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North America Online Exam Proctoring Market Forecast to 2028 – COVID-19 Impact and Regional Analysis – by Type (Advanced Automated Proctoring, Recorded Proctoring, and Live Online Proctoring) and End User (Schools & Universities, Enterprises, and Government)

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Abstracts

The North America online exam proctoring market is expected to grow from US$ 297.82 million in 2022 to US$ 696.31 million by 2028. It is estimated to grow at a CAGR of 15.2% from 2022 to 2028.

Cost-Effective Operations of Online Exam Proctoring is Driving the North America Online Exam Proctoring Market

The COVID-19 pandemic has led to several drastic changes in the education sector due to the imposition of social distancing and lockdown restrictions around the world; sudden rise in the number of online exams and assessments due to the temporary dismissal of classroom learning at private learning centers and public educational institutions, leading to the adoption of online learning, is boosting the demand for online exam proctoring solutions. The low cost of managing online assessment centers is another factor boosting the North America online exam proctoring market . Online proctoring cuts costs for organizations by ruling out the necessity of arranging in-person invigilators and test centers, which nullifies huge administrative burden and costs. These solutions are generally more helpful to the organization when trying to run test centers in remote locations. Moreover, online exam proctoring providers can modify and update their products as per the client's budget requirements. Online exam proctoring price range varies and depends on the type of examination, length and frequency of the

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exam and the required level of proctoring. For instance,

• Examity's online proctoring solution starts at US$17/hour per student, including live authentication and proctoring.

• Proctortrack's online proctoring solution costs US$5 per one exam hour. Whereas Examus offers greater flexibility and cost from US$0.5 to US$5 for one exam hour, based on chosen model.

Thus, cost-effective operations of online exam proctoring are driving the North America online exam proctoring market growth.

North America Online Exam Proctoring Market Overview

The North American online exam proctoring market is further segmented into the US, Canada, and Mexico. Various companies in the region offer online exam proctoring solutions for higher education institutes and universities, and these solutions are broadly accepted in the education sector. The growth in demand for e-learning and emphasis on efficient learning trigger the development of this sector. In North America, there has been a rise in the number of online exams and assessments conducted since the past few years. Various major universities conduct online assessment tests for high school leaver candidates. In the US, universities conduct Advanced Placement (AP) virtual tests for high school's students willing to pursue further studies. The assessments are conducted online with suitable digital invigilation measures in place. Due to the nationwide lockdown in different North American, various schools & universities are conducting exams remotely. All private and public educational institutions are enforced to discontinue in-class sessions and adapt to online learning. Thus, the idea of social distancing and lockdown restrictions empowered exams and assessments to be conducted remotely on the Internet, which is boosting the importance of online exam proctoring solutions. Numerous companies are leveraging these opportunities to offer cost-effective and more convenient means of student and employee authentication and test proctoring. The use of artificial intelligence (AI) is a major future trend in the North American market. This technology is likely to be a major game-changer in the coming years. It can help test-taker check-in, detect suspicious behavior, and identify irregularities through data forensics. The technology amplifies the online exam proctoring procedure by flagging suspicious behavior in a record and review session, thereby allowing instructors to review the session later. The AI-based online test includes facial and voice recognition, eye movement detection, and object recognition. These recognition technologies help achieve results at a lower cost due to the lack of

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human interference. The AI technology ensures convenience by eliminating the need for scheduling a proctor, and with the use of advanced automated proctoring type, human labor is replaced by algorithms. In August 2020, Talview, one of the prominent players in the market, introduced Talview Proview Live Proctoring platform, which includes AI-enabled automated proctoring with active human monitoring and intervention. The platform allows certification bodies, educational institutions, and organizations to prevent cheating. Thus, in addition to the increasing adoption of product development strategies by various EdTech companies, the growing focus on digital education and rising trend of AI drive the market growth in North America. According to HSLU_Proctoring-Report, Proctorio experienced more than 500% increase in exams monitored, from 4 million in 2019 to 21 million in 2020. Whereas ProctorU, nearly tripled from 1.5 million exams monitored in 2019 to 4 million in 2020.

North America Online Exam Proctoring Market Revenue and Forecast to 2028 (US$ Million)

North America Online Exam Proctoring Market Segmentation

The North America online exam proctoring market is segmented into type, end user, and country.

Based on type, the North America online exam proctoring market is segmented into advanced automated proctoring, recorded proctoring, and live online proctoring. In 2022, the live online proctoring segment registered a largest share in North America online exam proctoring market.

Based on end user, the North America online exam proctoring market is segmented into schools & universities, enterprises, and government. In 2022, the schools & universities segment registered a larger share in North America online exam proctoring market.

Based on country, the North America online exam proctoring market is segmented into the US, Canada, and Mexico. In 2022, the US segment registered a largest share in North America online exam proctoring market.

Examity, Inc.; Honorlock Inc.; Inspera AS; Meazure Inc; Mettl; ProctorEdu LLC; Proctortrack; PSI Services LLC; and Talview Inc. are the leading companies operating in the North America online exam proctoring market.

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