IFRRO BUSINESS MODELS FORUM

Education in the Digital Age

Murray St Leger, CEO, Copyright Agency
What’s on the agenda?

- Educational Technology investment activity
- Digital disruption
- Education outlook – what’s actually happening
- Some social trends
- Driving outcomes
- Responding to this environment – an Australian case study - LearningField
Digital Disruption

- **Risk**: Scale-based business models in the learning environment dominated by the printed book, now.....

- **Opportunity**: Digital economy is here

- **Challenge**: Formulate new models to create and add value in the digital economy of abundance
Education Trends

- “Bring Your Own Device” – tablets, e-readers, smartphones
- Online and hybrid learning – MOOCs; flipped classrooms
- Mobile Learning
- Open content – Free for Education
- Instant learning analytics – tailored instruction – adaptive learning
- Gamification
- Badges/Microcredits
Social Trends

- Pay as you go – learn as you go
- Lifelong education – bring your own classroom
- User generated content: producers/consumers - “pro-sumers”
- Crowdsourcing - direct connection with consumer
- Age of Attention: Consumer time and attention is the new commodity
- Mobile
- Open access, open content, open data
- Cloud services
Healthy Digital Content
Results Oriented

- Control the portal – interact with consumers – students/parents/teachers
- Content as a service – subscribe to the service
- Modularise, serialise, tailor and unbundle content
- Adaptive learning – individual-needs learning and assessment focus
- Enhance the content experience into ‘media-rich’ formats and create truly digital content
- Provide solutions for **optimised student outcomes**
Responding to the Opportunity
A (brief) Case Study
The LearningField Model: Assisting teachers, driving learning outcomes and driving revenue for publishers

“A digital subscription which gives over 7,000 chapter choices to teachers and puts these on student devices with a single log in”

It provides:
A single log-in to access texts quickly and easily

Unlimited access to resources from a range of publishers. Every digital text from Pearson, Wiley, Oxford, Cambridge, Cengage and Macmillan

Anywhere-anytime access to resources on multiple devices (PC, Mac, IPad, Android and a web based reader)

Note taking and collaboration features for class discussions, announcements, social reading/note taking
Outcomes

1. Teachers select content for their groups which is delivered to the student device – **differentiated learning**

2. Students read the text through the reader and collaborate in their class through LearningField - **engagement**

3. Student has the opportunity to do their own discovery in LearningField – **self-directed, curriculum-linked**
Instant Learning Analytics

School Reporting

Maths 8E (Teacher: Robin Parker)

<table>
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<tr>
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<th>Average Reading Time per Week</th>
<th>Average Chapters read per week</th>
<th>Average Discussions per week</th>
<th>Average Interest Score</th>
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<td>3.4</td>
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<td>End Date: 30/4/2014</td>
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Student Interest Score

Average Activity

Top 5 students:
- Maria Corda: 60, 89
- John Smith: 55, 85
- Michael Minan: 54, 76
- Carl Johnson: 54, 75
- Ralf Berger: 50, 75

Bottom 5 students:
- Lisa Ross: 2, 5
- Thomas Biring: 8, 6
- Gavin Clark: 10, 6
- Tim Lower: 12, 8
- Rita Houser: 15, 12

Publisher Reporting

Publisher A

Top 10 Titles:
- History for the Australian Curriculum: Year 7
- Essential English Skills Year 10 for the Australian Curriculum

Top 10 Chapters:
- Chapter 1: Indices
- Chapter 2: Linear equations
- Chapter 3: Coordinate geometry
- Chapter 4: Simultaneous linear equations and inequalities
- Chapter 5: Proportionality
- Chapter 6: Surface Area and Volume
- Chapter 7: Quadratic expressions
- Chapter 8: Quadratic equations
- Chapter 9: Functions
- Chapter 10: Deductive Geometry
Adapt to the Future

The market will increasingly reward those that shape the emerging learning eco-system by creating new operating models and adapting their focus. In this environment of disruption and heightened competition, adaptation, flexibility and experimentation will reign.
