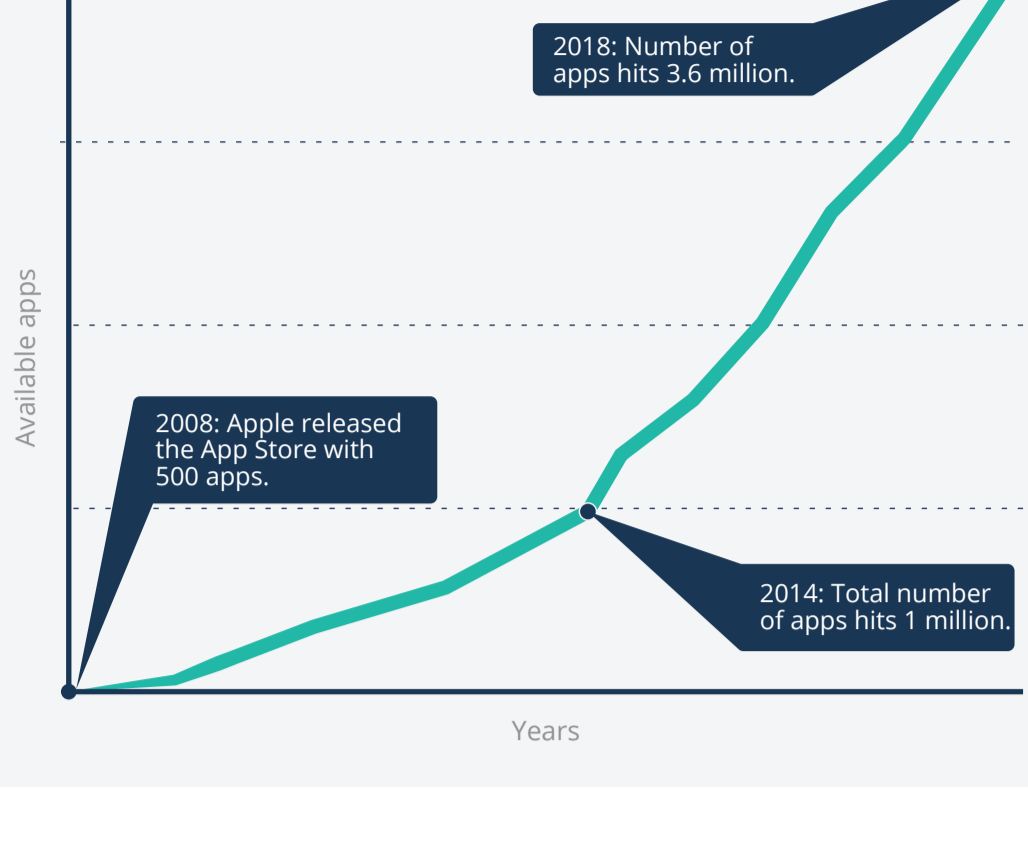


Apps have transformed our lives. We now spend our time sending snaps, timing laps and checking maps. Life has become a series of endless taps - 2,617 per day, in fact.

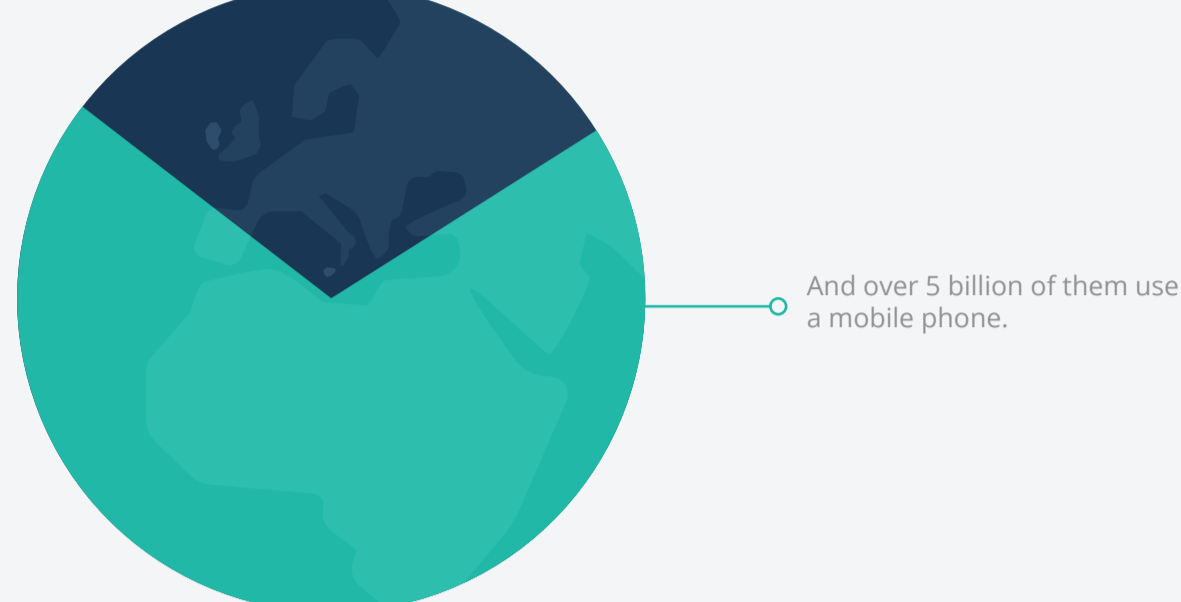
The stats and information paint a picture that can't be overlooked. The truth is, we're hooked. When it comes to learning, your learners are yearning to ditch the books and open up an app. And that's that.

So here it is, our case for app-based learning.

Our story starts in 2008:



There are 7.7 billion people in the world.



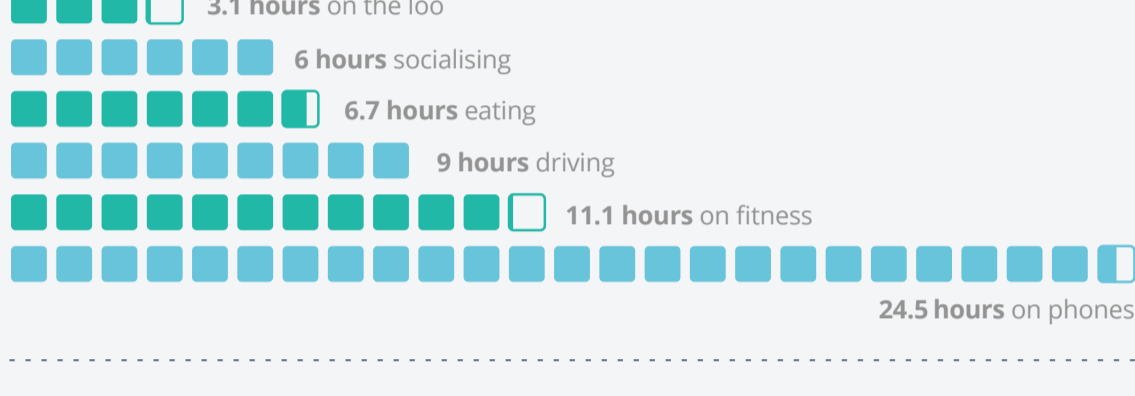
The total app market is worth \$461 billion each year.



And our app usage has grown with the market. We're obsessed with apps.

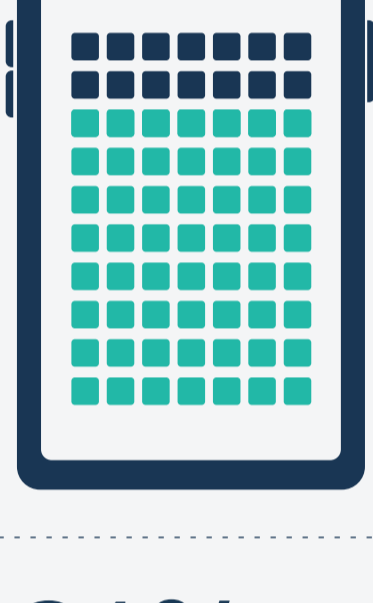
We now spend more than one day each week on our phones.

Comparison of weekly activities:



80% of all time spent on a phone is spent using apps, not the internet.

And the average person checks their phone every 12 minutes.

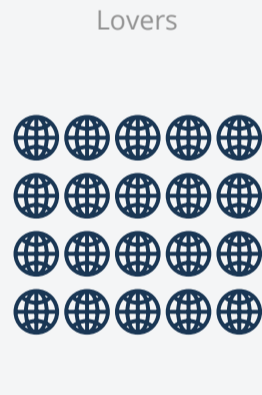
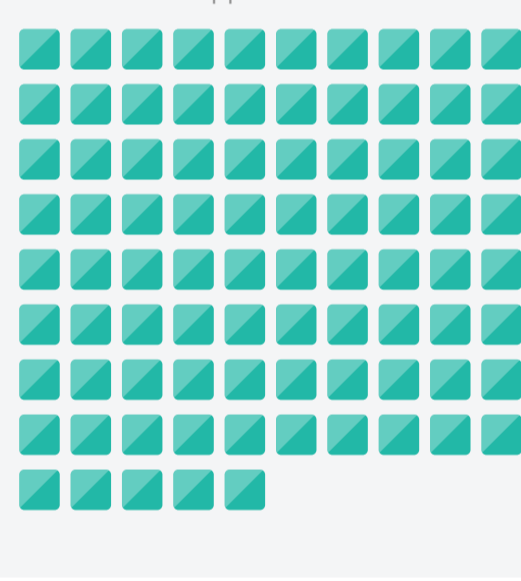


21% of millennials open their favourite app...

50+ times per day.

People love using their phones.

85% of people prefer an app to a website.



Research shows that people think apps are more convenient, faster and easier to use.

In fact, the duration of the average smartphone session is just 5 minutes 36 seconds.



People love to use learning apps.

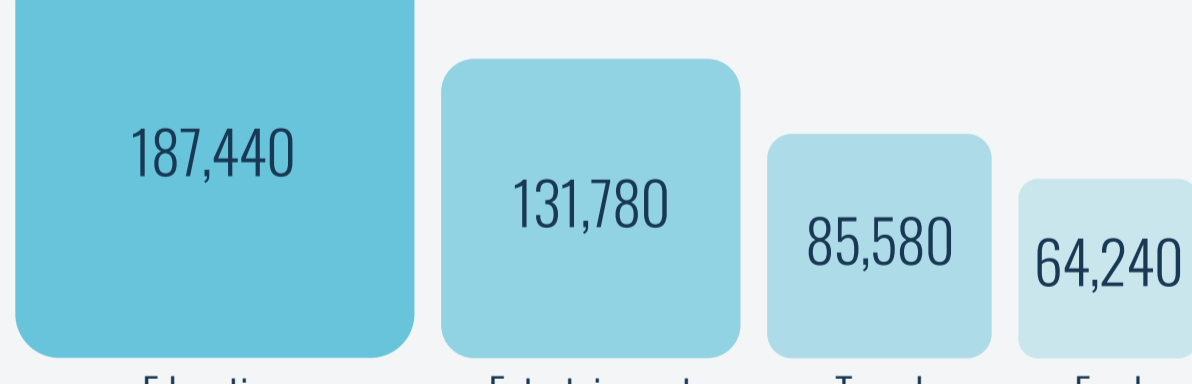
8.5%

8.5% of all app downloads are educational.

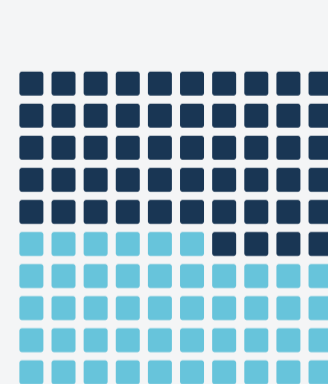
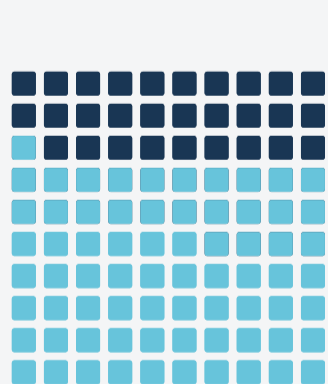
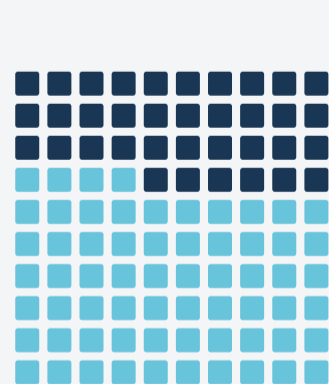
29%

29% of app users use educational apps.

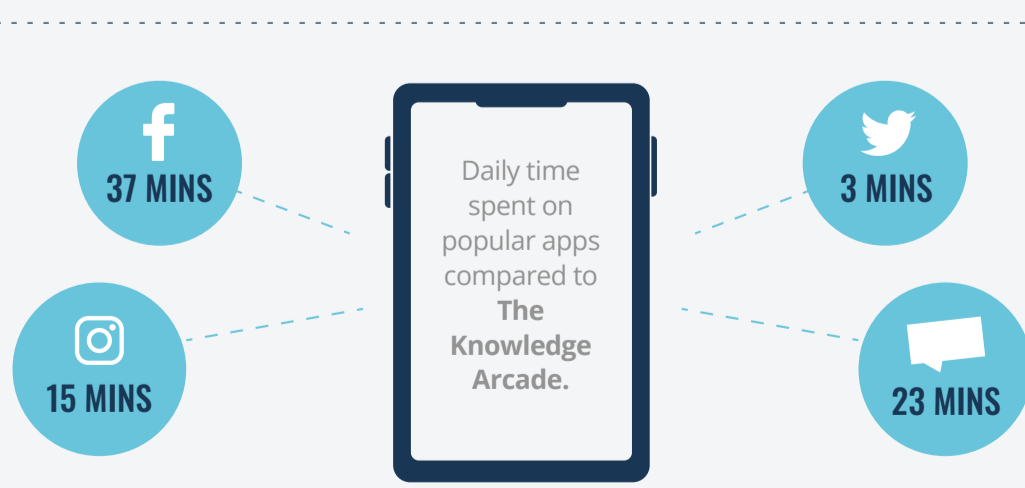
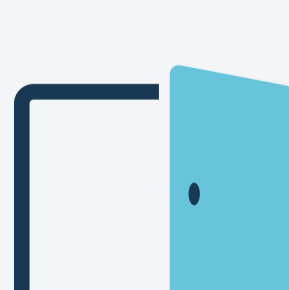
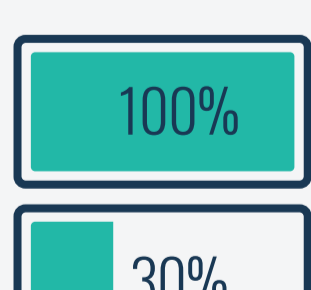
There are over 500,000 educational apps worldwide.



Learners bring their love of mobile learning apps into the workplace.



Learners using our app, **The Knowledge Arcade**, devour content in a way never seen before.



References:

www.businessoffapps.com | www.statista.com | www.wearsocial.com | www.techcrunch.com | www.comscore.com
 www.telegraph.co.uk | www.smartinsights.com | www.nypost.com | www.themanifest.com | www.econsultancy.com
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