ALWAYS LEARNING
Who are you?

Former Commissioning Editor

- Acquired and developed copyrighted material
- Sourced third party content to include in Pearson content
Who are you?

Former Sales Consultant

• Sold copyright content
Who are you?

Huge fan of Baseball
Who are you?
Who are you?
Why Are You Here?

Higher Education in Europe and Africa

• What’s on their minds?
• What are they doing?
• What do they want to be doing?
Are We There Yet?
Learning is moving online

<table>
<thead>
<tr>
<th>Application</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>My Labs</td>
<td>8m registered users</td>
</tr>
<tr>
<td>eCollege</td>
<td>3.5m registered users</td>
</tr>
<tr>
<td>Powerschool</td>
<td>9.5m students served</td>
</tr>
<tr>
<td>SuccessNet</td>
<td>10.1m student registrations</td>
</tr>
<tr>
<td>Online testing</td>
<td>13.3m online tests</td>
</tr>
<tr>
<td>Learning Studio</td>
<td>8.3m students served</td>
</tr>
<tr>
<td>AIMSWeb</td>
<td>3.9m students served</td>
</tr>
<tr>
<td>SuccessMaker</td>
<td>2.8m students served</td>
</tr>
</tbody>
</table>

Digital Revenues already 29% of total: $2.5bn.
So students don’t want printed books anymore, right?

WRONG!
If they don’t want our eBooks…
what do they want?

Frictionless Purchase
If they don’t want our eBooks... what do they want?

Ubiquitous Access
If they don’t want our eBooks...

what do they want?

Personalised Content

Content that knows who you are, what you’re learning, what you know and what you need to know.
If they don’t want our eBooks…
what do they want?

Consume On the Go

<table>
<thead>
<tr>
<th>Country</th>
<th>Percentage mobile-only</th>
<th>Country</th>
<th>Percentage mobile-only</th>
</tr>
</thead>
<tbody>
<tr>
<td>Egypt</td>
<td>70%</td>
<td>Indonesia</td>
<td>44%</td>
</tr>
<tr>
<td>India</td>
<td>59%</td>
<td>Thailand</td>
<td>32%</td>
</tr>
<tr>
<td>South Africa</td>
<td>57%</td>
<td>China</td>
<td>30%</td>
</tr>
<tr>
<td>Ghana</td>
<td>55%</td>
<td>US</td>
<td>25%</td>
</tr>
<tr>
<td>Kenya</td>
<td>54%</td>
<td>UK</td>
<td>22%</td>
</tr>
<tr>
<td>Nigeria</td>
<td>50%</td>
<td>Russia</td>
<td>19%</td>
</tr>
</tbody>
</table>

Source: On Device Research (December 2010)  Survey group: 15,204  via: mobiThinking
The BIG Question

What’s the value of my education?
Leading institutions to want to:

- Improve *employability*
- Improve *flexibility*
- Improve *retention and progression rates*
- Make it *personal*
How do we get there?

• Metadata and taxonomies
• Rights clearance
• Acquiring new types of content
• XML First
• Partnerships
What Are We Doing Now?

- University of Uppsala in Sweden
- CTI Education in South Africa
- American University of Nigeria
If Content Delivery Catches Up with Technology

You can find our content and our content can find you

It’s not just about the lecturer anymore

Students have a more effective, current and valuable learning experience
Questions?
Thank you and keep in touch

@msabella