Ambient Insight

The 2015-2020 Worldwide Digital English Language Learning Market

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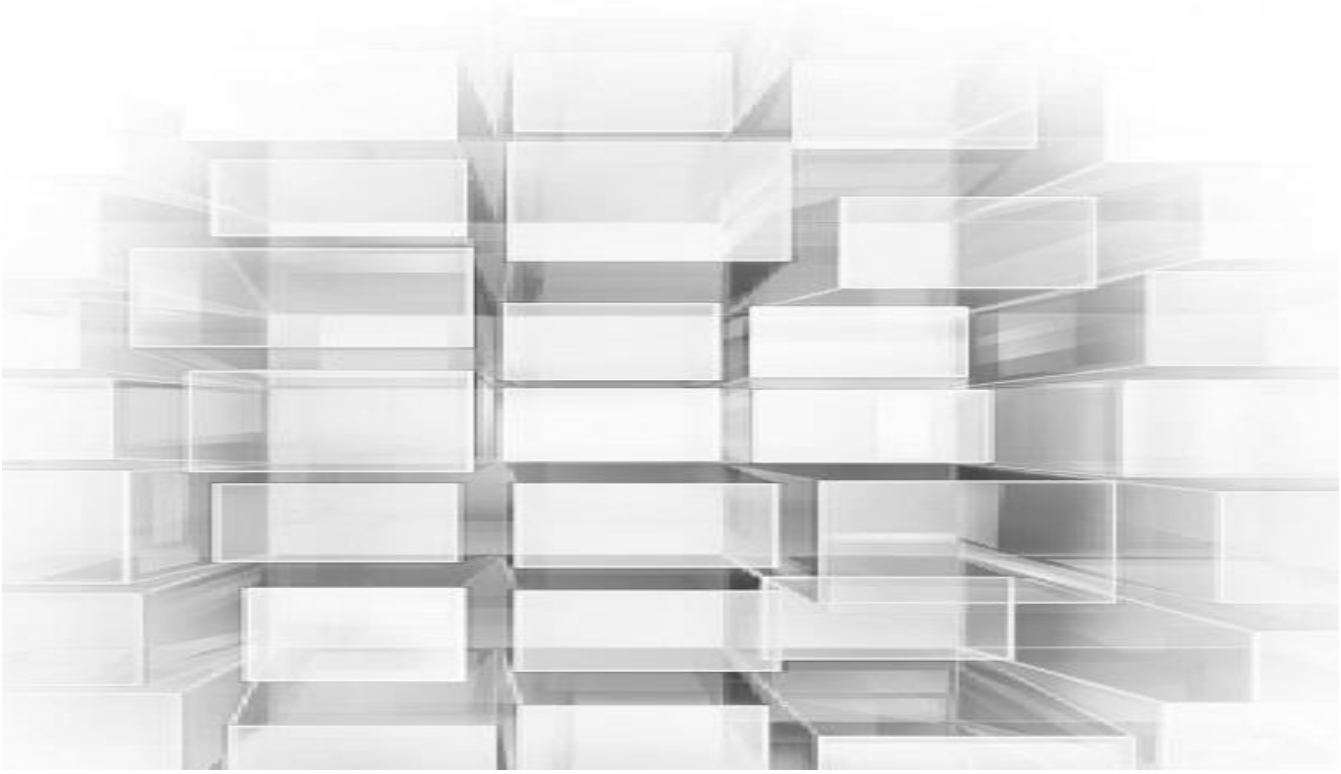
Compiled: *February 2016*



Compiled: February 2016
Ambient Insight, LLC

Ambient Insight's *"The 2015-2020 Worldwide Digital English Language Learning Market: Premium Edition"*

Global English: English is Now the Lingua Franca Across 120 Countries

Executive Overview

The worldwide market for digital English language learning products reached $2.8 billion in 2015. The five-year compound annual growth rate is 6.2%, and revenues will reach $3.8 billion by 2020. Five-year revenue forecasts are provided for 120 countries in this report.

While the growth rates for digital English language learning products are slowing in the more mature countries, the revenues are very high in those countries. China, the US, South Korea, Japan, and Brazil combined account for 65% of the global revenues. Yet, the growth rates are relatively low: Brazil's growth rate is 4.1%, followed by China at 2.8%. The growth rates are flat-to-negative in, Japan, and South Korea at 1.4%, 0.6%, and -0.6%, respectively. The suppliers competing in all 120 of the countries analyzed in this report are now part of an international supply chain.

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Myanmar has the highest growth rate at a breathtaking 60.5% and revenues in that country will grow over ten times by 2020. Mongolia has the second-highest growth rate at 50.5%, followed by Sri Lanka, Uganda, Laos, and Ghana at 47.8%, 45.7%, 45.6%, and 44.5%, respectively; 38 countries across the globe have growth rates above 20%. The astonishing growth rates and adoption rates in these countries are good examples of once-nascent markets that became vibrant revenue opportunities for suppliers in just the last three years (literally "overnight" in the context of a learning technology product lifecycle.)

Number of Countries Analyzed in Each Region	Countries Analyzed in this Report by Region
29 Countries in Africa	Algeria, Angola, Benin, Botswana, Burkina Faso, Cameroon, Chad, Côte d'Ivoire (The Ivory Coast), the Democratic Republic of Congo (DRC), Ethiopia, Ghana, Kenya, Madagascar, Malawi, Mali, Mauritius, Morocco, Mozambique, Namibia, Niger, Nigeria, Rwanda, Senegal, South Africa, Tanzania, Tunisia, Uganda, Zambia, and Zimbabwe
21 Countries in Asia Pacific	Australia, Bangladesh, Cambodia, China (including Hong Kong and Macao), India, Indonesia, Japan, Laos, Malaysia, Mongolia, Myanmar (Burma), Nepal, New Zealand, Pakistan, the Philippines, Singapore, South Korea, Sri Lanka, Taiwan, Thailand, and Vietnam
15 Countries in Eastern Europe	Albania, Armenia, Azerbaijan, Belarus, Bosnia and Herzegovina, Georgia, Kazakhstan, Kyrgyzstan, Moldova, the Russian Federation, Serbia, Tajikistan, Turkmenistan, Ukraine, and Uzbekistan.
17 Countries in Latin America	Argentina, Bolivia, Brazil, Chile, Colombia, Costa Rica, the Dominican Republic, Ecuador, El Salvador, Guatemala, Honduras, Mexico, Panama, Paraguay, Peru, Uruguay, and Venezuela.
12 Countries in the Middle East	Bahrain, Egypt, Israel, Jordan, Kuwait, Lebanon, Oman, Qatar, Saudi Arabia, Turkey, the United Arab Emirates (UAE), and Yemen
2 Countries in North America	Canada and the United States
24 Countries in Western Europe	Austria, Belgium, Bulgaria, Croatia, the Czech Republic, Denmark, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Lithuania, the Netherlands, Norway, Poland, Portugal, Romania, Slovakia, Spain, Sweden, Switzerland, and the United Kingdom

2015-2020 Digital English Language Learning Country Analysis by Revenues and by Growth Rates

2015-2020 Worldwide Digital English Language Learning Forecasts by Country Ranked by Revenue (in US$ Millions)

Country (Revenues Ranked Highest to Lowest)	2015	2016	2017	2018	2019	2020	5-year CAGR (2015-2020)
China (including Hong Kong and Macao)							*2.8%*
US							*8.4%*
South Korea							*-0.6%*
Japan							*0.6%*
Brazil							*4.1%*
India							*5.3%*
Taiwan							*11.2%*
Turkey							*12.5%*
Canada							*3.7%*
Russia							*10.2%*
Spain							*0.8%*
Mexico							*1.4%*
Germany							*1.2%*
France							*0.1%*
Poland							*10.2%*
Italy							*3.3%*
Sweden							*-1.3%*
Indonesia							*33.5%*
The Netherlands							*-0.3%*
Denmark							*0.1%*
Norway							*-0.2%*
Hungary							*5.4%*
Finland							*-1.1%*
Switzerland							*-0.3%*
Belgium							*1.9%*
Egypt							*2.0%*
Malaysia							*35.3%*
Romania							*4.6%*
Czech Republic							*4.8%*

Saudi Arabia							*6.4%*
UAE							*23.8%*
Austria							*-0.8%*
Venezuela							*1.0%*
United Kingdom							*0.1%*
Argentina							*-1.4%*
Israel							*-0.3%*
Portugal							*0.6%*
South Africa							*14.2%*
Jordan							*9.9%*
Australia							*25.7%*
Thailand							*30.1%*
Columbia							*18.8%*
Vietnam							*31.6%*
Morocco							*1.2%*
Singapore							*-0.4%*
Chile							*12.7%*
Lebanon							*19.5%*
Philippines							*12.3%*
Kuwait							*21.1%*
Tunisia							*8.5%*
Peru							*17.4%*
Angola							*28.3%*
Ukraine							*-7.6%*
Bulgaria							*6.5%*
Pakistan							*36.9%*
Ireland							*-2.1%*
Croatia							*6.0%*
Bolivia							*15.9%*
Bahrain							*3.9%*
Oman							*13.7%*
Qatar							*2.6%*
Nigeria							*16.6%*
New Zealand							*3.7%*
Algeria							*-0.8%*
Georgia							*13.7%*
Bangladesh							*30.1%*
Slovakia							*14.7%*
Kazakhstan							*16.8%*
Sri Lanka							*47.8%*
The Dominican Republic							*34.7%*
Greece							*-2.6%*
Ecuador							*27.6%*
Costa Rica							*-2.6%*
Guatemala							*25.5%*
Zambia							*28.2%*

Lithuania							*15.0%*
Ghana							*44.5%*
Rwanda							*42.9%*
Belarus							*5.3%*
Panama							*-2.7%*
Senegal							*39.9%*
Uruguay							*15.2%*
Yemen							*5.9%*
Azerbaijan							*20.0%*
Paraguay							*16.1%*
Ivory Coast							*20.1%*
Ethiopia							*24.8%*
Madagascar							*25.3%*
Mozambique							*22.7%*
Botswana							*22.7%*
Burundi							*9.1%*
Malawi							*12.8%*
Tanzania							*30.8%*
Honduras							*15.5%*
Nepal							*31.3%*
Kenya							*37.4%*
Burkina Faso							*7.9%*
Chad							*6.5%*
El Salvador							*11.2%*
Serbia							*5.1%*
Zimbabwe							*-5.0%*
Uganda							*45.7%*
Cameroon							*7.3%*
Cambodia							*36.4%*
Niger							*12.2%*
Laos							*45.6%*
Mali							*4.2%*
Bosnia and Herzegovina							*12.6%*
Mongolia							*50.5%*
Benin							*24.4%*
Myanmar							*60.5%*
Moldova							*13.9%*
Namibia							*18.6%*
Armenia							*13.7%*
Kyrgyzstan							*22.2%*
Mauritius							*18.6%*
Tajikistan							*35.3%*
Turkmenistan							*44.0%*
Uzbekistan							*31.1%*
Albania							*43.8%*

2015-2020 Worldwide Digital English Language Learning Forecasts by Country Ranked by Growth Rate (in US$ Millions)

Country (Growth Rates Ranked Highest to Lowest)	2015	2016	2017	2018	2019	2020	5-year CAGR (2015-2020)
Myanmar							*60.5%*
Mongolia							*50.5%*
Sri Lanka							*47.8%*
Uganda							*45.7%*
Laos							*45.6%*
Ghana							*44.5%*
Turkmenistan							*44.0%*
Albania							*43.8%*
Rwanda							*42.9%*
Senegal							*39.9%*
Kenya							*37.4%*
Pakistan							*36.9%*
Cambodia							*36.4%*
Malaysia							*35.3%*
Tajikistan							*35.3%*
The Dominican Republic							*34.7%*
Indonesia							*33.5%*
Vietnam							*31.6%*
Nepal							*31.3%*
Uzbekistan							*31.1%*
Tanzania							*30.8%*
Thailand							*30.1%*
Bangladesh							*30.1%*
Angola							*28.3%*
Zambia							*28.2%*
Ecuador							*27.6%*
Australia							*25.7%*
Guatemala							*25.5%*
Madagascar							*25.3%*
Ethiopia							*24.8%*
Benin							*24.4%*
UAE							*23.8%*
Mozambique							*22.7%*
Botswana							*22.7%*
Kyrgyzstan							*22.2%*
Kuwait							*21.1%*

Ivory Coast							*20.1%*
Azerbaijan							*20.0%*
Lebanon							*19.5%*
Columbia							*18.8%*
Namibia							*18.6%*
Mauritius							*18.6%*
Peru							*17.4%*
Kazakhstan							*16.8%*
Nigeria							*16.6%*
Paraguay							*16.1%*
Bolivia							*15.9%*
Honduras							*15.5%*
Uruguay							*15.2%*
Lithuania							*15.0%*
Slovakia							*14.7%*
South Africa							*14.2%*
Moldova							*13.9%*
Georgia							*13.7%*
Oman							*13.7%*
Armenia							*13.7%*
Malawi							*12.8%*
Chile							*12.7%*
Bosnia and Herzegovina							*12.6%*
Turkey							*12.5%*
Philippines							*12.3%*
Niger							*12.2%*
Taiwan							*11.2%*
El Salvador							*11.2%*
Russia							*10.2%*
Poland							*10.2%*
Jordan							*9.9%*
Burundi							*9.1%*
Tunisia							*8.5%*
US							*8.4%*
Burkina Faso							*7.9%*
Cameroon							*7.3%*
Bulgaria							*6.5%*
Chad							*6.5%*
Saudi Arabia							*6.4%*
Croatia							*6.0%*
Yemen							*5.9%*
Hungary							*5.4%*
India							*5.3%*
Belarus							*5.3%*
Serbia							*5.1%*
Czech Republic							*4.8%*

Romania							*4.6%*
Mali							*4.2%*
Brazil							*4.1%*
Bahrain							*3.9%*
Canada							*3.7%*
New Zealand							*3.7%*
Italy							*3.3%*
China (including Hong Kong and Macao)							*2.8%*
Qatar							*2.6%*
Egypt							*2.0%*
Belgium							*1.9%*
Mexico							*1.4%*
Germany							*1.2%*
Morocco							*1.2%*
Venezuela							*1.0%*
Spain							*0.8%*
Japan							*0.6%*
Portugal							*0.6%*
United Kingdom							*0.1%*
France							*0.1%*
Denmark							*0.1%*
Norway							*-0.2%*
Switzerland							*-0.3%*
The Netherlands							*-0.3%*
Israel							*-0.3%*
Singapore							*-0.4%*
South Korea							*-0.6%*
Austria							*-0.8%*
Algeria							*-0.8%*
Finland							*-1.1%*
Sweden							*-1.3%*
Argentina							*-1.4%*
Ireland							*-2.1%*
Costa Rica							*-2.6%*
Greece							*-2.6%*
Panama							*-2.7%*
Zimbabwe							*-5.0%*
Ukraine							*-7.6%*

Ambient Insight defines flat growth rates as rates between -1.5% and 1.5%; anything below that is a negative growth rate and anything above that is a positive growth rate. The presence of flat growth rates in high revenue countries means that revenues will remain steady over the forecast period. We only categorize flat growth rates as negative indicators in low revenue countries.

2015-2020 Worldwide Digital English Language Learning Regional Demand-side and Supply-side Analysis

Digital English Language Learning Revenues by Region (in US$ Millions)	2015	2016	2017	2018	2019	2020	5-year CAGR (2015-2020)
North America							*8.6%*
Latin America							*13.7%*
Western Europe							*2.4%*
Eastern Europe							*9.9%*
Asia Pacific							*4.6%*
Middle East							*8.8%*
Africa							*17.1%*
Totals	**$2,844.14**	**$3,057.28**	**$3,324.64**	**$3,599.31**	**$3,713.82**	**$3,840.73**	***6.2%***

2015-2020 Digital English Language Learning Demand-Side Analysis

2015-2020 North America Demand-Side Analysis

North America Demand-Side Analysis by Country (in US$ Millions)	2015	2016	2017	2018	2019	2020	5-year CAGR (2015-2020)
United States							*8.4%*
Canada							*10.9%*
Totals							***8.6%***

2015-2020 United States Demand-Side Analysis by Six Buyer Segments

US Demand-Side Analysis by Buyer Segment (in US$ Millions)	2015	2016	2017	2018	2019	2020	5-year CAGR (2015-2020)
Consumers							*2.5%*
Corporations & Businesses							*7.6%*
PreK-12 Academic							*9.9%*
Higher Education							*10.8%*
Federal Government							*21.1%*
Local/State Government							*17.4%*
Totals							***8.4%***

2015-2020 Latin America Demand-Side Analysis

Latin America Demand-Side Analysis by Country (in US$ Millions)	2015	2016	2017	2018	2019	2020	5-year CAGR (2015-2020)
Brazil							*4.1%*
Mexico							*1.4%*
Venezuela							*1.0%*
Argentina							*-1.4%*
Columbia							*18.8%*
Chile							*12.7%*
Peru							*17.4%*
Bolivia							*15.9%*
Costa Rica							*-2.6%*
The Dominican Republic							*34.7%*
Ecuador							*27.6%*
Guatemala							*25.5%*
Panama							*-2.7%*
Uruguay							*15.2%*
Paraguay							*16.1%*
Honduras							*15.5%*
El Salvador							*11.2%*
Other							*11.1%*
Totals							***13.7%***

2015-2020 Brazil Demand-Side Analysis by Six Buyer Segments

Brazil Demand-Side Analysis by Buyer Segment (in US$ Millions)	2015	2016	2017	2018	2019	2020	5-year CAGR (2015-2020)
Consumers							*7.4%*
Corporations & Businesses							*5.6%*
PreK-12 Academic							*1.3%*
Higher Education							*1.6%*
Federal Government							*-3.5%*
Local/State Government							*7.6%*
Totals							***4.1%***

2015-2020 Western Europe Demand-Side Analysis

Western Europe Demand-Side Analysis by Country (in US$ Millions)	2015	2016	2017	2018	2019	2020	5-year CAGR (2015-2020)
Spain							*0.8%*
Germany							*1.2%*
France							*0.1%*
Poland							*10.2%*
Italy							*3.3%*
Sweden							*-1.3%*
The Netherlands							*-0.3%*
Denmark							*0.1%*
Norway							*-0.2%*
Hungary							*5.4%*
Finland							*-1.1%*
Switzerland							*-0.3%*
Belgium							*1.9%*
Romania							*4.6%*
The Czech Republic							*4.8%*
Austria							*-0.8%*
United Kingdom							*0.1%*
Portugal							*0.6%*
Bulgaria							*6.5%*
Ireland							*-2.1%*
Croatia							*6.0%*
Slovakia							*14.7%*
Greece							*-2.6%*
Lithuania							*15.0%*
Other							*8.0%*
Totals							***2.4%***

2015-2020 Eastern Europe Demand-Side Analysis

Eastern Europe Demand-Side Analysis by Country (in US$ Millions)	2015	2016	2017	2018	2019	2020	5-year CAGR (2015-2020)
The Russian Federation							*10.2%*
Ukraine							*-7.6%*
Georgia							*13.7%*
Kazakhstan							*16.8%*
Belarus							*5.3%*
Azerbaijan							*20.0%*
Serbia							*5.1%*
Bosnia and Herzegovina							*12.6%*
Moldova							*13.9%*
Armenia							*13.7%*
Kyrgyzstan							*22.2%*
Tajikistan							*35.3%*
Turkmenistan							*44.0%*
Uzbekistan							*31.1%*
Albania							*43.8%*
Other							*7.4%*
Totals							***9.9%***

2015-2020 Russian Federation Demand-Side Analysis by Six Buyer Segments

Russian Federation Demand-Side Analysis by Buyer Segment (in US$ Millions)	2015	2016	2017	2018	2019	2020	5-year CAGR (2015-2020)
Consumers							*18.9%*
Corporations & Businesses							*6.8%*
PreK-12 Academic							*9.4%*
Higher Education							*11.9%*
Federal Government							*5.0%*
Local and Administrative Districts							*7.9%*
Totals							***10.2%***

2015-2020 Asia Pacific Demand-Side Analysis

Asia Demand-Side Analysis by Country (in US$ Millions)	2015	2016	2017	2018	2019	2020	5-year CAGR (2015-2020)
China (including Hong Kong and Macao)							*2.8%*
South Korea							*-0.6%*
Japan							*0.6%*
India							*5.3%*
Taiwan							*11.2%*
Indonesia							*33.5%*
Malaysia							*35.3%*
Australia							*25.7%*
Thailand							*30.1%*
Vietnam							*31.6%*
Singapore							*-0.4%*
The Philippines							*12.3%*
Pakistan							*36.9%*
New Zealand							*3.7%*
Bangladesh							*30.1%*
Sri Lanka							*47.8%*
Nepal							*31.3%*
Cambodia							*36.4%*
Laos							*45.6%*
Mongolia							*50.5%*
Myanmar							*60.5%*
Other							*6.3%*
Totals							***4.6%***

2015-2020 China Demand-Side Analysis by Six Buyer Segments

China Demand-Side Analysis by Buyer Segment (in US$ Millions)	2015	2016	2017	2018	2019	2020	5-year CAGR (2015-2020)
Consumers							*8.2%*
Corporations & Businesses							*0.3%*
PreK-12 Academic							*-2.1%*
Higher Education							*4.6%*
Federal Government							*1.3%*
Local/Provincial Government							*6.1%*
Totals							***2.8%***

2015-2020 China Consumer Digital English Demand-Side Analysis by Six Age Cohorts

China Consumer Age Cohort (in US$ Millions)	2015	2016	2017	2018	2019	2020	5-year CAGR (2015-2020)
3-5 years old							*11.9%*
6-7 years old							*15.4%*
8-11 years old							*0.7%*
12-14 years old							*9.6%*
15-17 years old							*-1.0%*
Consumers over 17 years old							*10.4%*
Totals							***8.2%***

2015-2020 China PreK-12 Digital English Demand-Side Analysis by Five Age Cohorts Under Eighteen

China PreK-12 Age Cohort (in US$ Millions)	2015	2016	2017	2018	2019	2020	5-year CAGR (2015-2020)
3-5 years old							*15.1%*
6-7 years old							*-2.3%*
8-11 years old							*-3.3%*
12-14 years old							*-1.3%*
15-17 years old							*-4.5%*
Totals							***-2.1%***

2015-2020 Japan Demand-Side Analysis by Six Buyer Segments

Japan Demand-Side Analysis by Buyer Segment (in US$ Millions)	2015	2016	2017	2018	2019	2020	5-year CAGR (2015-2020)
Consumers							*-6.1%*
Corporations & Businesses							*5.0%*
PreK-12 Academic							*3.5%*
Higher Education							*-3.3%*
Federal Government							*-5.9%*
Local/Prefecture Government							*5.2%*
Totals							***0.6%***

2015-2020 South Korea Demand-Side Analysis by Six Buyer Segments

India Demand-Side Analysis by Buyer Segment (in US$ Millions)	2015	2016	2017	2018	2019	2020	5-year CAGR (2015-2020)
Consumers							*-3.2%*
Corporations & Businesses							*0.6%*
PreK-12 Academic							*0.6%*
Higher Education							*-2.5%*
Federal Government							*-0.6%*
Local/Provincial Government							*1.8%*
Totals							***-0.6%***

2015-2020 Middle East Demand-Side Analysis

Middle East Demand-Side Analysis by Country (in US$ Millions)	2015	2016	2017	2018	2019	2020	5-year CAGR (2015-2020)
Turkey							*12.5%*
Egypt							*2.0%*
Saudi Arabia							*6.4%*
Israel							*-0.3%*
UAE							*23.8%*
Jordan							*9.9%*
Lebanon							*19.5%*
Kuwait							*21.1%*
Oman							*13.7%*
Qatar							*2.6%*
Bahrain							*3.9%*
Yemen							*5.9%*
Other							*-0.3%*
Totals							***8.8%***

2015-2020 Turkey Demand-Side Analysis by Six Buyer Segments

Turkey Demand-Side Analysis by Buyer Segment (in US$ Millions)	2015	2016	2017	2018	2019	2020	5-year CAGR (2015-2020)
Consumers							*17.9%*
Corporations & Businesses							*14.3%*
PreK-12 Academic							*11.1%*
Higher Education							*8.0%*
Federal Government							*6.7%*
Local/Provincial Government							*3.7%*
Totals							***12.5%***

2015-2020 Africa Demand-Side Analysis

Africa Demand-Side Analysis by Country (in US$ Millions)	2015	2016	2017	2018	2019	2020	5-year CAGR (2015-2020)
South Africa							*14.2%*
Morocco							*1.2%*
Tunisia							*8.5%*
Angola							*28.3%*
Nigeria							*16.6%*
Algeria							*-0.8%*
Ghana							*44.5%*
Rwanda							*42.9%*
Zambia							*28.2%*
Senegal							*39.9%*
Tanzania							*30.8%*
Kenya							*37.4%*
Zimbabwe							*-5.0%*
Uganda							*45.7%*
Ethiopia							*24.8%*
Mozambique							*22.7%*
Ivory Coast							*20.1%*
Madagascar							*25.3%*
Botswana							*22.7%*
Burundi							*9.1%*
Malawi							*12.8%*
Burkina Faso							*7.9%*
Chad							*6.5%*
Cameroon							*7.3%*
Niger							*12.2%*
Mali							*4.2%*
Benin							*24.4%*
Namibia							*18.6%*
Mauritius							*22.0%*
Other							*8.9%*
Totals							***17.1%***

2015-2020 Digital English Language Supply-Side Analysis

This section provides revenue forecasts for five types of digital English language learning products:

-Retail packaged Self-paced eLearning (off-the-shelf courseware)
-Collaboration-based Learning (live online classes and live online tutoring)
-Digital Reference-ware (eTextbooks, ePhrasebooks, digital video, audiobooks, test prep, and digital translation dictionaries)
-Mobile Learning apps and edugames
-Mobile Learning VAS (value-added services)

Note: Mobile Learning VAS products are not ubiquitous across the globe and several countries have no operational products as of February 2016. North America is the only region without operational Mobile Learning VAS.

2015-2020 Worldwide Supply-Side Analysis

Worldwide Supply-Side Analysis by Product Type (in US$ Millions)	2015	2016	2017	2018	2019	2020	5-year CAGR (2015-2020)
Self-paced eLearning							*2.7%*
Collaboration-based Learning							*4.4%*
Digital Reference-ware							*1.6%*
Mobile Learning Apps & Edugames							*9.9%*
Mobile Learning VAS							*8.9%*
Totals							***6.2%***

2015-2020 North America Supply-Side Analysis

North America Supply-Side Analysis by Product Type (in US$ Millions)	2015	2016	2017	2018	2019	2020	5-year CAGR (2015-2020)
Self-paced eLearning							*6.1%*
Collaboration-based Learning							*11.6%*
Digital Reference-ware							*5.9%*
Mobile Learning Apps & Edugames							*11.2%*
Mobile Learning VAS							*0.0%*
Totals							***8.6%***

Note: There were no commercial Mobile Learning VAS products operational in North America as of January 2016.

2015-2020 United States Supply-Side Analysis by Four Product Types

US Supply-Side Analysis by Product Type (in US$ Millions)	2015	2016	2017	2018	2019	2020	5-year CAGR (2015-2020)
Self-paced eLearning							*0.5%*
Collaboration-based Learning							*11.4%*
Digital Reference-ware							*8.4%*
Mobile Learning Apps & Edugames							*13.4%*
Mobile Learning VAS							*0.0%*
Totals							***8.4%***

Note: There were no commercial Mobile Learning VAS products operational in the US as of January 2016.

2015-2020 Latin America Supply-Side Analysis

Latin America Supply-Side Analysis by Product Type (in US$ Millions)	2015	2016	2017	2018	2019	2020	5-year CAGR (2015-2020)
Self-paced eLearning							*6.1%*
Collaboration-based Learning							*9.0%*
Digital Reference-ware							*5.0%*
Mobile Learning Apps & Edugames							*18.8%*
Mobile Learning VAS							*18.9%*
Totals							***13.7%***

2015-2020 Brazil Supply-Side Analysis by Five Product Types

Brazil Supply-Side Analysis by Product Type (in US$ Millions)	2015	2016	2017	2018	2019	2020	5-year CAGR (2015-2020)
Self-paced eLearning							*-2.2%*
Collaboration-based Learning							*-4.1%*
Digital Reference-ware							*-6.3%*
Mobile Learning Apps & Edugames							*11.1%*
Mobile Learning VAS							*6.3%*
Totals							***4.1%***

2015-2020 Western Europe Supply-Side Analysis

Western Europe Supply-Side Analysis by Product Type (in US$ Millions)	2015	2016	2017	2018	2019	2020	5-year CAGR (2015-2020)
Self-paced eLearning							*-2.7%*
Collaboration-based Learning							*-4.1%*
Digital Reference-ware							*-2.5%*
Mobile Learning Apps & Edugames							*11.2%*
Mobile Learning VAS							*7.0%*
Totals							***2.4%***

2015-2020 Eastern Europe Supply-Side Analysis

Eastern Europe Supply-Side Analysis by Product Type (in US$ Millions)	2015	2016	2017	2018	2019	2020	5-year CAGR (2015-2020)
Self-paced eLearning							*9.3%*
Collaboration-based Learning							*4.1%*
Digital Reference-ware							*5.9%*
Mobile Learning Apps & Edugames							*14.0%*
Mobile Learning VAS							*10.7%*
Totals							***9.9%***

2015-2020 Russian Federation Supply-Side Analysis by Five Product Types

Russian Federation Supply-Side Analysis by Product Type (in US$ Millions)	2015	2016	2017	2018	2019	2020	5-year CAGR (2015-2020)
Self-paced eLearning							*-1.7%*
Collaboration-based Learning							*-1.1%*
Digital Reference-ware							*-4.2%*
Mobile Learning Apps & Edugames							*4.5%*
Mobile Learning VAS							*7.7%*
Totals							***2.8%***

2015-2020 Asia Pacific Supply-Side Analysis

Asia Supply-Side Analysis by Product Type (in US$ Millions)	2015	2016	2017	2018	2019	2020	5-year CAGR (2015-2020)
Self-paced eLearning							*0.3%*
Collaboration-based Learning							*4.6%*
Digital Reference-ware							*0.2%*
Mobile Learning Apps & Edugames							*6.3%*
Mobile Learning VAS							*7.1%*
Totals							***4.6%***

2015-2020 China Supply-Side Analysis by Five Product Types

China Supply-Side Analysis by Product Type (in US$ Millions)	2015	2016	2017	2018	2019	2020	5-year CAGR (2015-2020)
Self-paced eLearning							*-1.7%*
Collaboration-based Learning							*-1.1%*
Digital Reference-ware							*-4.2%*
Mobile Learning Apps & Edugames							*4.5%*
Mobile Learning VAS							*7.7%*
Totals							***2.8%***

2015-2020 Japan Supply-Side Analysis by Five Product Types

Japan Supply-Side Analysis by Product Type (in US$ Millions)	2015	2016	2017	2018	2019	2020	5-year CAGR (2015-2020)
Self-paced eLearning							*-2.7%*
Collaboration-based Learning							*-1.5%*
Digital Reference-ware							*-4.3%*
Mobile Learning Apps & Edugames							*-1.1%*
Mobile Learning VAS							*5.0%*
Totals							***0.6%***

2015-2020 South Korea Supply-Side Analysis by Five Product Types

South Korea Supply-Side Analysis by Product Type (in US$ Millions)	2015	2016	2017	2018	2019	2020	5-year CAGR (2015-2020)
Self-paced eLearning							*-2.1%*
Collaboration-based Learning							*-0.6%*
Digital Reference-ware							*-7.4%*
Mobile Learning Apps & Edugames							*1.4%*
Mobile Learning VAS							*4.3%*
Totals							***-0.6%***

2015-2020 Middle East Supply-Side Analysis

Middle East Supply-Side Analysis by Product Type (in US$ Millions)	2015	2016	2017	2018	2019	2020	5-year CAGR (2015-2020)
Self-paced eLearning							*7.2%*
Collaboration-based Learning							*1.8%*
Digital Reference-ware							*-0.8%*
Mobile Learning Apps & Edugames							*14.8%*
Mobile Learning VAS							*23.0%*
Totals							***8.8%***

2015-2020 Turkey Supply-Side Analysis by Five Product Types

Turkey Supply-Side Analysis by Product Type (in US$ Millions)	2015	2016	2017	2018	2019	2020	5-year CAGR (2015-2020)
Self-paced eLearning							*10.7%*
Collaboration-based Learning							*-1.6%*
Digital Reference-ware							*10.9%*
Mobile Learning Apps & Edugames							*20.0%*
Mobile Learning VAS							*0.0%*
Totals							***12.5%***

Note: There were no commercial Mobile Learning VAS products operational in Turkey as of January 2016.

2015-2020 Africa Europe Supply-Side Analysis

Africa Supply-Side Analysis by Product Type (in US$ Millions)	2015	2016	2017	2018	2019	2020	5-year CAGR (2015-2020)
Self-paced eLearning							*14.5%*
Collaboration-based Learning							*8.7%*
Digital Reference-ware							*6.8%*
Mobile Learning Apps & Edugames							*24.6%*
Mobile Learning VAS							*32.4%*
Totals							***17.1%***