The Shift To Digital In Reading, Mathematics, Science & Social Studies: 2015

Description:

EMR's New Report on The Coming of Age of Digital Resources is Available Now!

Over the past nineteen years, Education Market Research has conducted dozens of large-scale national surveys of educators, resulting in a longitudinal database of information on teacher habits and preferences with respect to all aspects of K-12 curriculum and instruction. Most recently EMR has been detecting a significant market shift in the direction of digital. So much so that we now believe the balance has shifted from primarily print to primarily digital in the K-12 school market!

The evidence backing up this bold statement comes from multiple surveys: EMR's Supplemental Products Market: 2014 survey, conducted in the Summer 2014, and EMR's latest Social Studies Market survey, conducted in the Fall 2014. Supporting evidence also comes from EMR's surveys of the Reading, Mathematics, and Science/STEM market segments. According to all of this empirical evidence, digital resources, and the companies producing them, are growing much faster than the K-12 school market as a whole!

All of this data and analysis has been synthesized by EMR into a single, comprehensive new report covering digital market size, trends and forecasts, including:

- Market drivers and converging growth factors in the K-12 environment
- The impact of Common Core standards and assessments on the growth of digital
- Installed base of computing devices, and student-to-computer ratios through 2015
- Digital products market size and growth through 2016
- The specifics of the shift to digital in Reading, Mathematics, Science and Social Studies

Clearly the publishers have been rapidly shifting their product development activities in the direction of digital to match the shift in the market. Among the publishers and manufacturers surveyed by EMR, the most frequently cited product medium for delivering supplemental products was “online/digital” delivery (82.6%), followed by “print” (65.2%). In terms of sales of digital resources, if all of the digital product applications are grouped together, this segment was up a remarkable 43.1% for all of 2013. On the other hand, non-digital products recorded a 7.9% decline.

As a result of this powerful market dynamic, the “high digital” companies are selling more and are more optimistic about future growth prospects compared to the “low digital” companies. EMR's brand new report will tell you where the digital market is today, where it is heading in the near future, and what product development and marketing strategies are likely to be most successful!

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