MEDIA RELEASE

SIIA's ETIN and EDmarket Form Partnership to Produce U.S. Education Technology Market: PreK-12 Study

Washington, D.C. - The Software and Information Industry Association's (SIIA) Education Technology Industry Network (ETIN) and the Education Market Association (EDmarket) recently announced a unique partnership to conduct a supply-side survey of publishers, developers, and service providers to aggregate the sector's digital revenues in the U.S. PreK-12 market. SIIA and EDmarket have contracted Consulting Services for Education, Inc. (CS4Ed), a third-party research firm to collect, compile, and develop in-depth reporting about trend growth and change in the market. In addition, MCH Strategic Data, an industry leading data intelligence and technology provider, is facilitating expansion of outreach coverage.

"We are very excited to work with these well-established, trusted partners serving the education software industry, to produce a study providing industry members valuable information about trends, investment and size of market." said Jim McGarry, EDmarket President and CEO. This unique study captures sales data directly from the companies that are managing the sales pipeline, unlike other studies that only capture information from the end-user standpoint.

As the education market adapts from a products-based focus to a cloud-based service, and from outright purchase to subscription models, the importance of identifying innovation and adoption of digital content, resources, tools and platforms from a stakeholder perspective has become key in understanding what will happen next in this space. The study is designed to measure the size, scale, and ongoing trends in the U.S. PreK-12 institutional market for education software, digital content/resources, and related services. Its purpose is to inform and serve the overall market for non-hardware education technology products nationwide in a manner not always possible from purchasing data as traditionally collected from the education customers.

SIIA President, Ken Wasch, agreed with Jim, stating "This latest market report and survey, the *2018 U.S. Education Technology Market: PreK-12* will provide a comprehensive update to 2014's efforts and a clearer understanding of what is happening in the PreK-12 institutional market, helping to identify growth areas and trends".

The U.S. education system devotes a significant amount of education dollars toward a wide variety of platforms that deliver content in the preparation of students for the next level of learning. Companies, especially those entering the market, will be able to access information about the market in general and be able to get a sense of where they fit within the market.

About the Education Market Association (EDmarket)
The Education Market Association connects people who want to succeed in the education market by providing events, resources and leadership to those serving education, for more than 100 years. For more information on the Education Market Association, visit www.edmarket.org.

About SIIA and ETIN

The Software & Information Industry Association 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 the leading companies that are setting the pace for the digital age. Visit www.siia.net for more information. The Education Technology Industry Network of SIIA represents and supports developers of educational software applications, digital content, online learning services and related technologies across the K-20 sector. Visit www.etin.net for more information.

About Consulting Services for Education, Inc. (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 (www.cs4ed.com). Founder John Richards, Ph.D. and CS4Ed's senior staff has experience in both K-20 education and the realities of publishing, project management, and research. The company combines academic quality with product development experience.

About MCH Strategic Data

For over 90 years, MCH has been helping businesses maximize time and increase accuracy through our data and technology services. In a data-driven world, MCH delivers quality data and intelligence to the education market. We know that every data element clients have to power their operations, sales engagements and marketing programs improves results. Fill data gaps in your CRM or marketing automation platforms, append rich attributes for building robust segments, improve data hygiene for better efficiency and deliverability and more. For more information about our real-time data integration and the markets we serve, go to mchdata.com or contact us at info@mchdata.com.

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