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EDmarket Releases New Study on EDtech Distribution

(Silver Spring, MD) — The [Education Market Association \(EDmarket\)](#) released of a newly-published study, *EDtech Distribution in an Evolving Marketplace*, featuring data gathered from interviews with key industry leaders conducted by researchers at the Harvard Graduate School of Education. The report, sponsored in part by Stages Learning Materials, provides the most current information available on the shifting nature of the K-12 market for EDtech products.

Key Findings:

- Demand-side partners are on the rise including Educational Service Agencies (ESAs), Short Term Trial Innovation Hubs (i-Hubs), Vendor Marketplaces and Review Platforms.
- 90% of EDtech leaders interviewed referenced the lack of a Single Sign-On—simple access in one place to all technology products a school is using—as a huge pain point for schools.
- Enthusiasm for Open Educational Resources (OER) is increasing for teachers, principals, and district leaders, but quality OER needs to be curated so that schools are not overwhelmed with choices.

“There is no shortfall of great ideas and new EDtech products that are being developed, funded and designed, but there is not a clear understanding of how to profitably take these products to market and get them in the hands of the students and teachers who can benefit from these innovations,” says Jim McGarry, President/CEO of EDmarket. “This study will help companies better understand the shifting nature of the K-12 market for EDtech products and to understand how to navigate this complex marketplace.”

This report is available free to EDmarket members as a membership benefit; nonmembers may purchase a copy. To obtain a preview copy for media coverage, please send an email to adayton@edmarket.org or call (800) 395-5550, ext. 1031. Full credit must be given to EDmarket. No re-sale or distribution of this copyrighted material to any party outside your organization is permitted.

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 information on the Education Market Association, please visit www.edmarket.org.

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