARNING MARKET SEGMENT BY TYPE

10.1 Global Higher Education M-learning Revenue and Market Share by Type (2013-2018)
10.2 Global Higher Education M-learning Market Forecast by Type (2018-2023)
10.3 Learning Applications Revenue Growth Rate (2013-2023)
10.4 Non-Learning Applications Revenue Growth Rate (2013-2023)

11 GLOBAL HIGHER EDUCATION M-LEARNING MARKET SEGMENT BY APPLICATION

+44 20 8123 2220
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11.1 Global Higher Education M-learning Revenue Market Share by Application (2013-2018)
11.2 Higher Education M-learning Market Forecast by Application (2018-2023)
11.3 Educational Institutions Revenue Growth (2013-2018)
11.4 Universities Revenue Growth (2013-2018)
11.5 Training Organizations Revenue Growth (2013-2018)
11.6 Others Revenue Growth (2013-2018)

12 GLOBAL HIGHER EDUCATION M-LEARNING MARKET SIZE FORECAST (2018-2023)

12.1 Global Higher Education M-learning Market Size Forecast (2018-2023)
12.2 Global Higher Education M-learning Market Forecast by Regions (2018-2023)
12.3 North America Higher Education M-learning Revenue Market Forecast (2018-2023)
12.4 Europe Higher Education M-learning Revenue Market Forecast (2018-2023)
12.5 Asia-Pacific Higher Education M-learning Revenue Market Forecast (2018-2023)
12.6 South America Higher Education M-learning Revenue Market Forecast (2018-2023)
12.7 Middle East and Africa Higher Education M-learning Revenue Market Forecast (2018-2023)

13 RESEARCH FINDINGS AND CONCLUSION

14 APPENDIX

14.1 Methodology
14.2 Data Source

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List Of Tables

LIST OF TABLES AND FIGURES

Figure Higher Education M-learning Picture
Table Product Specifications of Higher Education M-learning
Table Global Higher Education M-learning and Revenue (Million USD) Market Split by Product Type
Figure Global Higher Education M-learning Revenue Market Share by Types in 2017
Figure Learning Applications Picture
Figure Non-Learning Applications Picture
Table Global Higher Education M-learning Revenue (Million USD) by Application (2013-2023)
Figure Higher Education M-learning Revenue Market Share by Applications in 2017
Figure Educational Institutions Picture
Figure Universities Picture
Figure Training Organizations Picture
Figure Others Picture
Table Global Market Higher Education M-learning Revenue (Million USD) Comparison by Regions 2013-2023
Figure North America Higher Education M-learning Revenue (Million USD) and Growth Rate (2013-2023)
Figure Europe Higher Education M-learning Revenue (Million USD) and Growth Rate (2013-2023)
Figure Asia-Pacific Higher Education M-learning Revenue (Million USD) and Growth Rate (2013-2023)
Figure South America Higher Education M-learning Revenue (Million USD) and Growth Rate (2013-2023)
Figure Middle East and Africa Higher Education M-learning Revenue (Million USD) and Growth Rate (2013-2023)
Figure Global Higher Education M-learning Revenue (Million USD) and Growth Rate (2013-2023)
Table Adobe Systems Basic Information, Manufacturing Base and Competitors
Table Adobe Systems Higher Education M-learning Type and Applications
Table Adobe Systems Higher Education M-learning Revenue, Gross Margin and Market Share (2016-2017)
Table Blackboard Basic Information, Manufacturing Base and Competitors
Table Blackboard Higher Education M-learning Type and Applications
Table Blackboard Higher Education M-learning Revenue, Gross Margin and Market

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Share (2016-2017)
Table D2L Basic Information, Manufacturing Base and Competitors
Table D2L Higher Education M-learning Type and Applications
Table D2L Higher Education M-learning Revenue, Gross Margin and Market Share (2016-2017)
Table LearnCast Basic Information, Manufacturing Base and Competitors
Table LearnCast Higher Education M-learning Type and Applications
Table LearnCast Higher Education M-learning Revenue, Gross Margin and Market Share (2016-2017)
Table Adrenna Basic Information, Manufacturing Base and Competitors
Table Adrenna Higher Education M-learning Type and Applications
Table Adrenna Higher Education M-learning Revenue, Gross Margin and Market Share (2016-2017)
Table Aptara Basic Information, Manufacturing Base and Competitors
Table Aptara Higher Education M-learning Type and Applications
Table Aptara Higher Education M-learning Revenue, Gross Margin and Market Share (2016-2017)
Table City & Guilds Basic Information, Manufacturing Base and Competitors
Table City & Guilds Higher Education M-learning Type and Applications
Table City & Guilds Higher Education M-learning Revenue, Gross Margin and Market Share (2016-2017)
Table Docebo Basic Information, Manufacturing Base and Competitors
Table Docebo Higher Education M-learning Type and Applications
Table Docebo Higher Education M-learning Revenue, Gross Margin and Market Share (2016-2017)
Table Edmodo Basic Information, Manufacturing Base and Competitors
Table Edmodo Higher Education M-learning Type and Applications
Table Edmodo Higher Education M-learning Revenue, Gross Margin and Market Share (2016-2017)
Table Saba Software Basic Information, Manufacturing Base and Competitors
Table Saba Software Higher Education M-learning Type and Applications
Table Saba Software Higher Education M-learning Revenue, Gross Margin and Market Share (2016-2017)
Table Schoology Basic Information, Manufacturing Base and Competitors
Table Schoology Higher Education M-learning Type and Applications
Table Schoology Higher Education M-learning Revenue, Gross Margin and Market Share (2016-2017)
Table WizIQ Basic Information, Manufacturing Base and Competitors
Table WizIQ Higher Education M-learning Type and Applications

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Table WizIQ Higher Education M-learning Revenue, Gross Margin and Market Share (2016-2017)
Table Global Higher Education M-learning Revenue (Million USD) by Players (2013-2018)
Table Global Higher Education M-learning Revenue Share by Players (2013-2018)
Figure Global Higher Education M-learning Revenue Share by Players in 2016
Figure Global Higher Education M-learning Revenue Share by Players in 2017
Figure Global Top 5 Players Higher Education M-learning Revenue Market Share in 2017
Figure Global Top 10 Players Higher Education M-learning Revenue Market Share in 2017
Figure Global Higher Education M-learning Revenue (Million USD) and Growth Rate (%) (2013-2018)
Table Global Higher Education M-learning Revenue (Million USD) by Regions (2013-2018)
Table Global Higher Education M-learning Revenue Market Share by Regions (2013-2018)
Figure Global Higher Education M-learning Revenue Market Share by Regions (2013-2018)
Figure Global Higher Education M-learning Revenue Market Share by Regions in 2017
Figure North America Higher Education M-learning Revenue and Growth Rate (2013-2018)
Figure Europe Higher Education M-learning Revenue and Growth Rate (2013-2018)
Figure Asia-Pacific Higher Education M-learning Revenue and Growth Rate (2013-2018)
Figure South America Higher Education M-learning Revenue and Growth Rate (2013-2018)
Figure Middle East and Africa Higher Education M-learning Revenue and Growth Rate (2013-2018)
Table North America Higher Education M-learning Revenue by Countries (2013-2018)
Table North America Higher Education M-learning Revenue Market Share by Countries (2013-2018)
Figure North America Higher Education M-learning Revenue Market Share by Countries (2013-2018)
Figure North America Higher Education M-learning Revenue Market Share by Countries in 2017
Figure USA Higher Education M-learning Revenue and Growth Rate (2013-2018)
Figure Canada Higher Education M-learning Revenue and Growth Rate (2013-2018)
Figure Mexico Higher Education M-learning Revenue and Growth Rate (2013-2018)

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Table Europe Higher Education M-learning Revenue (Million USD) by Countries (2013-2018)
Figure Europe Higher Education M-learning Revenue Market Share by Countries (2013-2018)
Figure Europe Higher Education M-learning Revenue Market Share by Countries in 2017
Figure Germany Higher Education M-learning Revenue and Growth Rate (2013-2018)
Figure UK Higher Education M-learning Revenue and Growth Rate (2013-2018)
Figure France Higher Education M-learning Revenue and Growth Rate (2013-2018)
Figure Russia Higher Education M-learning Revenue and Growth Rate (2013-2018)
Figure Italy Higher Education M-learning Revenue and Growth Rate (2013-2018)
Table Asia-Pacific Higher Education M-learning Revenue (Million USD) by Countries (2013-2018)
Figure Asia-Pacific Higher Education M-learning Revenue Market Share by Countries (2013-2018)
Figure Asia-Pacific Higher Education M-learning Revenue Market Share by Countries in 2017
Figure China Higher Education M-learning Revenue and Growth Rate (2013-2018)
Figure Japan Higher Education M-learning Revenue and Growth Rate (2013-2018)
Figure Korea Higher Education M-learning Revenue and Growth Rate (2013-2018)
Figure India Higher Education M-learning Revenue and Growth Rate (2013-2018)
Figure Southeast Asia Higher Education M-learning Revenue and Growth Rate (2013-2018)
Table South America Higher Education M-learning Revenue by Countries (2013-2018)
Table South America Higher Education M-learning Revenue Market Share by Countries (2013-2018)
Figure South America Higher Education M-learning Revenue Market Share by Countries (2013-2018)
Figure South America Higher Education M-learning Revenue Market Share by Countries in 2017
Figure Brazil Higher Education M-learning Revenue and Growth Rate (2013-2018)
Figure Argentina Higher Education M-learning Revenue and Growth Rate (2013-2018)
Figure Colombia Higher Education M-learning Revenue and Growth Rate (2013-2018)
Table Middle East and Africa Higher Education M-learning Revenue (Million USD) by Countries (2013-2018)
Table Middle East and Africa Higher Education M-learning Revenue Market Share by Countries (2013-2018)
Figure Middle East and Africa Higher Education M-learning Revenue Market Share by Countries (2013-2018)

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Figure Middle East and Africa Higher Education M-learning Revenue Market Share by Countries in 2017
Figure Saudi Arabia Higher Education M-learning Revenue and Growth Rate (2013-2018)
Figure UAE Higher Education M-learning Revenue and Growth Rate (2013-2018)
Figure Egypt Higher Education M-learning Revenue and Growth Rate (2013-2018)
Figure Nigeria Higher Education M-learning Revenue and Growth Rate (2013-2018)
Figure South Africa Higher Education M-learning Revenue and Growth Rate (2013-2018)
Table Global Higher Education M-learning Revenue (Million USD) by Type (2013-2018)
Table Global Higher Education M-learning Revenue Share by Type (2013-2018)
Figure Global Higher Education M-learning Revenue Share by Type (2013-2018)
Figure Global Higher Education M-learning Revenue Share by Type in 2017
Table Global Higher Education M-learning Revenue Forecast by Type (2018-2023)
Figure Global Higher Education M-learning Market Share Forecast by Type (2018-2023)
Figure Global Learning Applications Revenue Growth Rate (2013-2018)
Figure Global Non-Learning Applications Revenue Growth Rate (2013-2018)
Table Global Higher Education M-learning Revenue by Application (2013-2018)
Table Global Higher Education M-learning Revenue Share by Application (2013-2018)
Figure Global Higher Education M-learning Revenue Share by Application (2013-2018)
Figure Global Higher Education M-learning Revenue Share by Application in 2017
Table Global Higher Education M-learning Revenue Forecast by Application (2018-2023)
Figure Global Higher Education M-learning Market Share Forecast by Application (2018-2023)
Figure Global Educational Institutions Revenue Growth Rate (2013-2018)
Figure Global Universities Revenue Growth Rate (2013-2018)
Figure Global Training Organizations Revenue Growth Rate (2013-2018)
Figure Global Others Revenue Growth Rate (2013-2018)
Figure Global Higher Education M-learning Revenue (Million USD) and Growth Rate Forecast (2018 -2023)
Table Global Higher Education M-learning Revenue (Million USD) Forecast by Regions (2018-2023)
Figure Global Higher Education M-learning Revenue Market Share Forecast by Regions (2018-2023)
Figure North America Higher Education M-learning Revenue Market Forecast (2018-2023)
Figure Europe Higher Education M-learning Revenue Market Forecast (2018-2023)
Figure Asia-Pacific Higher Education M-learning Revenue Market Forecast (2018-2023)

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Figure South America Higher Education M-learning Revenue Market Forecast (2018-2023)
Figure Middle East and Africa Higher Education M-learning Revenue Market Forecast (2018-2023)

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