

PreK-12 Online Course Market Forecast 2013



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This report examines the market of online learning—also called cyberlearning, e-learning, or virtual learning—and how it has evolved over time. As defined for this report, the K-12 online course market consists of complete, comprehensive, for-credit courses delivered online. They can be used for full-time study in an online virtual school or one or two at a time to supplement traditional K-12 courses.

With that understanding as a guide, Simba analyzes how widely online courses are being offered in PreK-12 schools, the challenges faced with wider adoption, and the forces driving the movement toward online learning. The market for K-12 online learning has been growing at a double-digit rate annually for the last several years. Simba projects the same strong growth rate will continue into the foreseeable future as more districts launch virtual schools, and online learning programs expand the number of courses offered and the number of students reached.

The information in PreK-12 Online Course Market Forecast 2013 comes primarily from in-depth interviews with administrators from state departments of education and directors of online learning for K-12 districts, as well as executives from leading online learning vendors. Moreover, this report profiles 11 key suppliers of K-12 online courses, platforms and/or solutions to states, districts, schools and/or individuals.

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