

# ELEARNING MARKET MAP

AUDIENCE		CONSUMER		INSTITUTION		CORPORATION
		EARLY CHILDHOOD	ADULT	K-12	HIGHER EDUCATION	CORPORATE TRAINING
CONTENT	PUBLISHERS				<b>PEARSON</b>	
	DEVELOPERS					
	AUTHORING TOOLS					
	AGGREGATOR LIBRARIES					
MANAGEMENT SYSTEMS	LMS					
	TMS					
	OCMS					
	SOCIAL LMS					
	ASSESSMENT/ANALYTICS					
DISTRIBUTION	ONLINE					
	M-EDUCATION					
	MOOCS					
	IMMERSIVE LEARNING					
	GAMIFICATION					
	E-BOOKS & RENTALS					
ADMIN / BPO	ERP/SIS					
	LEAD GEN/MARKETING					
	READINESS					