

# E-books in Schools

DALE PETERS – RM EDUCATION



**RM books**

[www.rmbookshelf.com](http://www.rmbookshelf.com)




The school market

30,000 schools

520,000 teachers

9,500,000 pupils





4.5%

of UK publishers' school book sales in  
2012 were in digital format.





What's holding them back?

no.1

Cost of platform and e-books.



no.2

Access to e-readers.



no.3

Training requirements.





no.4

Lack of suitable e-books.



no.5

Allocation of e-books to students.




no.6

Uncertain of education benefits.





Things are changing.



29%


currently using e-books in their teaching  
and learning.



42%

currently planning to introduce e-books.






27%

school leadership teams prioritising the introduction of e-books this year.






71%

school staff believe that e-books will be seen as an essential education tool within five years.







42%

5-15 year olds use a tablet computer at home.



61%

secondary schools planning to introduce a BYOD scheme or have already done so.



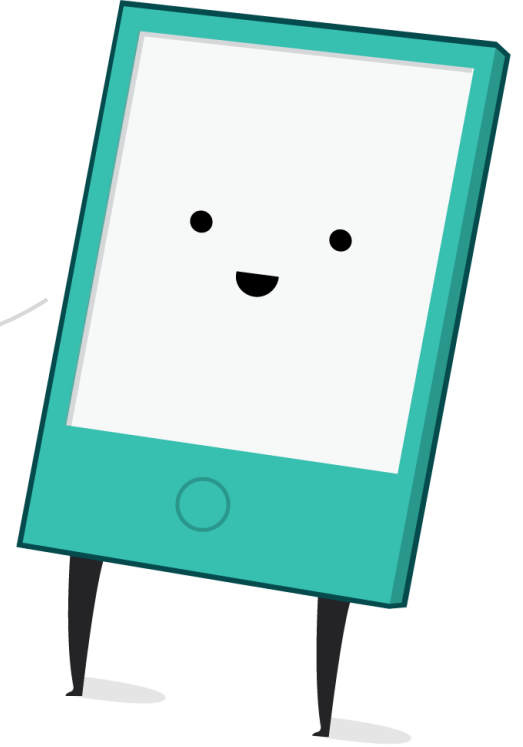


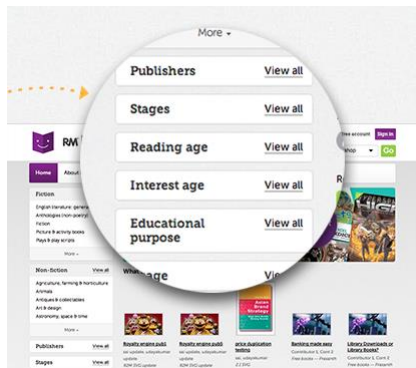
What's the solution?

Designed specifically for schools.



RM Books





Kerry Helby (Admin - Credit £0.30) | Sign out

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## Edit your school details

Here you can edit information about your school. Make sure the email details are correct, as we will use this for important communications.

### Details

<b>School name:</b> <input type="text" value="RM Demo Secondary School"/>	<b>Address line 2 (optional):</b> <input type="text"/>	<b>Postcode:</b> <input type="text" value="ox14 4se"/>
<b>Short name:</b> <input type="text" value="DemoSchool"/>	<b>Town/City (optional):</b> <input type="text" value="South West"/>	<b>Phone number (optional):</b> <input type="text" value="0888787887"/>
<b>Address line 1 (optional):</b> <input type="text" value="245 SouthEast Street"/>	<b>Region (optional):</b> <input type="text" value="RM"/>	<b>Email:</b> <input type="text" value="info@demoschool.com"/>

**School library**

☐ Automatically include all RM 'Classic titles' in the School library for free?

**Default loan period for library books**

**How many books can be borrowed from the library at a time?**

Students	<input type="text" value="5"/>
Teachers	<input type="text" value="5"/>

**MARC live feed**

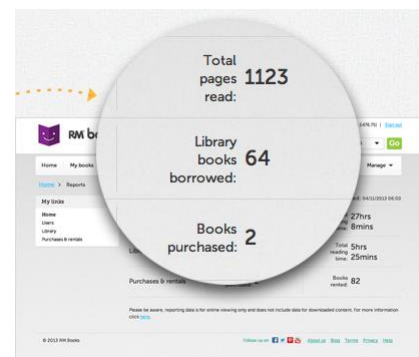
☒ Enable MARC live data feed?

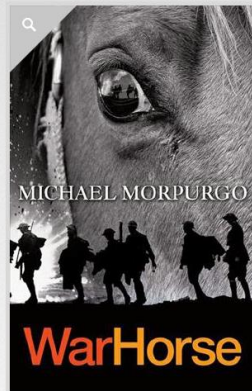
**Updates were last downloaded on**  
 Never

This URL can be used to automatically feed RM Books information into your existing library software. Please check compatibility with your provider directly.

Save changes
Cancel

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Pages: 192  
 Publisher: Egmont (01 Jan 2011)  
 Publication Type: Ebook  
 Language: English

## War Horse

Michael Morpurgo

Licence	Buy	Rent
	£4.48	£0.22 for 7 days
	-	£0.56 for 30 days
	-	£1.01 for 100 days
	-	£2.24 for 365 days
	£4.48	£0.22 for 7 days
	-	£0.56 for 30 days
	-	£1.01 for 100 days
	-	£2.24 for 365 days
	-	£2.24 for 365 days

CDs are not included with eBook rental or purchase

[Allocate](#) - [Preview](#)

### Book description

### Allocations

### Loans

### Requests

The book that inspired Steven Spielberg's Hollywood blockbuster movie and an internationally acclaimed stage show ... it can only be Michael Morpurgo's War Horse. In the deadly chaos of the First World War, one horse witnesses the reality of battle from both sides of the trenches. Bombarded by artillery, with bullets knocking riders from his back, Joey tells a powerful story of the truest friendships surviving in terrible times. The bedlam of battle had begun. All around me men cried and fell to the ground, and horses reared and screamed in an agony of fear and pain. The shells whined and roared overhead, and every explosion seemed like an earthquake to us. One horse has seen the best and the worst of humanity. The power of war and the beauty of peace. This is his story. Former Children's Laureate and award-winning author, Michael Morpurgo, has written nearly 100 books for children, many of them war stories. But none have become as famous as War Horse. Inspiring a long-running stage show and a box office film directed by Steven Spielberg, War Horse has become an international sensation. Read the book that started it all; the stunning wartime classic.

# NOT NOW, BERNARD



David McKee

## Not Now, Bernard Quiz

Quiz attempt #53. Maximum allowed: Unlimited

1. What is Bernard's dad doing when Bernard tries to talk to him?

- ☐ Eating his dinner
- ☐ Watching television
- ☐ Using a hammer
- ☐ Cutting the grass

2. What is Bernard trying to tell his parents?

- ☐ There's a space ship above the house
- ☐ There's a monster in the garden
- ☐ He's hungry
- ☐ He wants to go and play with friends

3. The monster is green.

- ☐ true
- ☐ false

Submit

## Comprehension

Take some time to look at the front cover.

What do you think the book is going to be about and why?

Can you predict from the front cover who Bernard is?

Do you think the monster is going to be friendly or not and why?





What impact could it have?

95%

students said that RM Books was a useful learning tool.

81%

students read more often and for longer when using RM books.

100%

teachers who used RM Books said it had improved their lessons.



“I didn't used to read at all but now it's inspired me to read. It has opened my eyes and it shows me reading isn't that boring any more, it's fun. You learn new words you can use them in your writing and it's fantastic.”



“At the start of this year in Y9, he was three years behind his chronological reading age and since using RM Books he’s not only met his chronological reading age expectancy, he’s gone past that now.”



“The impact has been staggering. What it’s done is capture the imaginations of children who, in the past, have been very reluctant readers. But also it’s done the same thing with the parents. It’s not just the child reading at home, it’s the child reading with mum and even grandma, who get so excited by it. So it’s been quite transformational in that sense.”



A market primed for take-off.



1

an underdeveloped market

2

changing rapidly / barriers being removed

3

a positive impact on teaching & learning

4

a new wave of e-book sales primed for take-off



1

identify customers' needs

2

solve customers' problems

3

understand the competition

4

promote, monitor and adapt





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#### Sources

Slide 3: School census data from Department for Education (2013), Scottish Government (2012), Welsh Government (2012); Department of Education Northern Ireland (2013)

Slide 4: Publishers Association (2013) PA statistics yearbook 2012

Slides 6-11: C3 Education (2013b) Unpublished research

Slides 13-16: C3 Education (2013a & 2013b) Unpublished research

Slide 17: Ofcom (2013) Children and Parents Media Use and Attitudes Report

Slide 18: C3 Education/RM (2013a) Unpublished research

Slides 23-25: RM (2013) Unpublished research (Shireland Collegiate Academy case study)

