

FUTURE OF HIGHER EDUCATION IN THE US

Overview

4,600 - No. of public and private higher-ed institutions in the US

19 million - Students enrolled in higher-ed institutions

63%
4-year public and private colleges

31%
2-year community colleges

6%
For-profit institutions

U S Education Market

Total market based on student spend = \$7 billion

Market for new instructional materials = \$3.5 billion

Market for used textbooks, rentals and other ed tech solutions = \$3.5 billion



Pearson



CENGAGE Learning

WILEY



Four major publishers control more than **80%** of the market.

(2016 PIRG Report)

Rising Textbook Costs

1041%

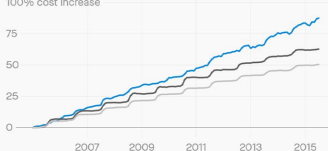
Increase in textbook prices since 1977

(more than triple the overall rate of US inflation)

The rising costs of higher education

■ Textbooks ■ Tuition and fees ■ Housing

100% cost increase



ATLAS | Data: Bureau of Labor Statistics



Subscription-based Textbooks

Cengage Unlimited subscription model gives access to **22,000+ textbooks** and **over 675 courses at \$119.99/semester.**

1,000,000 subscribers in just 7 months

\$60 million savings for students

For more insights write to us at marketing@hurix.com