Publishing for the PreK-12 Market 2015-2016

Description: Publishing for the PreK-12 Market 2015-2016 provides the most up-to-date business information and market trends as well as a complete view of the U.S. school market in a single-source format in this updated comprehensive annual report. In an increasingly digital school market, this edition examines the demand for instructional content, how publishers are addressing school needs, and how technology is changing distribution patterns, go-to-market strategies and business models.

Topics in Publishing for the PreK-12 Market 2015-2016 include:

- Market size by media segment: textbooks, courseware, supplemental materials, tests, manipulatives, video, trade books and magazines
- Drivers of segment growth
- Impact of emerging technologies
- Exclusive textbook/instructional materials adoption information
- Leading publishers/providers by market segment
- Analysis of landscape metrics: funding, policy and enrollment
- Trends in acquisitions, mergers and partnerships
- Competitive analysis of leading publishers/providers
- Market segment projections through 2018

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Executive Summary
Chapter 1: Industry Size and Structure
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- Textbooks Power Run-Up in 2014
- Courseware Generates Growth of 9.1%
- State-Level Test Market Flattens
- Digital Supplementals Grow 4.2%
- Flattening in Print Supplemental Segment
- Hands-on Learning Boosts Manipulatives
- Trade Book Are in Favor
- Video Use Continues to Grow
- Classroom Magazines See Sales Boost

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- McGraw-Hill Education
- Pearson
- Publishing for the PreK-12 Market 2015-2016
- Rosetta Stone, Inc.
- Scholastic Corp.
- School Specialty
- Scientific Learning Corp.

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