



2024

## Age of Learning Impact Report

LEADING THE WAY IN LEARNING OUTCOMES

# A Letter from the CEO



**Dear Colleagues,**

As we reflect on this past year, I am incredibly proud of the progress Age of Learning has made toward achieving our mission: to help children everywhere build a strong foundation for academic success and a lifelong love of learning. Together, we have achieved remarkable milestones, empowering more students, supporting more educators, and making a meaningful difference in communities around the world.

This year marked significant growth across our consumer and school businesses. In our consumer business, we saw a substantial increase in new subscribers thanks to our commitment to creating engaging, high-quality educational experiences. This growth means that more children are developing critical early learning skills through our platforms every day.

Our school solutions have grown rapidly over the past few years. Today, we proudly serve hundreds of thousands of students—doubling our active users from just last year alone. Students engage with our platforms for an average of 20 minutes per session, and our research demonstrates significant academic gains: Students using our mastery solutions are typically three to four months ahead of their peers who don't use the programs. These results are a testament to the dedication and hard work of our team, as well as the strength of our programs, each backed by several ESSA-validated research studies.

We were also honored this year to be named one of TIME's EdTech Companies of the Year, an acknowledgment of the impact and innovation we bring to the education landscape. This recognition underscores the work we do to support educators and empower students with adaptive, data-driven programs that help teachers personalize learning for every child.

As we look to the future, I am excited about the path we are building together. Each step we take strengthens our ability to transform learning on a global scale, with the goal of reaching every child, everywhere, with the tools they need to thrive.

Thank you for your passion, hard work, and unwavering commitment to our mission. Together, we are shaping a brighter future for children around the world.

Sincerely,

A handwritten signature in black ink, appearing to read "Alex Galvagni". The signature is fluid and cursive, written over a light blue background.

**Alex Galvagni**  
CEO, Age of Learning



# Age of Learning: Driving Global Impact Through Education

Age of Learning is a leading education technology company dedicated to creating engaging, research-based learning experiences that empower children and educators worldwide. Through innovative programs like *ABCmouse*, *Adventure Academy*, *My Math Academy*, *My Reading Academy*, and *My Reading Academy Español*, we provide personalized and adaptive tools that support millions of learners in classrooms, homes, and communities around the globe.



Through **world-class innovation**, we design cutting-edge educational solutions that provide personalized and engaging learning experiences that foster growth and advance equity.



Our **global reach** extends across classrooms, homes, and communities worldwide, connecting millions of children to resources that inspire a lifelong love of learning.



We are guided by a focus on **measurable impact**, prioritizing evidence-based approaches that drive meaningful outcomes, empowering educators and enabling every child to thrive in a rapidly evolving world.

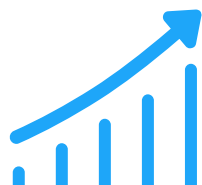
**50+ Million**  
Learners Reached

Engaging students in schools, homes, libraries, and community centers through Age of Learning programs.



**600+ Thousand**  
Classrooms Empowered

Supporting educators in accelerating learning nationwide using Age of Learning solutions.



**12 Billion**  
Learning Activities Completed

Research-based curriculum delivered through learning games, activities, books, puzzles, and more.



**30+ Studies**

**70+ Research Publications**



## AWARD-WINNING



# Education Without Limits: The ABCmouse Impact



Recognizing the need to bring education to even more children, we invested heavily in free-to-play content and platforms like YouTube and social media. These efforts yielded extraordinary results:

**33+**  
**million**  
children reached  
globally



**600+**  
**million**  
views amassed



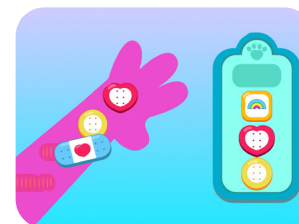
**100+**  
**million**  
views in a single  
month, received  
recognition  
from YouTube



At Age of Learning, our mission is to help children everywhere build a strong foundation for academic success and a lifelong love of learning. In 2024, we took significant strides toward this goal by expanding the reach and impact of *ABCMouse*, our flagship consumer product. **Through innovation and a commitment to delivering engaging, high-quality educational content, we are reaching millions of children and families worldwide.**

**Our remarkable growth continued to accelerate in 2024, with hundreds of thousands more subscribers than last year.**

This success reflects our focus on creating a world-class experience that captivates young learners while delivering meaningful educational outcomes. From our reimagined marketing strategies to a more seamless user experience, every improvement brought us closer to achieving our mission.



# School Solutions that Engage: Unlocking Student Potential

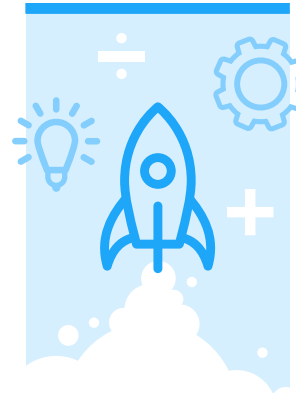
At Age of Learning, our schools programs—**My Math Academy** and **My Reading Academy**—have seen extraordinary growth, transforming learning in classrooms across the country. In just three years, we have rapidly expanded our reach, delivering personalized, research-based solutions that empower teachers and foster significant academic growth for students.

This growth reflects the trust educators place in our programs and the measurable impact they have on student outcomes. With a **Net Promoter Score of 70 from district administrators**, our solutions are earning strong endorsements from education leaders at all levels. From Fall 2023 to Fall 2024, our schools business achieved unprecedented milestones.

These milestones illustrate the exponential demand for high-quality, adaptive educational solutions that deliver actual results.

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Grew from **665 schools** to supporting **1,700 schools**—a remarkable **155%** expansion in just one year.



Increased total skills achieved from **222,956** to an impressive **2.3 million**, demonstrating the programs' effectiveness in accelerating learning.

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Logged over **7.3 million minutes of engagement**, with an average of **3 minutes per skill mastered**, showcasing the sustained attention and growth our solutions inspire in young learners.



**My Math Academy**<sup>®</sup>

**My Reading Academy**<sup>®</sup>

# Transforming Spanish Literacy Education

In 2024, we launched **My Reading Academy Español**, a Spanish literacy program designed to support more children in their journey to academic success. Built for kindergarten through 2nd-grade students, this program provides culturally relevant, high-quality instruction grounded in the **Science of Reading**.

Developed by teams in Guadalajara, Mexico, and the U.S., *My Reading Academy Español* ensures that Spanish-speaking learners have access to tools that build a strong foundation in their native language. Featuring authentic Spanish texts, the program celebrates cultural identity while building foundational reading skills in phonics, vocabulary, and comprehension.

Research shows that strong native-language literacy supports learning to read in other languages. Knowing this, *My Reading Academy Español* uses individualized learning pathways, adaptive assessments, and engaging instructional videos to strengthen native language literacy for Spanish speakers across the U.S.

Educators are supported with real-time dashboards to track student progress and ensure learning goals are met. By creating this program, we aim to reach the millions of Spanish-speaking students across the United States—where Spanish is the second most spoken language—with the quality resources they need to thrive and build a lifelong love of learning.



“ Every child deserves access to tools that set them up for success. This program reflects our commitment to advancing educational equity by giving Spanish-speaking students a powerful start in reading. ”

—Alex Galvagni, CEO

**My Reading  
Academy**  
ESPAÑOL

# Jefferson County: A Remarkable Turnaround with My Math Academy



In Jefferson County Schools, *My Math Academy* was instrumental in the district's remarkable transformation from a decades-long D letter grade to a B letter grade in just two years. Across 11 K–2 classrooms, 192 students used *My Math Academy* to build foundational math skills, logging an average of 12 hours with the program. The results were extraordinary:

## Next-Level Readiness

Students achieved levels equivalent to the next grade in math on the Star Math assessment.



## Confidence Boost

Educators reported significant improvements in student confidence and enjoyment of math, with one teacher emphasizing how the program “makes struggling students feel successful.”



These results underscore how personalized, adaptive learning tools can catalyze change at scale, elevating districts to meet and exceed academic benchmarks.

“If every school across the nation could utilize a resource such as *MMA* and *MRA*, we would not have the gaps to close, and we’d be on a whole new playing field.”

—Intervention Specialist, Jefferson County School District



LOCAL

### Jefferson County K-12 School earns B grade from state education department

 **Alajah Brown**  
Tallahassee Democrat

Published 5:07 a.m. ET July 31, 2024 | Updated 1:01 p.m. ET July 31, 2024



# Palm Beach County: Empowering Early Literacy Success with My Reading Academy



In Palm Beach County, *My Reading Academy* helped thousands of pre-K students build the critical skills needed for kindergarten readiness. During the 2023–2024 school year, the program was implemented in 256 voluntary pre-K centers, serving over 5,400 students. Key outcomes included:

## 45 Points Higher

Students using *My Reading Academy* scored, on average, 45 points higher on the Star Early Literacy assessment than their peers—equivalent to nearly four additional months of learning.



## Kindergarten-Ready

79% of students reached the state’s kindergarten-readiness benchmark, compared to 63% of non-users.



## Educator Support

Over 90% of teachers highlighted the program’s positive impact on letter recognition, sound-to-letter correspondence, and students’ confidence in reading.



“ It is truly inspiring to see the tangible impact these products are having on the lives of young learners in our community. ”

—Aruna Gilbert, Chief Programs and Policy Officer,  
The Early Learning Coalition of Palm Beach County



## What local schools are doing to ensure pre-K students are ready for Kindergarten

To enhance reading comprehension skills, more than 8,000 students in Palm Beach County schools are using a program called My Reading Academy through Age of Learning



At WPTV, It Starts with Listening

To enhance reading comprehension skills, more than 8,000 students in Palm Beach County schools are using a program called My Reading Academy through Age of Learning

By: Christy Waite

Posted 2:52 PM, Nov 18, 2024 and last updated 2:54 PM, Nov 18, 2024

WEST PALM BEACH, Fla. — According to the Early Learning Coalition (ELC) of West Palm Beach, only half of Palm Beach County pre-K students are not at kindergarten readiness.





# Building Stronger Communities

At Age of Learning, we believe every child deserves access to high-quality educational resources. Our **Education Access Initiatives** aim to make this vision a reality by equipping children, teachers, and communities with the tools they need to succeed.

**ABCmouse for Libraries** provides free access to ABCmouse in libraries across the U.S. and Canada. This initiative ensures young learners can develop essential skills, whether at the library or at home, offering critical support to underserved populations.

**60%**

of the U.S. population can access ABCmouse through their local library



Our **book donation program** has enriched classrooms and placed books directly into the hands of students, fostering literacy and a love of reading. These efforts help create vibrant educational environments while providing students with the stories and tools they need to grow.

**109,000**

books donated



**ABCMouse for Teachers** provides teachers with free access to our platform, enabling them to personalize instruction, engage students, and build stronger connections between school and home. The program empowers teachers to create meaningful, tailored learning experiences for every student.

**70,000**

teachers actively use ABCmouse in their classrooms



# Harnessing AI to Shape the Future of Learning

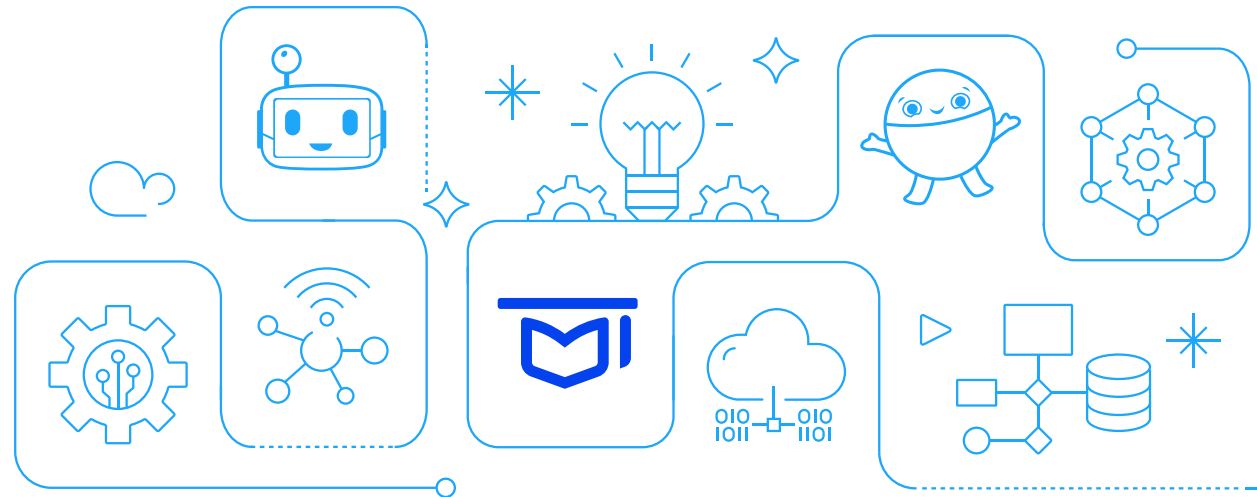
As we look to the future, artificial intelligence (AI) will play a pivotal role in advancing our mission to help children everywhere build a strong foundation for academic success and a lifelong love of learning. In the upcoming year, we will continue to leverage AI thoughtfully and strategically across our programs to enhance the learning experience, improve educator support, and drive innovation.

## Empowering Learning Through Personalization

AI allows us to deliver deeply personalized learning experiences by tailoring instruction to meet each student's unique needs. Whether through adaptive learning pathways, real-time feedback, or customized content recommendations, AI ensures that students receive the right support at the right time, enabling them to progress at their own pace.

## Enhancing Product Capabilities

Our focus on AI-driven innovation extends to improving our existing programs. Features such as automated feedback for student responses, dynamic language overlays, and predictive assessments help make our platforms even more effective.



By addressing gaps in real-time, these tools will support students more efficiently while maintaining engagement and fostering mastery.

## Boosting Educator Productivity

We recognize the importance of supporting educators in their vital work. AI will be integrated into our teacher tools to streamline administrative tasks, provide actionable insights into student progress, and enable data-driven decision-making. These enhancements will free up valuable time for teachers, allowing them to focus on what matters most: inspiring and guiding their students.

## Pioneering AI-First Programs

As we refine our approach to leveraging AI in education, we are also laying the groundwork for future innovations. By exploring opportunities to develop AI-first programs, we aim to push the boundaries of what is possible in digital learning, creating new ways to engage and empower students worldwide.

At Age of Learning, we are committed to using AI responsibly and intentionally, ensuring it enhances the learning experience without compromising trust or educational efficacy. By leveraging this transformative technology, we will continue to innovate and deliver impactful solutions that prepare every child for a bright future.



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