

IFRRO BUSINESS MODELS FORUM

Education in the Digital Age

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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

Swallowing the Digital Tablet



Education Technology



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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



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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

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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. Ever 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



learningfield
TEACH | INSPIRE | GROW .COM.AU

Over 7,000 chapters
at your fingertips

Supported by leading Australian publishers
including Pearson, Jacaranda, Cambridge,
Oxford, Cengage Learning, Helleman Books
and PCS Publications

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Outcomes

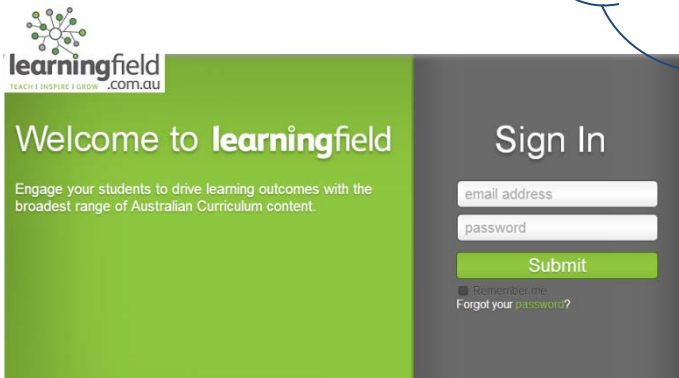
1. Teachers select content for their groups which is delivered to the student device – **differentiated learning**
2. Students read the text through the reader and collaborate in their class through LearningField - **engagement**
3. Student has the opportunity to do their own discovery in LearningField – **self-directed, curriculum-linked**

Teacher chooses texts and sends to student devices

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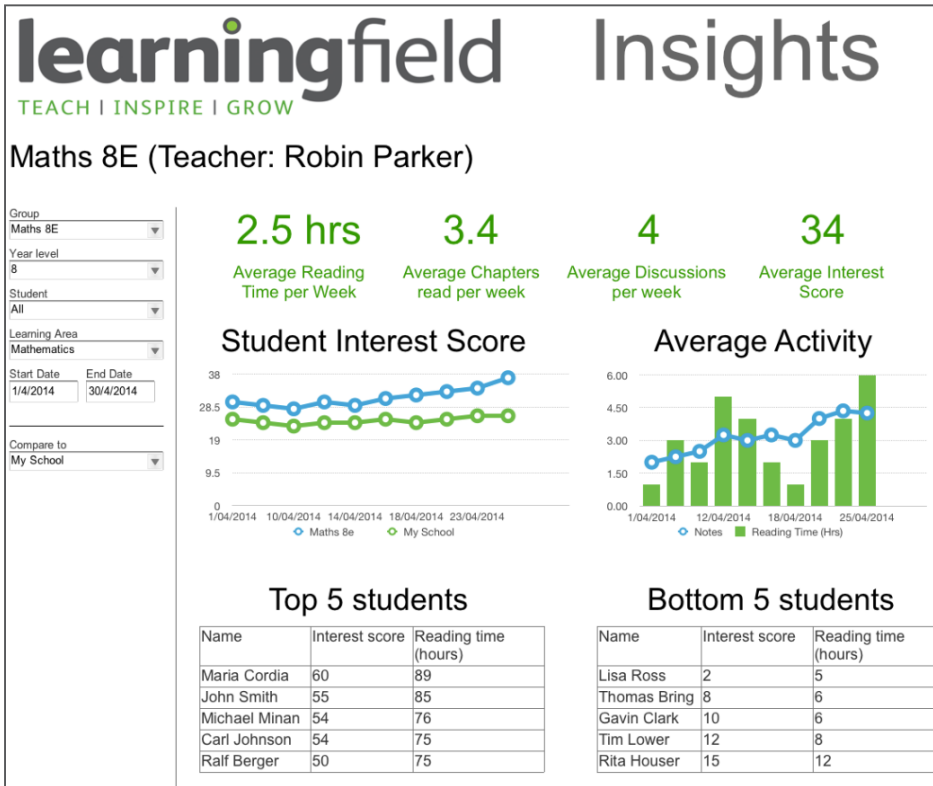
Yr 7 – 12 content

Student downloads reader, reads texts

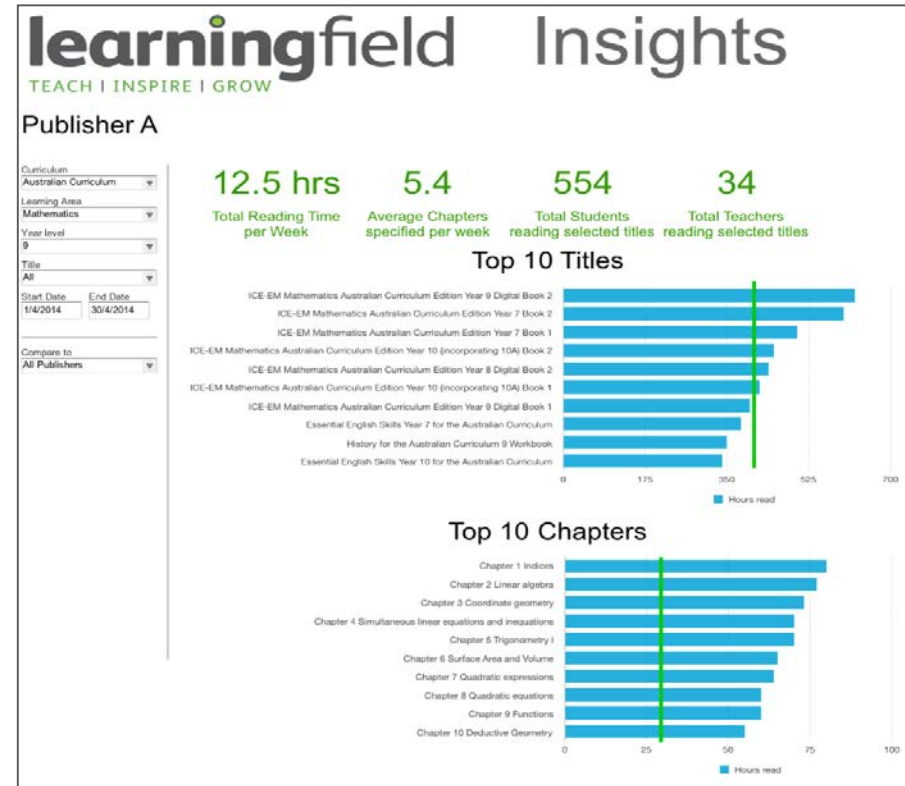


Instant Learning Analytics

School Reporting



Publisher Reporting

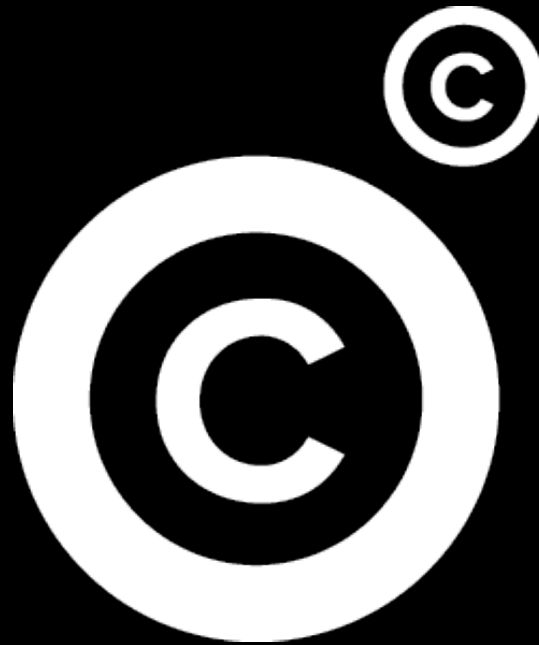


Adapt to the Future

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.

Boston Consulting Group, The Digital Disruption of Education Publishing, 2014





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