Copyright: Schools and Higher Education
State of the Market: Teaching, Learning and Licensing

David R Worlock
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Everything is Education…

• living in a networked world
• learning through each other as media go social
• formal and informal education and training found side by side
• sector growth unmatched in the industry

…and there is education in everything
E&T Subsegment
Market Share, 2011

Professional Training, 37.5%
K-12 Schools, 33.9%
Higher Education, 28.6%

Source: Outsell's Publishers & Information Providers Database
2011 Information Industry Benchmark Survey Composition

Source: Outsell's Information Industry Benchmark Study, June 2011
Welcome to the Networked Society

- Profound changes in relationships
- Community is easy to externalize and express
- Collaboration is a key outcome
- Learning is a feature of collaboration
- Real and virtual world relationships cease to work in parallel
- Disintermediation and Reintermediation
Dripfeed into Workflow

How Global Grid for Learning works

SUPPLIER
- Publisher
- Aggregator
- MLA
- OER Projects
- Feed
- Upload
- Harvest
- Report
- Licence

BROKER
- Added Value Services
- Content Index SSO
- High bandwidth content delivery service

INTERMEDIARY
- Government
- Local Authority
- Education Provider
- Content Services
- Learning Portal
- Platform VLE
- Devices

CONSUMER
- Educators
- Learners
- Parents
- Review
- Recommend
- Tag
- Bookmark
- Search
- Author
- Mashup
- Share

Federated, secure access management
Only Connect
The Social Nature of Reading

The Future of book reading. Read books together, share notes and bookshelves, follow Authors’ comments and post everything to social networks.

GET SOCIALBOOKS
5 Stages of Workscape Evolution

Taken from Informal Learning Blog by Jay Cross and Internet Time Group
The Role of the Publisher

• The Process Role
• The Preservation Role
• The Investor Role
• The Systems Integration Role
• The Content Aggregator Role
• The Value Add Role
• The “Ringmaster” Role
Digital Education Restated

- Atomization of content
- Commoditization of content
- Premium value lies in the software that associates content to produce learning solutions
- Customized, personalized, self-assessed, auditable
- Who owns the hopper, who owns the tools?
Learning and Licensing

• Digital anarchy or blanket licensing
• Implied licenses and meters
• Payment systems and permissions
• Who owns what and does it matter?
What are we licensing?

• Content?
• Learning Objects?
• Access to searchable metadata?
• Usage?
What happens after usage?

- Granular re-usage?
- Residual rights?
- Resale opportunity/registration of “new” property?
Conclusions

• Licensing will enable the digital marketplace
• Content will be less important and cheaper to lease
• Educational privilege rights will disappear
• Licensing may be implied in systems or nationally mandated
• The mutation of content in network usage will be fully recognized
A wise man said that “Content without Technology is lame; Technology without Content is Blind.”

(Timo Hannay, Digital Science)
Thanks for listening!

Contact David Worlock at david@davidworlock.com
Tel: 07836 361873
On Twitter at dworlock
And come to www.davidworlock.com