Educational Publishing
The Business of Supporting Education
• Publishing for schools: largest publishing sector
• Ca, 40% worldwide
• >70% in Latin America
• >90% of publishing in Africa
• Educational publishing is the basis of any national publishing sector
• Educational publishing sustains the bookshop infrastructure
Educational Resources in Developing Countries

High dependency on quality learning resources

- Must be relevant
  - Language
  - Curriculum
  - Cultural context
- Must be available
- Must be affordable
- Must empower teachers to teach
Different models for the supply of textbook or e-resources

1. «One textbook solution»:
   Government chooses a single resource

2. Devolved diversity solution:
   Government sets curriculum
   (Government approves textbooks)
   Schools/school districts choose their own textbooks

3. Digital Learning Resources
• Single massive government tender
• Textbook developed by government, philanthropist, or foreign publisher
• Textbook quality control: up front «good enough»
• Single book: one size must fit all
• Government organises logistics
• No support for local publishing
• Everybody worse off
Devolved diversity solution

• Open selection processes: transparency replaces corruption
• Textbook quality goes up through competition and teacher selection
• Publishers market books through teacher training
• Publishers communicate curriculum changes
• Book shops and publishers look after logistics
• Long-term quality assurance through the training of local authors
• Development of local publishing
«School books are too expensive»

- Local school books
- Differential pricing
Local Publishing in Pakistan

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95 Rs = € 0.80
Local Publishing in Kenya

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250 Ks = € 2.30

**Atlas**
- Updated Maps
- Kenya's Maps with Counties
- The new Republic of South Sudan
- Most current statistical data including Kenya's 2009 population census
- Government structure as per the New Constitution

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<tr>
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<th>Title</th>
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**Wall Maps & Globe**

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Local Publishing in Nigeria

500₦ = € 2.55
Local Publishing in Sri Lanka

175Rs=€ 1.04
Differential Pricing

27£ = €33.97
Differential Pricing

995 Rs = €5.94
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<td>Quality of e-content</td>
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<td>Availability of platforms</td>
</tr>
<tr>
<td>Sustainability of books provision</td>
<td>Sustainability of e-content provision</td>
</tr>
</tbody>
</table>
A mixed track record

- 70s: «learning Machines»
- 80s: «Language laboratory»
- 90s: «Books with CDs»
- 00s: «one laptop oper child»
- 10s: «Open Educational Resources»
Open Educational Resources:
  Governments trying to become publishers
The publisher reaction:
  Publishers becoming educational service providers

... or even managers of schools:
**Pearson to fund '$3 a month' private schools**

GIDEON SPANNER - MONDAY 22 JULY 2012

The education giant Pearson will today launch a $15m (£10m) fund that will invest in low-cost private schools in Africa and Asia, offering lessons for as little as $3 a month per pupil.

Tony Blair's former education adviser Sir Michael Barber is chairing Pearson's for-profit Affordable Learning Fund, which is aimed at helping some of the world's poorest people. He told The Independent it was possible to provide high-quality, low-cost private education at scale for as little as 'three, four, five dollars a month' per child in some of these emerging markets.

'Low-cost private schools are cheaper than government schools but often get significantly better results – sometimes twice as good,' said Sir Michael, who was appointed as Pearson's chief education adviser in May 2011.

He said private schools already play an important role in some developing countries and there was a recognition that 'you can't just have a strategy that depends on the government sector'.

As many as 70 per cent of kids are already educated privately in parts of Pakistan such as Karachi.

'Parents are desperate to get their kids into education and feel governments aren't giving them the quality and consistency they want,' added Sir Michael, noting that 'on any given day, 20-25 per cent of teachers don't turn up' in some government schools in India.

The Pearson fund's first investment will be in Omega Schools, a private chain in Ghana, which has been developed by the local entrepreneur Ken Donkor and James Tooley, professor of education policy at Newcastle University.
Publishers going digital

MAJOR DIGITAL CONTENT PROVIDERS
Number of students reached

- Pearson: 9 million
- Cengage Learning: 2.7 million
- Connect: 1.8 million
- Virtual School: 500,000
- k12: 122,702
- Others: 66,811
New Digital Licensing Models

• Providing free supplementary content
  • Teacher support material, teaching plans, tests etc.
  • Student support material: trial tests, background reading

• Annual licensing models

• Licensing by chapter

• Short term licensing

• Open licensing models
  – Building commercial services around free content
Conclusions

• Educational publishers adapt their works to local requirements,
  ... both for content and pricing
• Educational publishers are going digital
  ... but look for sustainable business models
• Where teachers need to customise content,

• ... publishers look at RROs for fair and balanced solutions