

Online English Platforms in China











Year 2020 Overview

This analysis compares 13 major online English language teaching platforms based in China. All of them offer live teaching with established brand name in the market. Most of them teach children with two exceptions. Some of them offer 1-1 teaching model with premium pricing (eg. Vipkid), some of them offer small group teaching model (eg. Qkids) and some of them offer 1-1 teaching with affordable price (eg. 51Talk)

- Teacher country means the country requirements for platforms.
- Teacher pay is the average base salary (US\$ per hour).
- Produce pricing indicates if the product is premium or affordable in the market.
- Student teacher shows if t1teacher interacts with 1 student or with a few (small class format). 'Fixed' means a teacher has continuous relationship with a student.
- Teaching rating is from www.glassdoor.com (company review website by employees)
- If you have got further questions or comments, send them via email admin@improveyourbookings.com













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1-1 premium English teaching platforms for children

Platform	Teacher Country	Teacher Pay (\$/hour)	Product Pricing	Student Teacher	Teacher Rating
VIPkid		14-16		1-1 Not fixed	3.6
Dada ABC		17		1-1 Fixed	2.4
Gogo Kid		19		1-1 Not fixed	2.6
YiYi English		15-20		1-1 Fixed	2.6
WayPal		8-13		1-1 Fixed	3.6





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Small class premium English teaching platforms for children

Platform	Teacher Country	Teacher Pay (\$/hour)	Product Pricing	Student Teacher	Teacher Rating
Whales English		18-26		Small group Fixed	3.7
Bite ABC		14-25		Small group Fixed	1
VIPjr		9-16		Small group Fixed	3.1
Beda kid		14		Small group Fixed	?
QKids		16-20		Small group Not Fixed	4.2
Magic Ears		16-20		Small group Not Fixed	3.5

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1-1 affordable English teaching platforms for children/adults

Platform	Teacher Country	Teacher Pay (\$/hour)	Product Pricing	Student Teacher	Teacher Rating
51Talk		2		1-1 Not fixed	3.2
Acadsoc		2		1-1 Not fixed	3.2