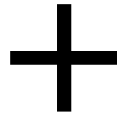


**ALWAYS  
LEARNING**

# Who are you?

Former Commissioning Editor

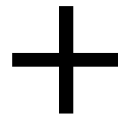
- Acquired and developed copyrighted material
- Sourced third party content to include in Pearson content



# Who are you?

Former Sales Consultant

- Sold copyright content



# Who are you?

Huge fan of Baseball

# Who are you?



# Who are you?

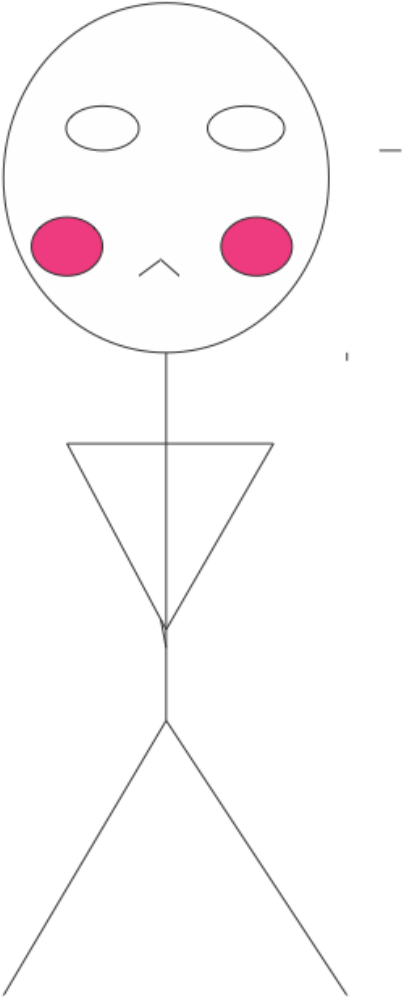


# Why Are You Here?

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

My Labs	<b>8m registered users</b>
eCollege	<b>3.5m registered users</b>
Powerschool	<b>9.5m students served</b>
SuccessNet	<b>10.1m student registrations</b>
Online testing	<b>13.3m online tests</b>
Learning Studio	<b>8.3m students served</b>
AIMSWeb	<b>3.9m students served</b>
SuccessMaker	<b>2.8m students served</b>

**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

<b>Percentage of mobile Web users who never or infrequently use the desktop Web</b>			
<b>Country</b>	<b>Percentage mobile-only</b>	<b>Country</b>	<b>Percentage mobile-only</b>
Egypt	70%	Indonesia	44%
India	59%	Thailand	32%
South Africa	57%	China	30%
Ghana	55%	US	25%
Kenya	54%	UK	22%
Nigeria	50%	Russia	19%
<b>Source: On Device Research</b> (December 2010)		<b>Survey group:</b> 15,204	<b>via: mobiThinking</b>

# 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**