



MAKING SENSE OF THE MOBILE LEARNING REVOLUTION

Mobile devices are changing how we learn at work. We're now in the midst of a mobile learning revolution.

CALLING ALL MOBILE FANS

The US market for mobile learning will reach **\$37.6 billion by 2020**



The global self-paced eLearning market reached **\$46.9 billion in 2015**



Almost 50% of organizations in the US are **using mobile learning solutions**

BUT ARE WE DOING ENOUGH TO EMBRACE MOBILE LEARNERS?



of the world's population will be smartphone users by 2021



of workers access work documents outside the office



Millennials and Gen-Z

prefer to learn on smartphones and tablets

mLEARNING PROVIDES BITE-SIZED LEARNING ON THE GO

- Microlearning content = **higher completion rates**
- Courses have a **higher engagement rate** when delivered via mobile
- "Just-in-time" information **facilitates the learning experience**



- More **learners complete courses** through mobile than traditional eLearning
- Self-directed learning = **part of their workflow**

CLICK ON EACH FACT TO GO TO ITS SOURCE



MAKING SENSE OF THE

MOBILE LEARNING REVOLUTION

BYOD FACILITATES LEARNING

WHY GO MOBILE?



74%

of trainees use mobile tools while traveling



70%

of learners feel more motivated when training on a mobile device

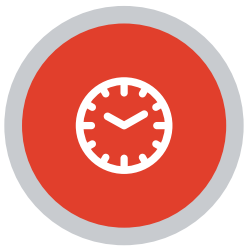
45%

of businesses will have a 'Bring Your Own Device' policy by 2020



40%

This is how much mobile training can increase productivity by



40 minutes

Mobile learners study 40 minutes longer than those using a desktop or tablet



41%

of top learning companies are currently developing and using their own mobile learning apps

65%

of all digital media is viewed on smartphones



85%

of organizations have already implemented a mobile training strategy, or plan to soon



47%

OF ORGANIZATIONS ALREADY USE MOBILE DEVICES FOR TRAINING

DON'T FALL BEHIND!

TO REQUEST A FREE DEMO OR SPEAK TO A NETDIMENSIONS LMS CONSULTANT, CONTACT US TODAY ON