

Table of Contents

List of Tables.....	5
List of Figures	6
Metaari’s Organizational Enterprise Licensing Model	7
About Metaari.....	8
About the Analyst.....	8
Executive Overview: 5G is a Game Changer	10
Primary Catalysts Driving the US Mobile Learning Market	11
What You Will Find in This Report.....	13
Who are the Buyers?	13
<i>Lessons Learned: Pivoting to the Business Segment</i>	14
What Are They Buying?.....	17
Sources of Data on the US Mobile Learning Market.....	22
2020-2025 US Mobile Learning Forecast and Analysis.....	26
Convergent Catalysts in the US Mobile Learning Market	26
Learning in the Bright Air: 5G Irrevocably Alters the Learning Landscape... 27	
<i>AR Mainstreamed: Apple's ARKit and Google's ARCore Accelerate Demand</i>	29
Strong US Consumer Demand for Mobile Learning Content for Kids	31
<i>Games for Children with Special Needs</i>	33
<i>Language Learning Games for Children</i>	36
<i>Coding Games for Young Kids</i>	37
<i>Smart Robots Play Learning Games with Kids</i>	38
<i>Brain Training Games for Kids: A New Revenue Opportunity for Developers</i>	40
<i>STEM Evolves into STEAM</i>	41
<i>Social and Emotional Learning (SEL) Games Hit the Market</i>	42
<i>Astonishing Mixed Reality Learning Games for Kids</i>	44
Rapid Adoption of Pre-employment Assessment and Evaluation Apps in the Corporate Segment	46
Next Generation Mobile Learning Products Hit the Market	47
<i>Innovation in Mobile Learning Location Intelligence</i>	47
Learning in Mixed-Reality Spatial Computing.....	49

This US Mobile Learning Market report has 195 pages, 25 revenue forecast tables, and ten charts.

Metaari's 2020-2025 US Mobile Learning Market Forecast

Augmented Location Intelligence.....	50
Anchoring Virtual Objects in Real Space-Time	51
The Three Modalities of Location-based Learning.....	54
Location in Physical Space: Proximity Triggers Location-based Learning	55
Location in Virtual Space: Simulated Presence	57
Learning in Time: Temporal Mixed Reality Learning	58
<i>The Rise of the Blue-Collar Geeks: Rapid Adoption of Augmented Learning Products</i>	59
Remote Assistance is Real-time Performance Support.....	60
The Bottom Line in the Fourth Industrial Revolution.....	64
<i>Learning as Experience: Next Generation Mobile Virtual Reality Learning Products</i>	66
<i>Artificial Intelligence Alters the Learning Technology Industry</i>	69
Large Scale National Distribution Agreements Accelerate Adoption.....	70
<i>Learning Game Developers and Game Publishers are Resellers</i>	71
<i>Educational Publishers and Distributors Searching for Mobile Learning and Mobile Game Partners.....</i>	73
Merger and Acquisition (M&A) Validates the Market as the Big Guns Buy Their Way In	74
Availability of Inexpensive and Easy-to Use Native Development Tools	79
Assembling Mobile Learning Apps with Premade Components: A New Cottage Industry Emerges.....	80
Demand-side Analysis by Eight Buying Segments in the US	83
Consumers.....	85
Preschools.....	87
Primary Schools	90
Junior High and Secondary Schools.....	98
Higher Education and Tertiary Institutions	103
Federal Government.....	109
State and Local Governments.....	117
Corporations and Businesses.....	125
US Supply-side Analysis by Four Product and Services Types....	132
United States Packaged Mobile Learning by Nine Content Types	133
<i>Early Childhood Learning Games.....</i>	135
<i>Language Learning Apps</i>	138

Over 650 suppliers operating in the US are cited in this report to help international suppliers identify local partners, distributors, resellers, and potential merger and acquisition (M&A) targets in the US.

General Academic Mobile Content140

Exam and Test Test Prep Apps.....142

Corporate Pre-employment Assessment and Evaluation Apps.....146

Procedural and Performance Support Apps.....147

Medical, Health, and Wellness Apps149

 VR-based Mental Therapy Products Hit the Market..... 158

 VR-based Medical Training is Altering the Helathcare Education Industry 160

Continuing Professional Education (CPE), Continuing Education (CE) and Continuing Medical Education (CME) Apps.....161

Mobile Training and Professional Development (PD)Apps.....164

US Mobile Learning as a Service (MLaaS) 166

US Custom Content Development Services..... 168

US Authoring Tools and Platforms 172

Index of Suppliers 188



List of Tables

Table 2 - 2020-2025 Revenue Forecasts for Mobile Learning Products and Services in the US (in US\$ Millions).....	83
Table 3 - 2020-2025 United States Revenue Forecasts for Mobile Learning Products and Services by Eight Buying Segments (in US\$ Millions).....	84
Table 4 - 2020-2025 US Consumer Mobile Learning Revenue Forecast (in US\$ Millions).....	85
Table 5 - 2020-2025 US Preschool Mobile Learning Revenue Forecast (in US\$ Millions).....	87
Table 6 - 2020-2025 US Primary Schools Mobile Learning Revenue Forecast (in US\$ Millions).....	91
Table 7 - 2020-2025 US Secondary Schools Mobile Learning Revenue Forecast (in US\$ Millions).....	98
Table 8 - 2020-2025 US Higher Education Mobile Learning Revenue Forecast (in US\$ Millions).....	103
Table 9 - 2020-2025 US Federal Government Mobile Learning Revenue Forecast (in US\$ Millions).....	109
Table 10 - 2020-2025 US State and Local Government Mobile Learning Revenue Forecast (in US\$ Millions).....	117
Table 11 - 2020-2025 US Corporate Mobile Learning Revenue Forecast (in US\$ Millions).....	125
Table 12 – 2020-2025 US Revenue Forecasts for Mobile Learning by Four Product Types (in US\$ Millions).....	132
Table 13 – 2020-2025 United States Packaged Mobile Learning Revenues by Nine Content Types (in US\$ Millions).....	134
Table 14 - 2020-2025 United States Early Childhood Mobile Learning Revenues (in US\$ Millions).....	135
Table 15 = 2020-2025 United States Language Learning Mobile Learning Revenues (in US\$ Millions).....	138
Table 16 = 2020-2025 United States General Academic Mobile Learning Revenues (in US\$ Millions).....	140
Table 17 – 2020-2025 United States Mobile Exam and Test Prep Revenues (in US\$ Millions).....	142
Table 18 - 2020-2025 United States Mobile Corporate Pre-Employment Assessment Revenues (in US\$ Millions).....	146
Table 19 - 2020-2025 United States Mobile Procedural and Performance Support Revenues (in US\$ Millions).....	148

Table 20 - 2020-2025 United States Mobile Medical, Health, and Wellness Revenues (in US\$ Millions) 150

Table 21 - 2020-2025 United States Mobile CE and CME Revenues (in US\$ Millions)..... 161

Table 22 - 2020-2025 United States Mobile Training and Professional Development App Revenues (in US\$ Millions) 164

Table 23 – 2020-2025 US Mobile Learning as a Service (MLaaS) Revenue Forecasts (in US\$ Millions) 166

Table 24 - 2020-2025 US Custom Mobile Learning Development Services Revenue Forecasts (in US\$ Millions)..... 168

Table 25 - 2020-2025 UA Mobile Learning Authoring Tools and Platform Revenues (in US\$ Millions)..... 173

List of Figures

Figure 1 – The Primary Catalysts in the Booming 2020-2025 US Mobile Learning Market..... 11

Figure 2 - 2020-2025 US Mobile Learning Growth Rates for Eight Buyer Segments 13

Figure 3 - 2020-2025 US Mobile Learning Five-year Growth Rates by Four Product Types 18

Figure 4 - 2020-2025 US Mobile Learning Growth Rates for Nine Packaged Content Types 20

Figure 5 –The Best Sellers: Early Childhood Learning Games in the Highest Demand..... 32

Figure 6 – The Three Modalities of Location-based Learning (LBL) 54

Figure 7 - Mobile Location-based Learning (LBL): Proximity Triggers the Learning Experience 55

Figure 8 - Cognitive Fitness and Brain Training Games Grouped in Two Broad Categories..... 150

Figure 9 – Professions in the US That Have Licensure Requirements 162

Figure 10 –Twelve Specialized Types of Mobile Learning Authoring and Development Tools 173