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Mobile Learning Market by Solution (Mobile Content Authoring, E-books, Portable LMS, Mobile and Video-based Courseware, Interactive Assessments, Content Development, M-Enablement), by Applications, by User Type, & by Region - Global Forecast to 2020

https://marketpublishers.com/r/MDF8AC03CC1EN.html
Date: April 2015
Pages: 137
Price: US$ 5,650.00 (Single User License)
ID: MDF8AC03CC1EN

Abstracts

In today’s digital age, the use of technology can be seen in nearly every sector of the market. Education and training domain also has been impacted by it. The latest development is the mobile learning solutions which enable companies and educational institutions to provide training and learning through mobile devices and smartphones. The mobile learning market has gained significant traction in the recent years across all the major regions due to rise in deployments of tablets in educational institutions and organizations.

Growing mobile and smartphone penetration across the globe and increasing demand for digital education are visibly driving the market for mobile learning. Industry verticals such as BFSI, healthcare, government, professional services, telecom and IT, and education are progressively deploying mobile learning solutions for taking the education, learning and learning experience to a new level. Moreover, the advent of mobile learning has changed the way education and learning is being imparted to student and learners across all the major regions. The implementation of mobile learning has encouraged and motivated students to learn even while using their personal smart devices.

Major companies, namely IBM, Citrix, Upside Learning, SkillSoft among various others are offering mobile learning solutions to clients from the academics as well as corporate business sectors. These companies provide specialized solutions to suit the client needs to the edge. The educational institutions, universities, corporate and training

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organizations are strategically deploying mobile learning solutions to promote flexible and continuous learning. The leaders in the mobile learning market are investing in acquisitions and new technologies to enrich their existing product portfolio and address the increasing demand across a wide range of academic and corporate users. Even though, many users are not conversant with this technology, mobile learning is projected to present an exciting prospect for educators who plan to explore the learning process through the use of devices in the classrooms.

The major restraints in this market are increasing cost associated with equipment, connectivity and lack of digital clarity among end users. This report analyzes the growth rate and penetration of mobile learning across all regions.

There are various assumptions that have been taken into consideration for the market sizing and forecasting exercise. A few of the global assumptions include political, economic, social, technological, and economic factors. For instance, exchange rate is one of the economic factors which are expected to have a moderate rating of impact on this market. Therefore, dollar fluctuations are expected to not seriously affect the forecasts in the emerging Asia-Pacific (APAC) regions.

The report will help the market leaders/new entrants in this market in the following ways:

1. This report segments the market comprehensively. The report provides the closest approximations of the revenue numbers for the overall market and the sub-segments. The market numbers are further split across different industry verticals and regions.
2. This report will help them better understand the competitors and gain more insights to better position one’s business. There is a separate section on competitive landscape, includingend-user analysis, mergers and acquisitions, and venture capital funding. Besides this, there are company profiles of the ten major players in this market. In this section, market internals are provided that can help place one’s company ahead of the competitors.
3. The report helps them understand the pulse of the market. The report provides information on key market drivers, restraints, challenges, and opportunities.

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