

Global Education Apps & the Android Ecosystem.

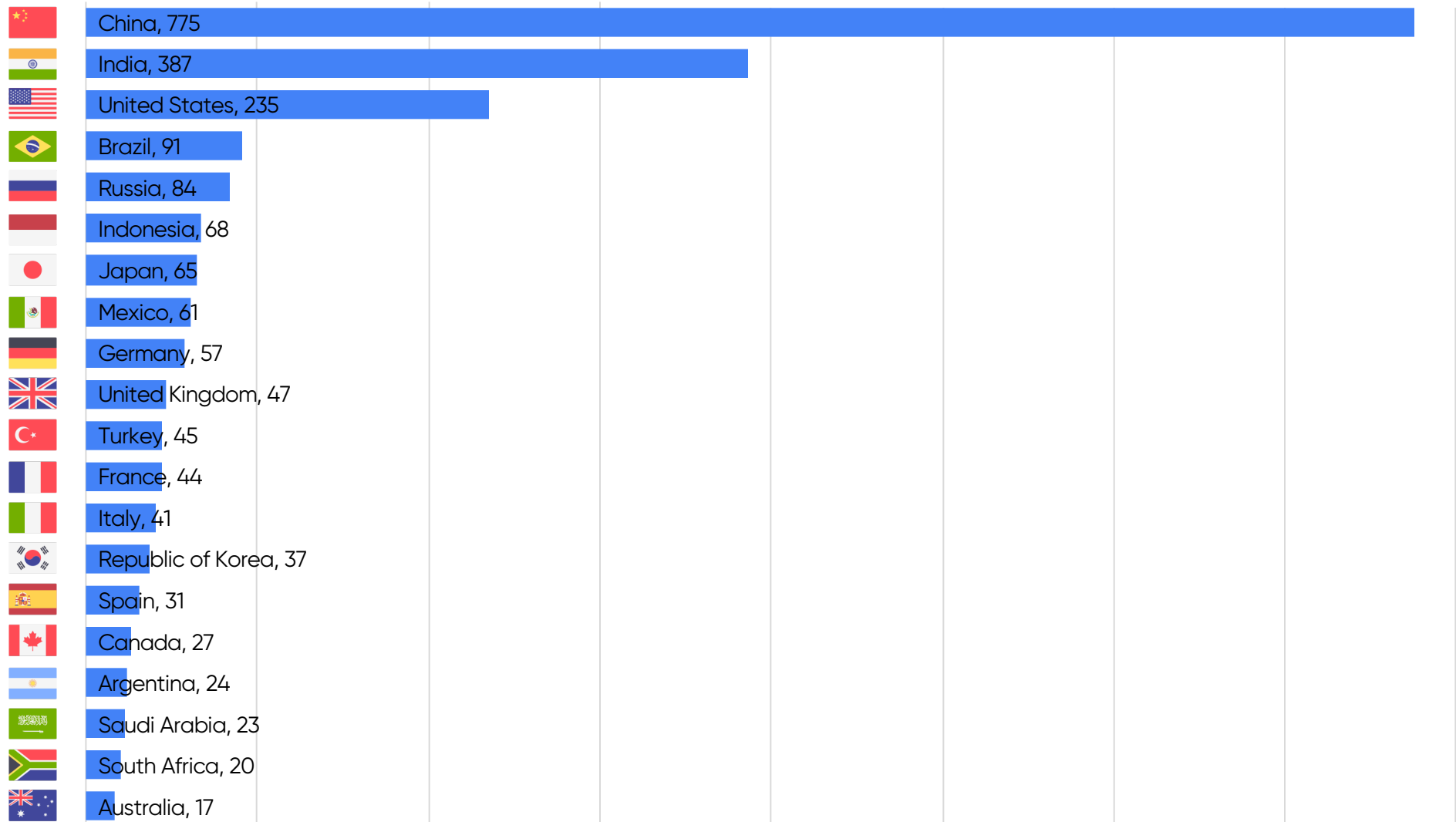
May 2019



WHO WE ARE

We are building the world's smartest source of global education intelligence to power decisions that matter.

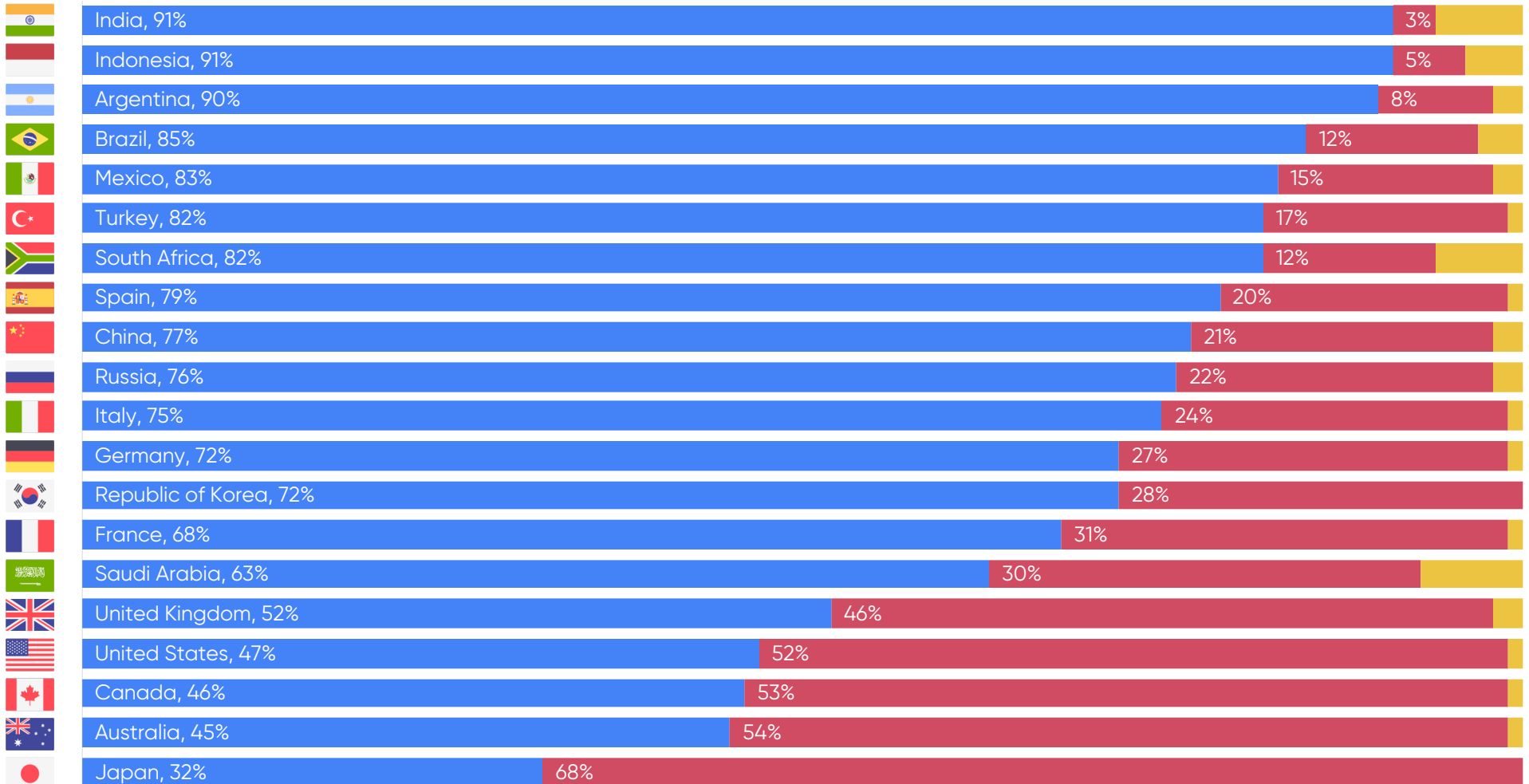
Smartphone Users (millions)



Source: HolonIQ and Newzoo, May 2019.

Mobile OS Market Share

Operating System Market Share - 2018



Source: HolonIQ and StatCounter, August 2018.































Chinese Android Education Apps

The Chinese Android education app market has a heavy emphasis on Language Learning with some tutoring, test prep and STEAM.

FREE			PAID N/A in CHINA			GROSSING			
1		TED TED Conferences LLC				1		Drops: Learn 32 new languages Language Drops	
2		BBC Learning English Media Applications Technologies for the BBC				2		Learn 33 Languages Free – Mondly ATI Studios	
3		ISS on Live: HD View Earth Live Chromecast PoliLabs				3		Bright – English for beginners Language Apps Limited	
4		Learn Korean, Japanese, Chinese, Spanish, French + LingoDeer - Learn Languages Offline App				4		Mimo: Learn to Code Mimohello GmbH	
5		Drops: Learn 32 new languages Language Drops				5		Quizlet: Learn Languages & Vocab with Flashcards Quizlet Inc.	
6		Learn Chinese – HelloChinese HelloChinese - Learn Chinese Mandarin				6		EWA: Learn English Lithium Lab Pte Ltd	
7		HSK Online – HSK Study and Exams 上海语轩信息科技有限公司				7		산타토익 - 비인간적 점수상승 Riiid!	
8		Tandem Language Exchange: Speak & learn languages Tripod Technology GmbH				8		Brilliant Brilliant.org	
9		Dịch tiếng Trung - Dịch Trung Việt, Việt Trung HDP Android Team				9		Tandem Language Exchange: Speak & learn languages Tripod Technology GmbH	
10		Curiosity Curiosity.com				10		MasterClass: Learn How To Cook, Sing, MasterClass	































Indian Android Education Apps

The Indian Android education app market is a mix of language, test prep, upskilling, STEAM and Games.

FREE			PAID			GROSSING					
1		U-Dictionary: Translate & Learn English Youdao (Hong Kong) Limited	L	1		Vocabulary.com Vocabulary.com	L	1		Udemy - Online Courses Udemy	Us
2		BYJU'S – The Learning App BYJU'S	TP	2		UPSC IAS All in One – Study for 2019 Pa Ad free Soham Bhattacharya Apps	TP	2		Blinkist - Nonfiction Books Blinks Labs GmbH	Er
3		Online Seva : Digital Services India Online India Seva	-	3		Periodic Table 2019 PRO – Chemistry August Software	St	3		Lingokids - English for Kids Lingokids - English Learning For Kids	L
4		Plantix - grow smart PEAT GmbH	Us	4		Spacewatch - A Solar System Explorer Kritrim Entertainment	St	4		Mindvalley: Education Evolved Mindvalley LLC	Us
5		Hindi English Translator - English Diction Learn English In Hindi - Translator \u0026 Dictionary	L	5		Learn Python Programming Pro ApkZube	St	5		Skillshare Online Classes Skillshare, Inc	Us
6		KIDS QUIZ (GK) Kids Mania GK	Us	6		Earth 3D - World Atlas 3Planesoft	St	6		Elevate - Brain Training Games Elevate Labs	Us
7		Unacademy Learning App Unacademy	Er	7		Assamese Dictionary Original Mr. Durlav Gogoi	L	7		Dr. Najeeb Lectures DrNajeebLectures.com	Us
8		Toppr - Learning app for classes 5th to 12 th Toppr	TP	8		Stellarium Mobile Sky Map Noctua Software Ltd	St	8		Duolingo: Learn Languages Free DuoLingo	L
9		Princess Coloring Book forqan smart tech	St	9		Learn C Programming Pro ApkZube	St	9		Lumosity: #1 Brain Games & Cognitive Training App Lumos Labs, Inc.	Us
10		NCERT Solutions, CBSE & State Board Class 6 th -12 th gradeup	Sn	10		Math Tricks PRO Antoni Ion	St	10		Brilliant Brilliant.org	St

US Android Education Apps

The US Android education app market is a diverse mix of STEAM, languages, education management, communications and upskilling.

FREE			PAID			GROSSING					
1		Photomath Photomath, Inc.	St	1		Toca Hair Salon 3 Toca Boca	Ga	1		Duolingo: Learn Languages Free DuoLingo	L
2		Duolingo: Learn Languages Free DuoLingo	L	2		XtraMath XtraMath	St	2		Udemy - Online Courses Udemy	Us
3		Remind: School Communication Remind101	Em	3		Toca Lab: Elements Toca Boca	St	3		Rosetta Stone: Learn Languages Rosetta Stone Ltd	L
4		Kahoot! Kahoot!	Ga	4		Toca Life: Neighborhood Toca Boca	Ga	4		Epic! Unlimited Books for Kids Epic! Creations Inc	Er
5		ABCMouse.com Age of Learning, Inc.	St	5		Toca Life: Hospital Toca Boca	Ga	5		Elevate - Brain Training Games Elevate Labs	Us
6		Google Classroom Google LLC	Le	6		PDG PROMote 2017-2019 ForceReadiness.com	Us	6		Lumosity: #1 Brain Games & Cognitive Training App Lumos Labs, Inc.	Us
7		ClassDojo ClassDojo	Em	7		PROMote - Army Study Guide ForceReadiness.com	Us	7		NOGGIN Watch Kids TV Shows Nickelodeon	L
8		PBS KIDS Video PBS KIDS	Ga	8		Toca Life: Office Toca Boca	Ga	8		Learn Languages with Memrise Memrise	Ga
9		Pinkfong Baby Shark SMARTSTUDY PINKFONG	Ga	9		Toca Life: Vacation Toca Boca	Ga	9		Blinkist - Nonfiction Books Blinks Labs GmbH	Er
10		Quizlet: Learn Languages & Vocab with Flashcards Quizlet Inc.	L	10		Toca Kitchen Sushi Toca Boca	Ga	10		Babbel - Learn Languages Babbel	L

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