

# Edutainment - UK - March 2009

Report Price: £1500 / \$3000 / €2250

## What is this report about?

The blending of learning and educational experiences with leisure is a technique that has been gathering pace within this sector for some years. It is a highly valuable concept which allows educational and entertainment providers to increase their perceived worth in the eyes of the consumer, based on their preference for either attribute.



## Key issues covered in the analysis

- Identify the factors driving the trend towards edutainment
- Consider the long-term viability in the leisure market
- Investigate whether edutainment has boomed on the back of a knowledge-orientated society, or whether it is being used to bridge the shortfall in consumers interest in culture, art and history
- Examine to what extent consumers want to be educated during their leisure activities
- Weigh up how much value consumers attach to learning in leisure
- Explore the various edutainment products and leisure venues available to consumers

## Scope of the report

Edutainment typically seeks to instruct or socialise its audience by embedding lessons in some familiar form of entertainment: television programs, computer and video games, films, music, websites, multimedia software, etc.

Examples might be guided nature tours that entertain while educating participants on animal life and habitats, or a video game that teaches children conflict resolution skills.

The issues of edutainment can be interpreted in a number of ways, with varying arguments as to which leisure and retail sectors tap into this trend or not.

Therefore, due to the diverse nature of this topic, not all areas can be explored within the remit of this report. Instead, the intentions of this report are to highlight the main areas of the leisure market where the edutainment trend is evident and showcase relevant innovations using case studies chosen to highlight particular issues in practical application.

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