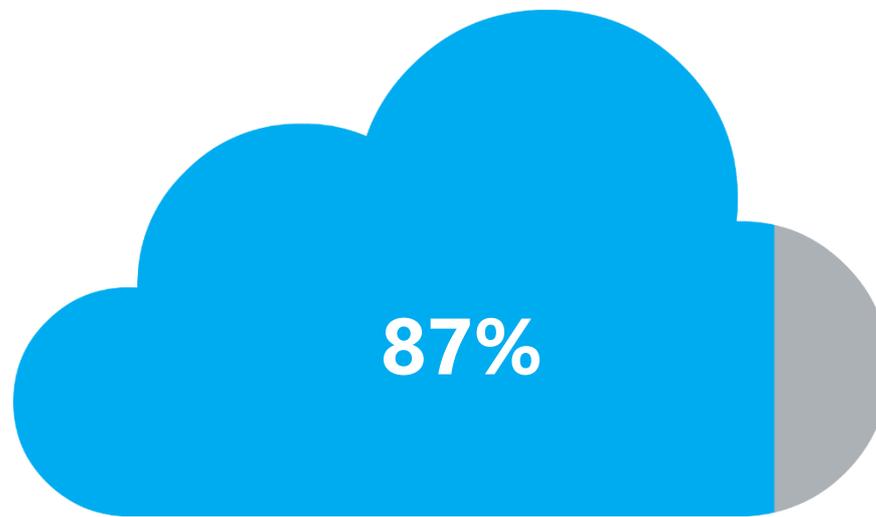




# 12 Learning Management Statistics for 2017



Over **87%** of users have **web-based LMS solutions**.  
The eLearning software world is now dominated by the Cloud.



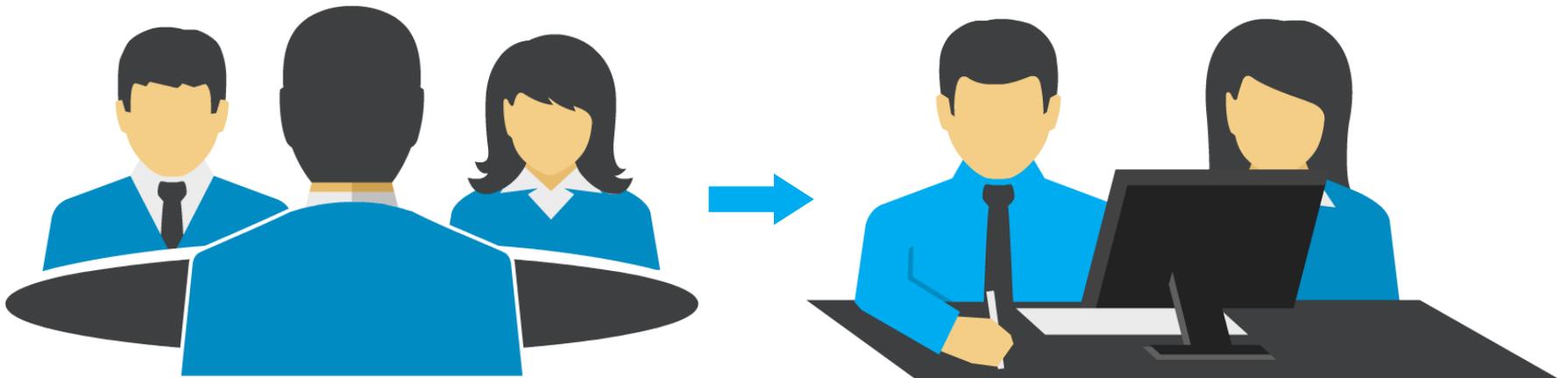


**Functionality** is the best-selling point of an LMS. Users select their LMS mainly based on **functionality (53%)**, followed by **price (32%)**, **support (5%)**, company **reputation (3%)**, and software **popularity (3%)**.



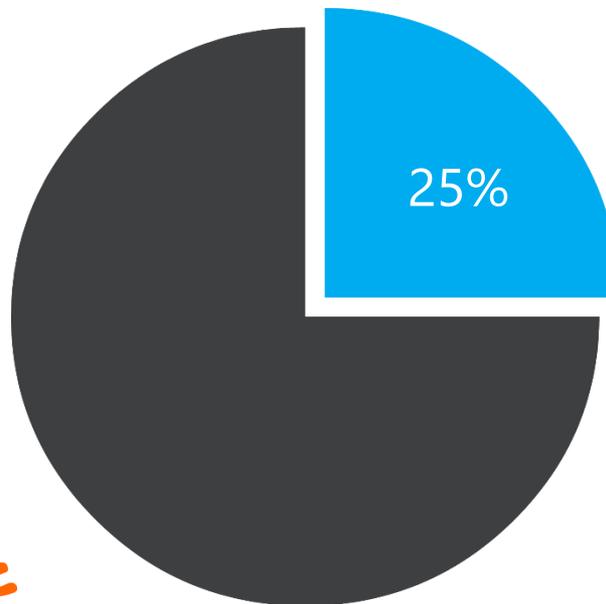


The LMS market will grow from **\$5.22 billion** to **\$15.72 billion** by 2021 as more and more companies make the switch to tech learning solutions.



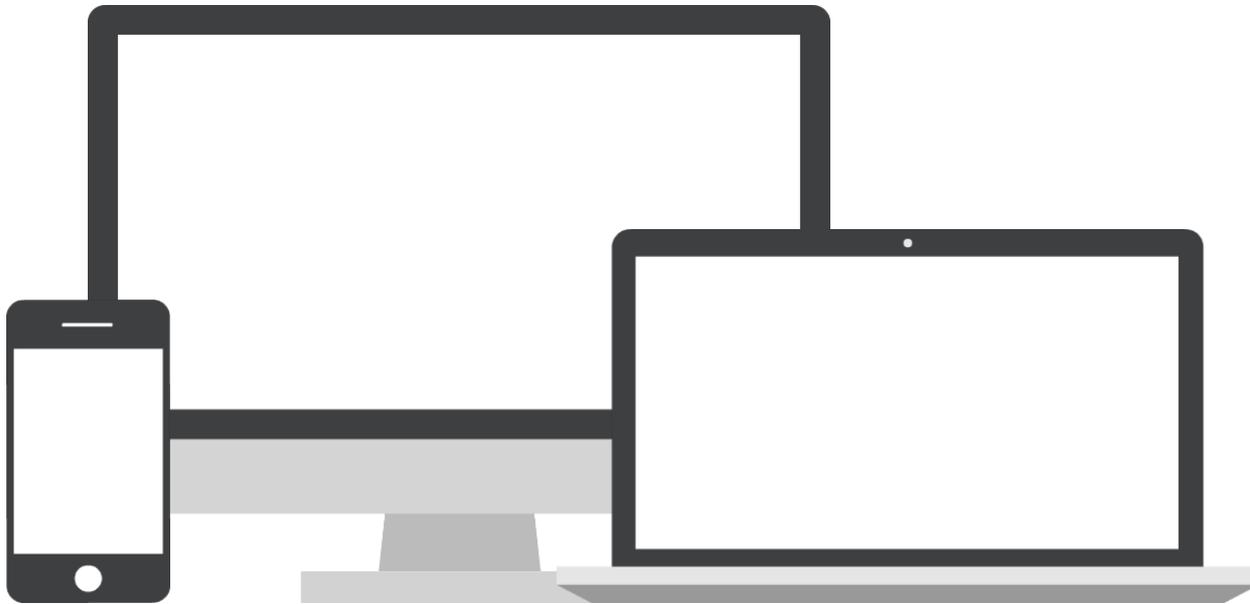


Online-only learners are projected to make up almost **25%** of all students by **2020**.





**8%** of companies use MOOC (Massive Open Online Course) platforms and the number is expected to grow in 2017.





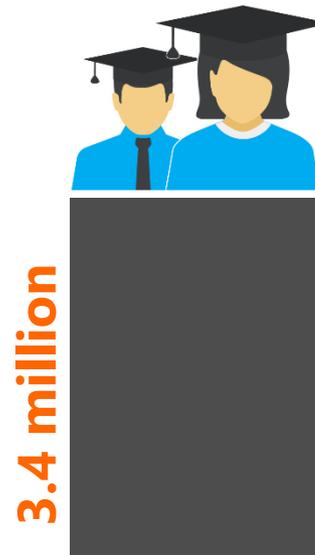
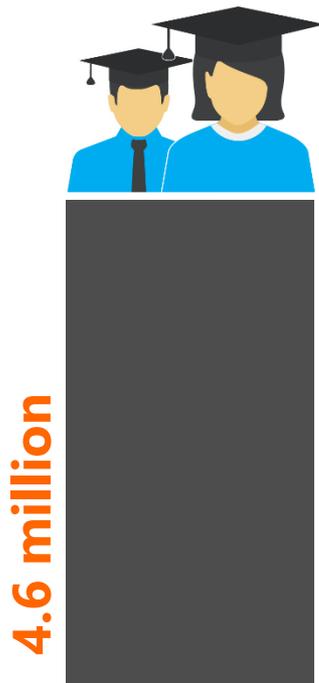
By the end of 2017, **98%** of all organizations will use video-based training programs in their digital learning strategies.





**4.6 million** college students are taking at least one of their courses online.

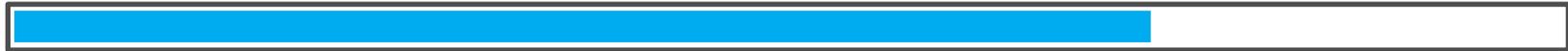
**3.4 million** college students are taking all their courses online.





**74%** of employees in businesses using LMS systems have a BYOD (bring your own device) policy.

74%



**97%** of employees claimed that a tablet adoption policy increased their learning effectiveness. Having tablets in addition to laptops allows a new means to the employees to learn both, in the office and at home.

97%





Large companies make up **30%** of LMS buyers. These kind of companies especially benefit from giving their employees an accessible and standard training environment.





Google enrolled **80,000** of its employees in Udacity's HTML5 course, taking advantage of what LMS platforms have to offer.



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# THANK YOU!



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