

# imc AG is the leading full-service provider according to mmb's E-Learning Economy survey

The independent mmb Institute publishes the only annual market survey on the German e-learning industry in its mmb Branchenmonitor survey. The survey takes a look at developments in industry revenues, number of employees, e-learning business sectors and the provider landscape, and imc is the full-service provider with the highest turnover.

**Saarbrücken, 10 December 2020** – The independent, private research and consulting institute, [mmb Institute](#), put the development of the e-learning industry in Germany under the microscope for the 13th time. The 2019 figures from 40 providers of education were assessed with regard to the development of their sales volume, number of employees and share of turnover in the e-learning business sectors. This was used to create a ranking of the most important German e-learning providers.

Compared to the previous year, imc improved its overall ranking by two places and achieved the third highest turnover. This makes imc the most successful full service provider offering both learning technologies and individual learning content and consulting.

The Branchenmonitor survey first shows the total turnover followed by a breakdown into six additional sub-categories which are sorted according to business sector. imc secured 1st place in the "creation/enhancement of digital learning content" category. The Saarland-based provider also consistently ranks among the leaders in other fields such as "adaptation services for e-learning content and software" or "tools for e-learning".

As emphasised by Sven R. Becker of the imc Executive Board, who is pleased with the positive result, "Our approach of offering client-oriented technologies has paid off. We are the full-service provider with the highest turnover, which demonstrates that the market demands holistic strategic support."

## Additional information

The full issue of [Branchenmonitor 2020](#) with the figures for 2019 can be found here. The report from the previous year can be found in [Branchenmonitor 2019](#).

## About imc

With more than 20 years of experience, twelve international locations and 300 employees, imc is the leading provider of digital education and professional development programmes. Experts in strategy, technology and e-learning content work hand in hand to offer holistic and tailored e-learning solutions – worldwide. Founded as a university spin-off at Saarland University, imc provides holistic support to more than 1,200 companies, public and educational institutions from all sectors and of all sizes in the planning and implementation of digital

training strategies.

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