

Ambient Insight Targeted Research Report

The Worldwide Market for English Language Education Self-paced eLearning Content: 2009-2014 Forecast and Analysis

Generating Revenues for Online English Language Content



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Published: June 2010

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This is a Targeted Research Report. Ambient Insight has four market research product types:

Comprehensive Reports are 60-75 page reports that provide detailed analyses and revenue forecasts for content, content services, technology services, and technology for a specific product type and breaks the revenue out by all eight buyer segments.

Targeted Reports are 25-40 page reports that provide industry-wide analysis, an analysis of a particular product type, or an analysis of a specific buyer segment.

Research Briefs are 10-15 page reports that highlight revenue opportunities, provide trend analyses, and forecast revenues for a particular sub-category of content, service, or technology.

Revenue Snapshots are 2-3 page reports that include a single revenue forecast table from a current market report. Please review the free Executive Overview for each report for a list of available tables. Contact us at info@ambientinsight.com to request a specific Revenue Snapshot.

Executive Overview

The worldwide demand for online English language education content is growing by a five-year compound annual growth rate (CAGR) of 22.1% and revenues will reach \$1.69 billion by 2014.

In the 2009 market, English language education Self-paced eLearning content revenues accounted for 51% of all language-related content revenues. By 2014, the global sales of English language education Self-paced eLearning content will account for 68% of all language-related revenues.

This report provides 2009-2014 revenue forecasts for the top buying countries. The growth rates vary in each country and by 2014 the top ten buying countries will be much different than they were in 2009. These data enable suppliers to target the specific regions and countries with the highest revenue opportunities.

There are often stark differences in buying behavior between countries. Answering the questions, "who is the buyer?" and "who is the competition?" in specific countries can be a daunting task for suppliers. Consequently, the report identifies the major buying segments, (such as consumer, academic, government, or corporate) and the main competitors within the top buying countries.

This report provides an analysis of the dominant revenue-generating suppliers. The major international suppliers may have market share in terms of revenue so far, but are not always able to penetrate certain markets. Firmly-entrenched regional and domestic suppliers are often able to block the entry of the global suppliers. We also discuss the transnational best-of-breeds that specialize in certain niches. The global competitive landscape has changed significantly in the last two years.

Finally, we analyze the trends in the market including merger and acquisition (M&A) activity, venture capital activity, the emergence of new types of products and business models, and the innovations in online language learning. The recent international M&A activity is characterized by unique patterns, which clearly illustrate the business strategies expected to generate new revenue streams.

Over 150 content suppliers operating in specific countries and regions are cited in this report to help international suppliers identify local partners, distributors, resellers, and potential merger and acquisition targets.

The evidence-based data in this report are designed to help suppliers create global business models, develop regionally-competitive products, expand into regional markets, and generate significant revenues and profits in regional supply chains.

Methodology, Scope, and Product Definitions

Ambient Insight is an integrity-based market research firm that specializes in identifying revenue opportunities for suppliers. Principals at Ambient Insight have been tracking innovation and investment trends in the learning technology industry since the late 1990's.

The data in this report was triangulated from the raw data used to generate the 2009-2014 forecasts in two Ambient Insight reports:

- [The Worldwide Market for Self-paced eLearning Products and Services: 2009-2014 Forecast and Analysis](#)
- [The US Market for Self-paced eLearning Products and Services: 2009-2014 Forecast and Analysis](#)

Ambient Insight provides market revenue forecasts based on our proprietary Evidence-based Research Methodology (ERM). The ERM is an iterative process based on predictive analytics. ERM progresses from general patterns (the big picture) to very precise granular patterns. Ambient Insight uses this process to create a forecast model comprised of relevant predictors.

The forecast model is refined as additional data becomes available. Ambient Insight triangulates baseline revenues from three analysis vectors:

- Supply-side analysis
- Demand-side analysis
- Product and service analysis

Once the baseline revenues are triangulated, Ambient Insight uses the data to forecast the total addressable market (TAM). Ambient Insight uses the data derived from the ERM process literally as evidence to support our market forecasts.

Ambient Insight gathers market and competitive intelligence from a wide spectrum of information broadly classified as leading and lagging indicators. Economic and market conditions are subject to change and the data in this report are current at the time of publication.

Leading indicators signal future events and include venture capital investment trends, government funding, international patent applications, technology-related legislation, technology standards development, product research trends, technology infrastructure trends, phases of government educational policy mandates, economic indicators, currency fluctuations, labor demand, and global outsourcing demand.

Lagging indicators, referred to as "rear-view mirror" data, are past events captured in data that include: the emergence of new suppliers, M&A activity, executive hiring patterns, US Economic Census data, SIC and NAICS data, SEC filings, international stock exchange filings, local and

federal government data, Universal Commercial Code banking reports, public-domain business records, court records, press releases, government export trade data, regional trade association resources, and international industry association information.

Many of the companies discussed in this report are publicly traded on various international stock exchanges and their financial disclosures provide baseline data for global sales and specific regional business activity. Those financial disclosures also provide baseline data for the demand for specific types of products in particular countries and regions.

Federal government trade bodies, particularly in the US, Japan, South Korea, Germany, France, Canada, and the UK, provide extensive data on export opportunities in specific international education markets. The European Union funds ongoing research on the adoption of electronic learning in the EU and Eastern Europe.

Scope

The buying behavior in each country can be quite complex and this report limits analysis to the top twenty buying countries. The analysis focuses on those countries that currently represent the top revenue opportunities for suppliers. The analysis of long-term revenue opportunities in emerging markets is less detailed.

The revenue forecasts in this report are in US Dollars. There have been significant fluctuations in currency valuations in 2009 and 2010 and the forecasts in this report are based on exchange rates as of April 2010.

This report does not include forecasts for practice tests or English language proficiency exams such as the Test of English as a Foreign Language (TOEFL) and English Language for International Communications (TOEIC) exams. It also does not include the practice tests for the British Council's International English Language Testing System (IELTS). It does include interactive courses that are designed to help students pass these tests.

This report does not include forecasts for online teacher training products used to certify teachers in either Teaching English as a Foreign Language (TEFL) or Teaching English to Speakers of Other Languages (TESOL). TEFL and TESOL are equivalent terms and are used interchangeably. TEFL is a more common term in the US and TESOL is more widely used in the UK and Europe.

This report does not include forecasts for other learning technology products such as Simulation-based Learning or Collaboration-based Learning products that are often marketed as "elearning" by suppliers. This report only forecasts revenues for packaged and online content and does not include revenues for live online tutoring. Ambient Insight provides a granular definition of learning technology product types in: [Ambient Insight's 2010 Learning Technology Research Taxonomy](#)

Ambient Insight has a precise product taxonomy that narrowly defines Self-paced eLearning. This provides suppliers with clarity surrounding the demand for this product type.

Product Definition

Ambient Insight defines Self-paced eLearning content as CD/DVD (shrink-wrapped) and online Web-based self-paced courseware. In this report, the terms online English language learning and English language education Self-paced eLearning content are used interchangeably.

The defining characteristic of Self-paced eLearning is the pedagogical structure imposed by formal instructional design and systematic development of the products to meet specific performance goals.

This report includes forecasts for Self-paced eLearning content designed to teach English-as-a-Second Language (ESL) and English-as-a-Foreign Language (EFL):

- ESL is defined as someone whose first language is not English learning English in an English-speaking region.
- EFL is English learning in a non-English region, being learned by someone whose first language is not English.

Related Research

Buyers of this report may also benefit by the following Ambient Insight market research:

- [The Worldwide Market for Self-paced eLearning Products and Services: 2009-2014 Forecast and Analysis](#)
- [The US Market for Self-paced eLearning Products and Services: 2009-2014 Forecast and Analysis](#)
- [Private Investment Trends in the US Learning Technology Industry: 1999-2008 Longitudinal Analysis](#)
- [The US Market for Mobile Learning Products and Services: 2009-2014 Forecast and Analysis](#)
- [Ambient Insight's 2010 Learning Technology Research Taxonomy](#)



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