

# PreK-12 Testing Market Forecast 2012-2013

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## Abstracts

PreK-12 Testing Market Forecast 2012-2013 applies Simba Information's branded expertise in the educational publishing industry to the dynamic market for high-stakes state testing and classroom assessment.

This all-new edition of Simba's popular Academic Testing report offers decision-makers in all facets of the PreK-12 instructional materials industry insights into the most current business information and market trends affecting the highly competitive testing segment.

PreK-12 Testing Market Forecast 2012-2013 provides an overview of the K-12 academic testing market and its key segments: high-stakes statewide testing and formative assessment at the district, school and classroom levels. It drills down each segment, providing market data and forecasts for both print and online testing.

The focus of the report is an analysis of the impact of the adoption of the state-led Common Core State Standards with the pending new common assessments, including the goal of having those assessment systems be delivered online. While the new assessment programs currently are targeted to mathematics and reading/English language arts, the expectation is that high-stakes tests and classroom assessments in other subjects also will move online.

PreK-12 Testing Market Forecast 2012-2013 also provides a complete rundown of the leading vendors currently supplying products and services to the U.S. school testing market. This report is a must-have market and business intelligence tool for publishers and editors, as well as marketing, business development and investment professionals charged with developing strategies to succeed in the U.S. school testing market.

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Data Recognition Corp.  
Educational Testing Service  
Mastery Connect  
Measured Progress  
Naiku  
Northwest Evaluation Association  
Pacific Metrics  
Pearson  
Questar Assessment  
Renaissance Learning  
Riverside Publishing  
Scantron  
SEG Assessment  
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