



MARCH 11

PANDEMIC DECLARED BY WHO.



AFFECTED

91%

OF THE WORLD'S STUDENT POPULATION ¹

**EDUCATION
DOESN'T STOP!**

GLOBALLY,

90%

DOWNLOAD GROWTH,
PEAK WEEK IN MARCH
VS THE WEEKLY
AVERAGE OF Q4 2019. ²



US,

135%

DOWNLOAD GROWTH,
PEAK WEEK IN MARCH VS
THE WEEKLY AVERAGE OF
Q4 2019. ⁴

AUSTRALIA,
STRONGEST GROWTH,

190%

DOWNLOAD GROWTH,
PEAK WEEK IN MARCH VS
THE WEEKLY AVERAGE OF
Q4 2019. ³

EDUCATION APP NEWS AND CASE STUDIES

**TOP 10
EDUCATION APPS
WORLDWIDE FOR
MARCH 2020, OVERALL**

- GOOGLE CLASSROOM
- DUOLINGO
- TENCENT CLASSROOM
- PHOTOMATH
- SIMPLY PIANO
- REMIND
- KAHOOT!
- XUEXI QIANGGUO
- ABCMOUSE.COM
- CLASSDOJO ⁵



Google Classroom, 2nd top growing app in the US, 30 days following 200th confirmed case of COVID-19 vs. the prior 30 days ⁶

- Most downloaded education app in both stores and overall in March! ⁷
- Downloads ↑ 580% in the US, during the week of Mar 22 vs. the weekly average in Jan 2020 ⁸
- Sharp rise of downloads in the US, South Korea, and Italy! ⁹

Safe Classroom Communication, Downloads ↑ 290% in US, during the week of Mar 22 vs. the weekly average in Jan 2020 ¹⁰



ClassDojo, Downloads ↑ 565% in US, during the week of Mar 22 vs. the weekly average in Jan 2020 ¹¹

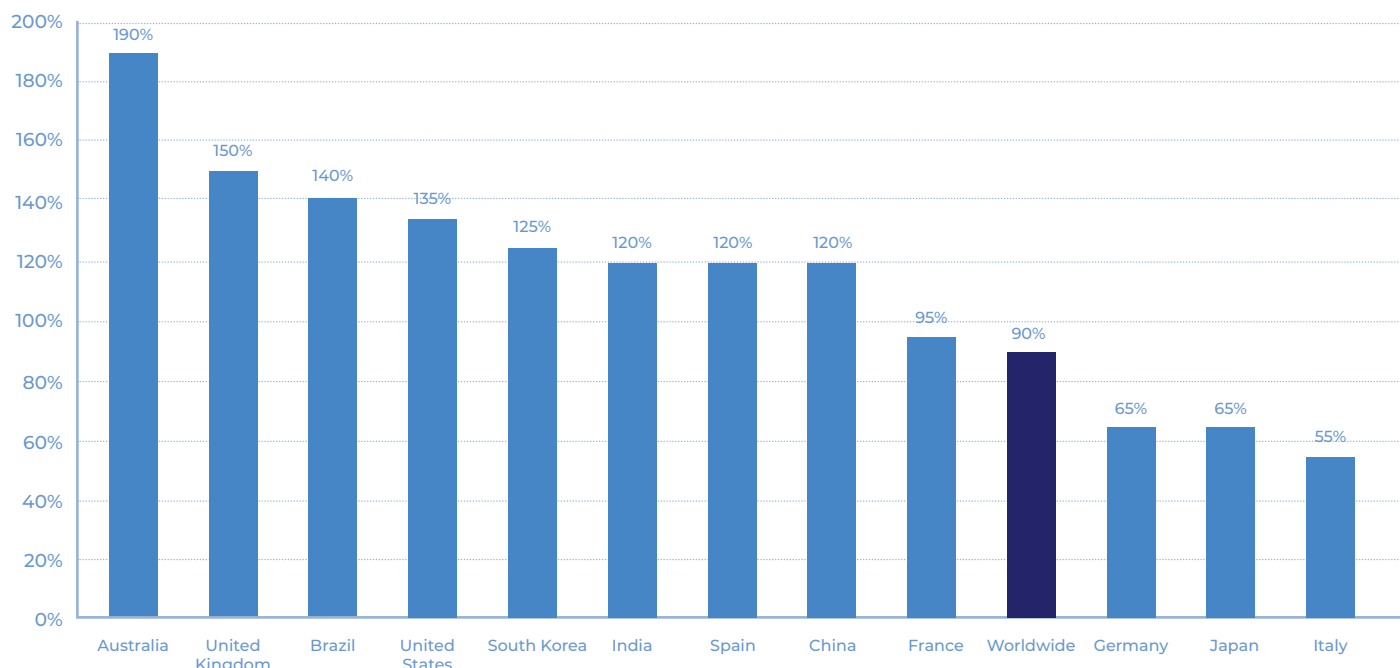


Duolingo, New signups ↑ 108%, from March 9 to March 30 ¹²



Babbel, free to students
• +50K new signups from students ¹³

DOWNLOAD GROWTH IN EDUCATION, PEAK WEEK IN 2020 VS WEEKLY AVERAGE Q4 2019



SOURCE

¹ Unesco: <https://en.unesco.org/covid19/educationresponse>

² App Annie: <https://www.appannie.com/en/insights/mobile-minute/education-apps-grow-remote-learning-coronavirus/>

³ App Annie: <https://www.appannie.com/en/insights/mobile-minute/education-apps-grow-remote-learning-coronavirus/>

⁴ App Annie: <https://www.appannie.com/en/insights/mobile-minute/education-apps-grow-remote-learning-coronavirus/>

⁵ Mobile Action: <https://www.mobileaction.co/blog/app-marketing/top-education-apps-march-2020/>

⁶ Sensor Tower, Q1 2020 Data Digest: <https://sensortower.com/blog/q1-2020-data-digest>

⁷ Mobile Action: <https://www.mobileaction.co/blog/app-marketing/top-education-apps-march-2020/>

⁸ App Annie: <https://www.appannie.com/en/insights/mobile-minute/education-apps-grow-remote-learning-coronavirus/>

⁹ Mobile Action: <https://www.mobileaction.co/blog/app-analytics/coronavirus-impact-on-the-app-industry/>

¹⁰ App Annie: <https://www.appannie.com/en/insights/mobile-minute/education-apps-grow-remote-learning-coronavirus/>

¹¹ App Annie: <https://www.appannie.com/en/insights/mobile-minute/education-apps-grow-remote-learning-coronavirus/>

¹² Business Insider: <https://www.businessinsider.com/duolingo-sees-spike-in-new-users-during-coronavirus-pandemic-2020-4>

¹³ USA Today: <https://www.usatoday.com/story/news/education/2020/04/07/coronavirus-online-learning-language-app-kahoot-duolingo-classroom-rosetta-stone/5114864002/>