Digital publishing-
a view from an Educational Publisher

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Publishing

The publisher is responsible for a product from concept to delivery:

- Concept to high quality product or service
- Creation in a timely way to budget
- Providing something that people want to buy
- Ensuring we make a profit!

… so what's different in the digital world compared to print?

Digital publishing

Much is the same – providing something people want to buy, creating content and a design that works BUT

- You can change it after you've 'published'

- You can choose for one or many people to access it at once

- It's a different medium *per se*, but also dependent on hardware

- It's not flat content, it can 'do' things

- You can connect to other things seamlessly

- Function can be as important as content: more variation than a book

- Human perception that online = free or cheap

- You can interact with your customer

- You can track what they are doing in your product
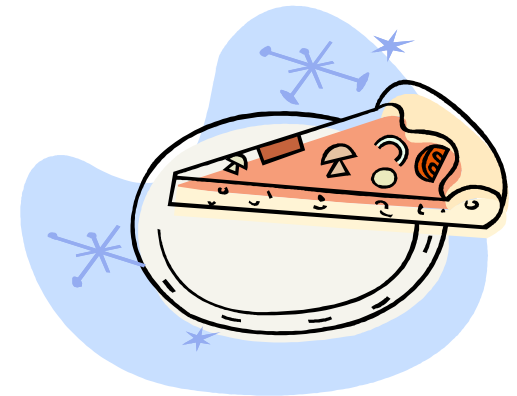
The process

1. Customer segment identification

2. Identifying customer needs

3. Concept development

4. Business case

5. Delivery

6. Ongoing support

Who is the product for? Who is your segment?

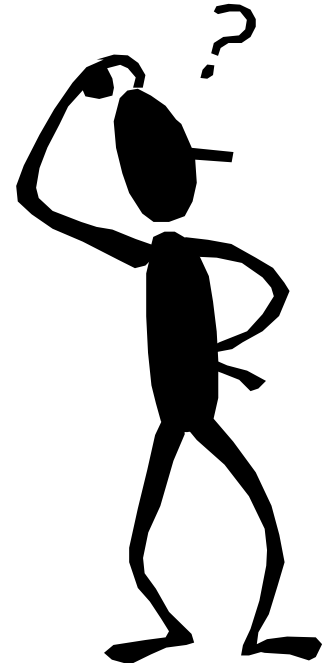**How could you segment a GCSE Science market?**

- by teacher or student purchaser
- exam board
- current vs new customers
- high ability/low ability
- schools who love using Interactive White Boards
- niche, eg dyslexic students
- others?

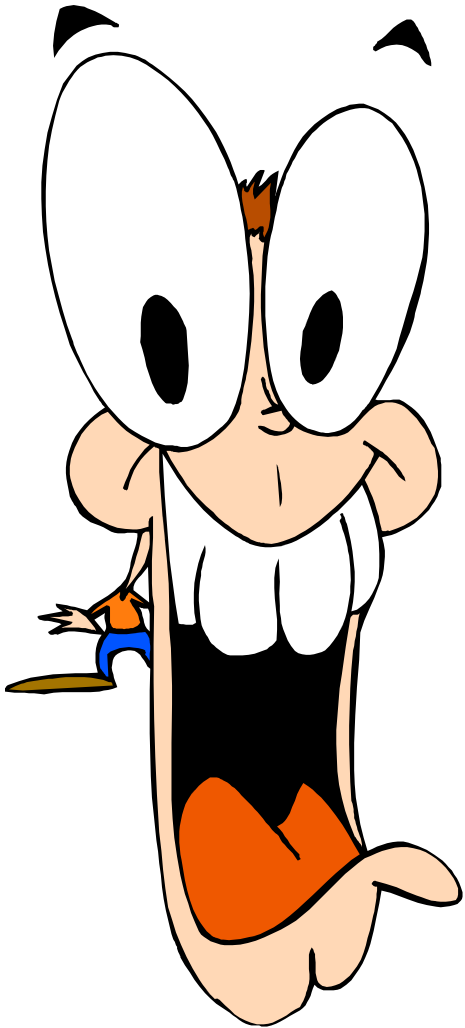# What problems could we be trying to solve? Identifying needs

What problems could a GCSE teacher be trying to solve?

- ○ Delivering a new science curriculum
- ○ Planning practical work
- ○ Providing more online support for students
- ○ Understanding what is required in new style examinations

Best approach? Get out and ask teachers!

Going beyond customer needs

What could we give GCSE Science students and teachers that they don't even know they want?

- Use of mobile technology?
- Access to live help when you are working at home?
- Insight into current scientific discoveries?
- Tools to talk to other students about homework?

Concept development...then test

- What are the key components of your concept?

- What are the saleable items?

- What is the price?

- What is the look and feel brief?

- What are the key features of your concept?

- How do the features link to your articulated key needs?

- What are your key selling lines? Do they resonate with customers?

Get out and test with teachers and students!

What makes a digital business case different to print?

○ Doesn't wear out – repeat purchase?

○ Pricing policy – how do you define a user? One purchase per school? Price per pupil? Price by school size? Licenses per machine?

○ Security – digital materials can be easily

○ shared; duplicated

○ Can be easily updated with new content

○ Once produced little variable cost

○ Can be bought in 'chunks'

○ Ongoing costs: hosting? corrections?

○ CD/local install vs online

Different models for your business case

Digital development is expensive. It can:
- Attract its own revenue
- Bring revenue to a course alongside print product
- Be a loss leader – make the whole course look attractive so people buy textbooks

Be very careful about accepting a loss leader – without it would the lower unit sales outweigh the costs of producing it?

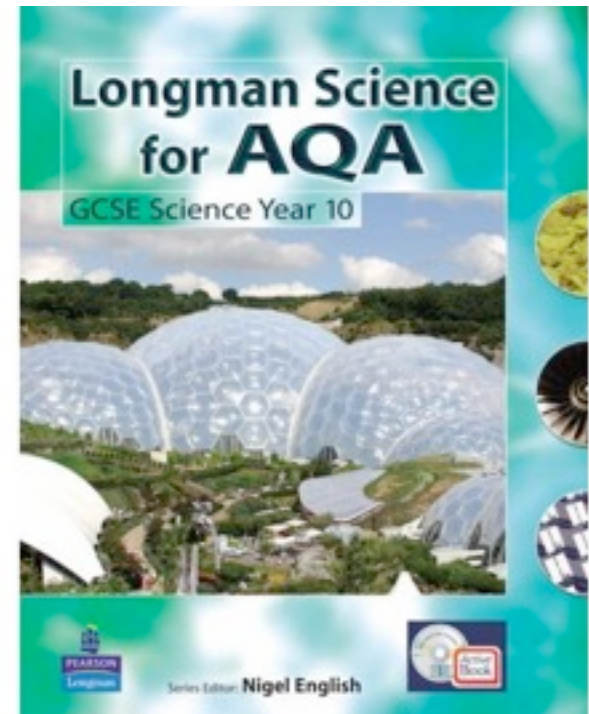# Pricing – we're still trying to get it right!

We've tried:

- One off purchase on a CD
- Subscriptions
- One price for ever(?) or a time period
- Initial subscription, renewal subscription
- Subscription based on size of school
- Pay per pupil, eg buy a code
- Pay per download
- Free, eg CD in the back of a book

Pricing – we're still trying to get it right!

Imagine producing a revision tool for GCSE

Which sounds more appealing for a department?

- ○ £2 per student each year*…mmm, feels affordable for each pupil to purchase*

- ○ £2400 for a 3 year licence… *You must be joking, our dept doesn't have that sort on money!*

Delivery

There are lots of people involved in delivering our digital products

Instructional designer, platform development, market researchers, digital project manager, authors, editors, user-centred designers, technical lead, designer, production, copy-editor, subject expert, development editor, sales, marketing, project manager

And your role as a Publisher is …

… to hold the vision…

We know we will be successful if we:
- Deliver on time and to budget
- Create a high quality experience
- Create clear benefits that match the needs – only then will a customer want to buy
- Create effective demos to show the benefits
- Make sure all components, print and digital, work together
- Make sure our digital product delivers what we promised and is **easy to use**

Good luck with your projects!

… and see you later this term!

Any questions?