

Thinkific Releases New Digital Learning Trends Report - Data Reveals How Creators Are Rising to the Challenge in 2023

- Report combines rich industry analysis, proprietary survey data from over 2,000 respondents, and unique insights provided by more than 100 creator educators (the class of creators producing content designed to share knowledge or drive impact).
- Key trends reveal the latest tactics creator educators are adopting to satisfy the evolving appetites of student customers.
- Report finds that today, over twice as many people are interested in creators making content for education than for entertainment purposes.

VANCOUVER, BC, Jan. 9, 2023 /CNW/ - Thinkific Labs Inc. ("Thinkific" or the "Company") (TSX: THNC) — the platform shaking up online education by empowering creator educators to build, market and sell digital learning products, announced today the release of its new [Digital Learning Trends Report 2023](#).



The in-depth report provides a unique look into the current state of digital learning, backed by consumer survey findings from over 2,000 respondents and invaluable insights from more than 100 creator educators. With this comprehensive, first-hand data, the report outlines forward-looking industry trends that are paired with actionable tips for anyone looking to launch or grow their own successful digital learning business.

Some top industry trends include:

- The shifting tide from creator entertainers to creator educators
- The emergence of microlearning as a solution for life-on-the-go
- The rise of community-first digital learning
- The diversification of income streams offering financial security in uncertain economic times

Other key findings include:

- Today, **more than twice as many** people are interested in creators making digital content for education than for entertainment purposes.
- **53%** of people say they're more likely to buy a product if it's recommended to them by a member of a community that they belong to.
- **More than 60%** of people learn new things from content on YouTube, Instagram or TikTok.
- **71%** of people are currently considering pursuing additional income streams, and **43%** already have a side hustle.

"Researching and developing our annual Digital Learning Trends Report gives us an invaluable pulse check on our industry, as well as the opportunity to hear directly from creator educators and their own student customers," said Greg Smith, Co-Founder & CEO of Thinkific. "We're excited to be able to translate this knowledge into actionable insights that empower our creators to understand and leverage key trends that will supercharge their digital learning businesses."

A host of successful creator educators also contributed to the report, sharing their own learnings on how they've monetized their expertise to build successful businesses. For example:

- **Jill Koziol**, Co-Founder and CEO of [Motherly](#), a wellbeing destination with an inspiring community of over 30 million moms learning to navigate the ups and downs of motherhood, together.
- **Debbie Rosas**, Co-Creator and Founder of internationally acclaimed fitness program and lifestyle company, [Nia Technique, Inc.](#) As a pioneer in the body-mind fitness industry, Debbie has used her experience to build a thriving, global fitness company with a 7-figure revenue.

For more trends in digital learning, key research findings, or insights from expert creator educators, you can [access Thinkific's full, free Digital Learning Trends Report 2023 here](#).

Additional visuals showing top research findings are [here](#).

About Thinkific

Thinkific (TSX: THNC) makes it simple for creator educators and established businesses of any size to scale and generate revenue by teaching what they know. Our platform gives businesses everything they need to build, market,

and sell digital learning products—from courses to communities—and run their business seamlessly under their own brand, on their own site. Thinkific's 50,000 active creators earn hundreds of millions of dollars in direct course sales while teaching tens of millions of students. Thinkific is headquartered in Vancouver, Canada and has a distributed team.

For more information, please visit www.thinkific.com.

This news release includes forward-looking statements and forward-looking information within the meaning of applicable securities laws ("forward-looking statements"). Often, but not always, forward-looking information can be identified by the use of words such as "trends", "plans", "is expected", "expects", "scheduled", "intends", "contemplates", "anticipates", "believes", "proposes" or variations (including negative and grammatical variations) of such words and phrases, or state that certain actions, events or results "may", "could", "would", "might" or "will" be taken, occur or be achieved. Forward-looking statements in this report include statements regarding industry trends; growing demand for online learning, growth in our industry; addressable markets for our solutions; capturing market share; advances in and expansion of our offered platform service and the anticipated benefits of Communities and their features for the Company's customers. Such statements and information are based on the current expectations of Thinkific's management, and are based on assumptions and subject to risks and uncertainties. Although Thinkific's management believes that the assumptions underlying these statements and information are reasonable, they may prove to be incorrect. A number of risks, uncertainties and other factors may cause actual results to differ materially from the forward-looking statements contained in this report, including, among other factors, the risk factors described in additional detail under "Risk Factors" in our most recent Annual Information Form, and in our other filings with the Canadian securities regulatory authorities, all of which are available under our profile on SEDAR at www.sedar.com. Except as required by applicable securities laws, forward-looking statements and information speak only as of the date on which they are made and Thinkific undertakes no obligation to publicly update or revise any forward-looking statement or information contained in the report, whether as a result of new information, future events or otherwise. The report should not be relied on and is not a substitute for the skill, judgment and experience of the user, its management, employees, advisors and/or clients when making purchase, investment and other business decisions. While Thinkific has obtained information from sources it believes to be reliable, Thinkific does not perform an audit and undertakes no duty of due diligence or independent verification of any information it receives.

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