

## **SIIA Education Division News**

SIIA Communications Contact: Laura Greenback, 410-533-1943, lgreenback@siaa.net

PR Contact: Charlene Blohm, C. Blohm & Associates, 608-216-7300, charlene@cblohm.com

### **SIIA Estimates \$7.5 billion U.S. Market for Educational Software and Digital Content**

*Inaugural report illustrates size and scope of educational technology sector*

**Washington, D.C.** (November 28, 2011) - The Education Division of the Software & Information Industry Association (SIIA), the principal trade association for the software and digital content industries, today released the 2010 U.S. Educational Technology Industry Market: PreK-12 Report. First in a series of SIIA market reports, the survey values the overall market PreK-12 non-hardware educational technology at \$7.5 billion dollars—with content-related products representing 42 percent of that revenue. The report will be highlighted tomorrow at SIIA's [Ed Tech Business Forum](#) in New York.

"SIIA is very proud of the resulting report; we believe that it provides a comprehensive and clear understanding of what is happening in the PreK-12 institutional market in the United States," said Karen Billings, Vice President of Education at SIIA.

Analysts from Consulting Services for Education, Inc. (CS4ED) used survey results and publicly available data to better understand the size and shape of the overall market. The products were divided into four segments: content; instructional support; platforms and administrative tools; and a special segment that includes advanced placement, special education, and English language learner materials. The study focuses only on revenues for software and digital content or resources (no print, hardware, or analog products), and institutional sales to paint a picture of the overall revenue of educational technology companies.

The report presents the results of a supply-side survey of publishers, developers, and service providers and aggregates the sector's digital revenues in PreK-12 grade market. It increases understanding of the overall market for non-hardware educational technology products nationwide in a manner not always possible from purchasing data as traditionally collected from the education customer.

"The inaugural report comes at a time when the national conversation around 'ed-tech' has unprecedented attention, and when our educational system is aggressively making the transition to digital," said report author John Richards, Ph.D. "Now is the time to provide industry stakeholders a focused look at this promising subsection of a sprawling and complicated market."

The Guidelines were authored by CS4ED analysts John Richards, Katherine Molina and Steve Haraguchi. SIIA wishes to thank the companies that contributed to the study, the SIIA Education Division Board of Directors, and the SIIA Marketing Data and Analysis Committee.

#### **About SIIA**

The Software & Information Industry Association (SIIA) is the principal trade association for the software and digital content industry. SIIA provides global services in government relations, business development, corporate education and intellectual property protection to more than 500 leading software and information companies. **The SIIA Education Division** serves and represents more than 180 member companies that provide software, digital content and other technologies that address educational needs. The Division shapes and supports the industry by providing leadership, advocacy, business development opportunities and critical market information. For more information, visit [www.siaa.net/education](http://www.siaa.net/education).

#### **About CS4Ed**

Consulting Services for Education, Inc. (CS4Ed) provides business planning services, market research, product analysis and evaluation, and product development to publishers, technology developers, program

managers, and educational organizations. CS4Ed's senior staff combines academic quality with product development experience, and has experience in both K-20 education and the realities of publishing, project management, and research. For more information, visit [www.cs4ed.com](http://www.cs4ed.com).

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