

### **SIIA Education Division News**

SIIA Communications Contact: Laura Greenback, 410.533.1943, [lgreenback@siia.net](mailto:lgreenback@siia.net)

PR Contact: Saul Hafenbredl, C. Blohm & Associates, 608.216.7300, [saoul@cblohm.com](mailto:saoul@cblohm.com)

### **SIIA Estimates \$7.76 Billion US Market for Educational Software and Digital Content** *Second Annual Report Shows Growth in the Education Technology Sector*

**Washington, D.C.** (Dec. 19, 2012) – The Education Division of the Software & Information Industry Association (SIIA), the principal trade association for the software and digital content industries, has released the “2011 U.S. Education Technology Industry Market: PreK-12 Report.” The report values the overall PreK-12 non-hardware education technology market at \$7.76 billion, compared to last year’s valuation of \$7.5 billion.

“This year’s report shows a strong response from content companies but also from companies offering testing and assessment and professional development products and services,” said SIIA Vice President of Education Karen Billings. “We are encouraged by the \$2.6 million estimated growth for the industry.”

Data in the report was collected directly from service providers, publishers, and developers to show a supply-side view of the market not available through traditional customer data collection techniques. This report is important in showing a comprehensive view of the PreK-12 market with real data.

Consulting Services for Education Inc. (CS4Ed) used the results of the survey and publically available data to determine the size and scope of the market. The revenues and products were divided into four major market segments: content; instructional support; platforms and administrative tools; and a special segment that includes advanced placement, special education, and English language learner materials. Using these resources, the team was able to create a cohesive view of the education technology market and the trends in it over the past year.

“We’re excited to see the overall market grow in these trying economic times. We’re happy to see more of the effects of the print-to-digital transition,” said CS4Ed President John Richards, Ph.D.

The CS4Ed team of John Richards and Leslie Stebbins authored the report, which was made possible by the input of 105 contributing companies.

For more information visit the [SIIA Market Survey Report page](#) .

### 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 200 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) .

# # #