

Thinkific Releases 2024 Online Learning Trends Report - Data Reveals Impact of AI, Social Media Fatigue, and More

- Key trends reveal how the online education landscape is shifting — and how creators can embrace this change to drive growth
- Report finds that 92% of people dedicate at least one hour per month to learning digitally, an increase from 2023
- Report combines survey data from over 2,500 respondents and unique insights from expert creators, including Jon Youshaei

VANCOUVER, BC, Jan. 10, 2024 /CNW/ - Thinkific Labs Inc. ("Thinkific") (TSX: THNC), a leading platform for creating, marketing, and selling online learning products, today announced the release of its 2024 Online Learning Trends Report.



The report uses consumer survey findings from over 2,500 Americans and expert creator insights to predict trends in the online learning industry and wider creator economy. After a year of massive shifts across the technology sector and the wider economy, the data reinforces the message that online learning is growing and offers financial stability for a consistently increasing body of creators.

The key trends highlighted in this year's report include:

AI isn't destroying online education; it's increasing creator productivity
Downloadables emerge as the quickest path to creator monetization
All platforms become learning platforms
Private communities provide welcome respite from social media fatigue
The creator economy is no longer monopolized by a younger demographic

Among the many data points in the report, key findings include:

92% of people dedicate at least one hour per month to learning digitally
62% of people say they're more interested in creators who make digital content for educational purposes than entertainment purposes
Almost one out of every five people (19.2%) between the ages of 41-56 consider themselves digital creators. This is up 16% since last year

"The consumer insights that form the foundation of our latest report should be very reassuring and invigorating for creators," said Greg Smith, Co-Founder & CEO of Thinkific. "More people than ever are dedicating time to learning online, and AI is making it easier than ever to start and grow your business online. However, consumers have a clear preference for the personality, authenticity and personal brand that comes from human creators. We're excited to share these insights with creators in the hopes it helps more of them embrace the incredible opportunities that exist today."

Within the report, popular creator and former YouTube and Instagram employee Jon Youshaei offered his own unique trend predictions for the wider creator economy including a bet on the rise of even shorter-form content and the return of unedited content.

For more trends in digital learning, key research findings, or insights from expert creators, you can access Thinkific's full, free, 2024 Online Learning Trends Report [here](#).

About Thinkific

Thinkific (TSX:THNC) makes it simple for creators 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 to 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, membership and community sales while teaching tens of millions of students. Thinkific is headquartered in Vancouver, Canada, with 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.sedarplus.ca. 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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