The Shift to Digital in Reading, Mathematics, Science and Social Studies: 2014

Description: The Shift to Digital in Reading, Mathematics, Science and Social Studies: 2014

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

Over the past eighteen 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: 2013 survey, conducted in the Summer 2013, and EMR's most recent Reading Market survey, conducted in the Fall 2013. Supporting evidence also comes from EMR's recent surveys of the Mathematics, Science/STEM, and Social Studies 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 (70.5%), tied with “print” (70.5%). In terms of sales of digital resources, if all of the digital product applications are grouped together, this segment was up 5.6% for all of 2012. On the other hand, non-digital products recorded a 4.9% 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!

Contents:

- TITLE PAGE
- TABLE OF CONTENTS
- K-12 SCHOOL MARKET: STRONG GROWTH AHEAD
  - Enrollments And Expenditures
  - The “Strong Start For America's Children Legislation
  - Common Core Standards And Assessments
- 15 Million Computing Devices Shipped To Education In 2013
- The Coming Of Age Of Digital Resources
THE SHIFT TO DIGITAL IN THE READING MARKET SEGMENT

THE SHIFT TO DIGITAL IN THE MATHEMATICS MARKET SEGMENT

THE SHIFT TO DIGITAL IN THE SCIENCE MARKET SEGMENT

THE SHIFT TO DIGITAL IN THE SOCIAL STUDIES MARKET SEGMENT

Ordering:

Order Online - http://www.researchandmarkets.com/reports/3579392/

Order by Fax - using the form below

Order by Post - print the order form below and send to

Research and Markets,
Guinness Centre,
Taylors Lane,
Dublin 8,
Ireland.
Fax Order Form
To place an order via fax simply print this form, fill in the information below and fax the completed form to 646-607-1907 (from USA) or +353-1-481-1716 (from Rest of World). If you have any questions please visit http://www.researchandmarkets.com/contact/

Order Information
Please verify that the product information is correct and select the format(s) you require.

Product Name: The Shift to Digital in Reading, Mathematics, Science and Social Studies: 2014
Web Address: http://www.researchandmarkets.com/reports/3579392/
Office Code: SCDK2XCC

Product Formats
Please select the product formats and quantity you require:

<table>
<thead>
<tr>
<th>Quantity</th>
<th>Description</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Electronic (PDF) - Single User</td>
<td>USD 595</td>
</tr>
<tr>
<td></td>
<td>Electronic (PDF) - Enterprisewide</td>
<td>USD 1190</td>
</tr>
</tbody>
</table>

Contact Information
Please enter all the information below in BLOCK CAPITALS

<table>
<thead>
<tr>
<th>Title:</th>
<th>Mr</th>
<th>Mrs</th>
<th>Dr</th>
<th>Miss</th>
<th>Ms</th>
<th>Prof</th>
</tr>
</thead>
<tbody>
<tr>
<td>First Name:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Email Address: *</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Job Title:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Organisation:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Address:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>City:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Postal / Zip Code:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Country:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Phone Number:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fax Number:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

* Please refrain from using free email accounts when ordering (e.g. Yahoo, Hotmail, AOL)
Payment Information

Please indicate the payment method you would like to use by selecting the appropriate box.

☐ Pay by credit card: You will receive an email with a link to a secure webpage to enter your credit card details.

☐ Pay by check: Please post the check, accompanied by this form, to:

Research and Markets,
Guinness Center,
Taylors Lane,
Dublin 8,
Ireland.

☐ Pay by wire transfer: Please transfer funds to:

Account number 833 130 83
Sort code 98-53-30
Swift code ULSBIE2D
IBAN number IE78ULSB98533083313083
Bank Address Ulster Bank,
27-35 Main Street,
Blackrock,
Co. Dublin,
Ireland.

If you have a Marketing Code please enter it below:

Marketing Code: __________________________

Please note that by ordering from Research and Markets you are agreeing to our Terms and Conditions at http://www.researchandmarkets.com/info/terms.asp

Please fax this form to:
(646) 607-1907 or (646) 964-6609 - From USA
+353-1-481-1716 or +353-1-653-1571 - From Rest of World