

Education Content Management Market Segmentation, Parameters and Prospects 2016 to 2020 Market Research Report

Wiseguyreports.Com Adds "Education Content Management -Market Demand, Growth, Opportunities, and Forecast, 2016 - 2020" To Its Research Database.

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Education Content Management

Summery

This market research report segments the global education content management market by product (learning content management systems and web content management systems) and by geography (APAC, Europe, North America, and ROW). It also provides a detailed analysis of the key vendors and their market shares, including Amnovet, Adobe, OmniUpdate, and Saba.

Outlook of the global education content management market

Education content management technologies consist of learning content management systems (LCMS) and web content management systems (WCMS). Continuous innovations in e-learning tools and delivery methods and advances in technology will drive the prospects for growth in this market. Recently, many schools and colleges have started using education content management systems to enhance their authoring and content development processes and to boost their online presence. This increase in the preference for education content management systems will aid in the healthy growth of this market over the next four years. The global market for education content management will experience rapid growth during the predicted period and will grow profoundly at a CAGR of almost 21% by 2020.

The numerous advantages of e-learning methodologies will be the key driver for the growth of this market. The content for e-learning can be generated through sources like libraries, journals, publishing houses, content developers, and open source models. In this model, the content is



developed according to the requirements of the e-learning consumers. Benefits such as reduced operational costs, enhanced self-paced learning, better retention, and cross-platform support will bolster the adoption of e-learning in the next few years.

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Segmentation by product and analysis of the education content management market

Learning content management systems (LCMS)

Web content management systems (WCMS)

The LCMS segment will be the highest revenue generating market segment during the forecast period and will also account for the largest market share by the end of 2020. An LCMS allows educational institutions to use one central database as a reference while creating, storing, distributing, and re-using digital content across multiple learning formats. Advantages of LCMS like its ability to focus on organizing learning content, course options, and establishing the right setting for end-users like students and instructors will lead to this market segment's impressive market share of more than 68% by 2020.

Geographical segmentation of the education content management market

APAC

Europe

North America

ROW

North America will be the largest market for education content management during the forecast period and will account for an impressive market share of nearly 60% by 2020. The presence of a good IT infrastructure in this region is a critical growth-promoting factor for this market as it will encourage institutions in the US to reach out to their students through virtual classrooms. Moreover, the growing incorporation of e-learning is another important factor that will impel the prospects for market growth in this region.

Competitive landscape and key vendors

The global education content management market is a complex and dynamic market owing to the presence of a significant number of learning content and web content management system vendors. The leading vendors in this market do not hold major chunks of the market share as the market accommodates a large number of players. The market also consists of a number of new players and specialized providers that solely focus on specific applications.

Key vendors in the market are -

Amnovet

Adobe

OmniUpdate

Saba

Other prominent vendors analyzed in this market study are Anubavam, Blackboard, Desire2Learn, Hannon Hill, Ingeniux, Jadu, Krawler LMS, White Whale Web Services, and Xyleme.

Key questions answered in the report include

What will the market size and the growth rate be in 2020?

What are the key factors driving the global education content management market?

What are the key market trends impacting the growth of the global education content management market?

What are the challenges to market growth?

Who are the key vendors in the global education content management market?

What are the market opportunities and threats faced by the vendors in the global education content management market?

Trending factors influencing the market shares of APAC, Europe, North America, and ROW.

What are the key outcomes of the five forces analysis of the global education content management market?

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