



		to 2009
University of Phoenix Online	310,400	22%
Kaplan University	68,200	47%
DeVry	56,300	26%
Strayer University	54,300	25%
American Public Education	53,600	49%
Bridgepoint Education	45,500	101%
Walden University	40,500	17%
UMassOnline	40,000	18%
Liberty University	36,200	15%
Education Management	34,800	54%
Capella Education	33,900	26%
Grand Canyon Education	32,600	53%
University of Maryland University College	30,400	17%

Source: [The Worldwide Market for Self-paced eLearning Products and Services: 2009-2014 Forecast and Analysis](#), Ambient Insight, February 2010.

"Considering that the for-profits market aggressively to adult students, the demand is heavily concentrated in the adult demographic," Adkins said.

In preK-12, growth is being fueled by the proliferation of online virtual schools that are part of state and local education systems and online charter schools that operate independent of these systems in many cases. Both are helping preK-12 experience a 17 percent CAGR over the next five years, outpacing overall projected growth by more than four percentage points.

Interestingly, the report noted that the United States is unique in the world, even in North America, in the organization of its online preK-12 programs:

The PreK-12 systems in Canada and the US are quite different," the report said. "For example, the virtual school and the cyber charter school phenomenon is a distinct US trend. Virtual schools in the US are administered by the school systems and many offer full time programs to students. There is only one virtual school in Canada (Northern BC Distance Education School) that has fulltime students. They had 130 fulltime students in the 2008 school year. In contrast, there were over 200,000 students enrolled in virtual schools in the US as of 2009.

Also, in the US, many virtual schools purchase content and services from commercial "education management" firms such as K12, Inc., Insight Schools, Advanced Academics, and Connections Academy. The annual enrollment

growth rates for these firms are impressive. For example, from 2008 to 2009, K12's enrollments grew by 35%.

As of October 2009, there are only two charter schools in Canada and neither of them offers online courses. In contrast, there are over 185,000 children in the US enrolled in cyber charter schools. By 2014, 1.5 million US children will be taking online classes in cyber charter schools.

Adkins added that Ambient Insight is predicting continued strength and support for online preK-12 education, despite some fears by suppliers that growth in e-learning will be impacted heavily once ARRA funds were exhausted.

The complete report, "The Worldwide Market for Self-paced eLearning Products and Services: 2009-2014 Forecast and Analysis," can be purchased for \$4,825. An executive summary of the report, which includes further details and information about methodology, can be found [here](#).

#### About the Author

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