

Digital publishing- a view from an Educational Publisher

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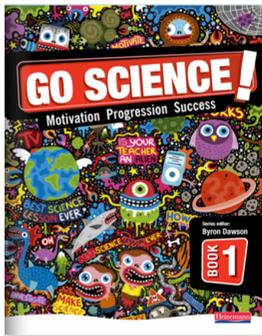


Publishing

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

The way you consider content is different:

- More ways experience content – audio, video, visual, words, ebooks
- Access format (hardware) variable
- It's not flat content, it can 'do' things
- You can connect to other things
- Function can be as important as content: more variation than a book

Digital publishing

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Different relationship with your customer:

- Changeable after release
- Multiple access or single
- Human perception that online = free or cheap
- You can interact with your customer
- You can track what they are doing in your product
- You have to persuade them to re-purchase

The process is much the same

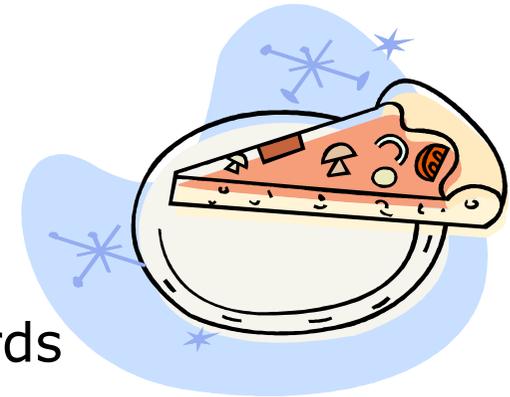
1. Your customer - segment identification
2. The problem to solve - identifying customer needs
3. Your solution - concept development
4. Business case
5. Delivery
6. Ongoing support



Who is the product for? Segmentation

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?

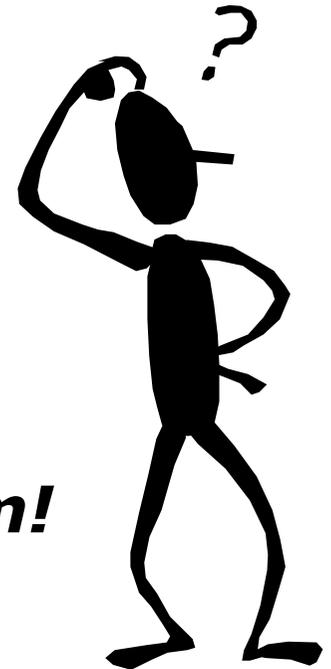


What problems could we be trying to solve? Identifying needs

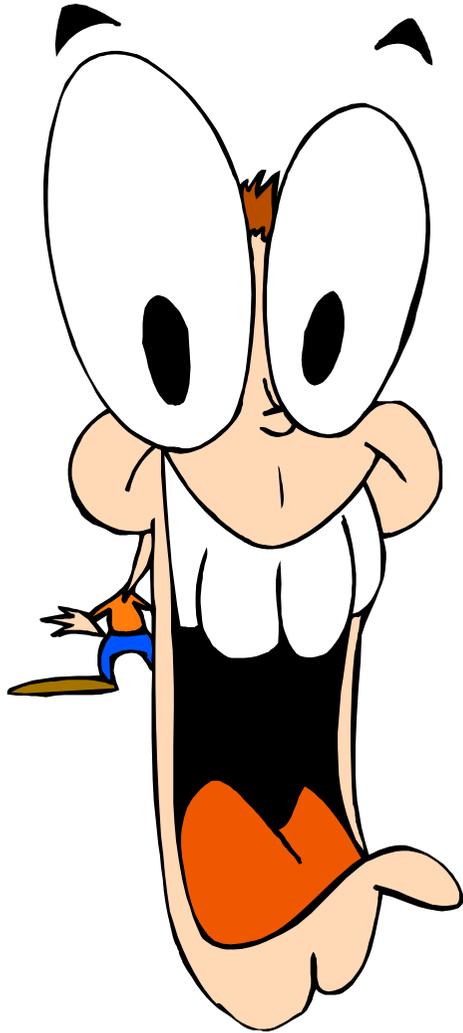
What problems could a GCSE teacher be trying to solve?

- Delivering a new science curriculum
- Planning practical work
- Too much homework to mark
- Supporting high achieving students to progress
- Understanding requirements of new style exam

Best approach? Go out and ask them!



Going beyond customer needs



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

- Revise on your mobile?
- Access to live tutor when you are at home?
- Insight into current scientific discoveries?
- Tools to talk to other students about homework?

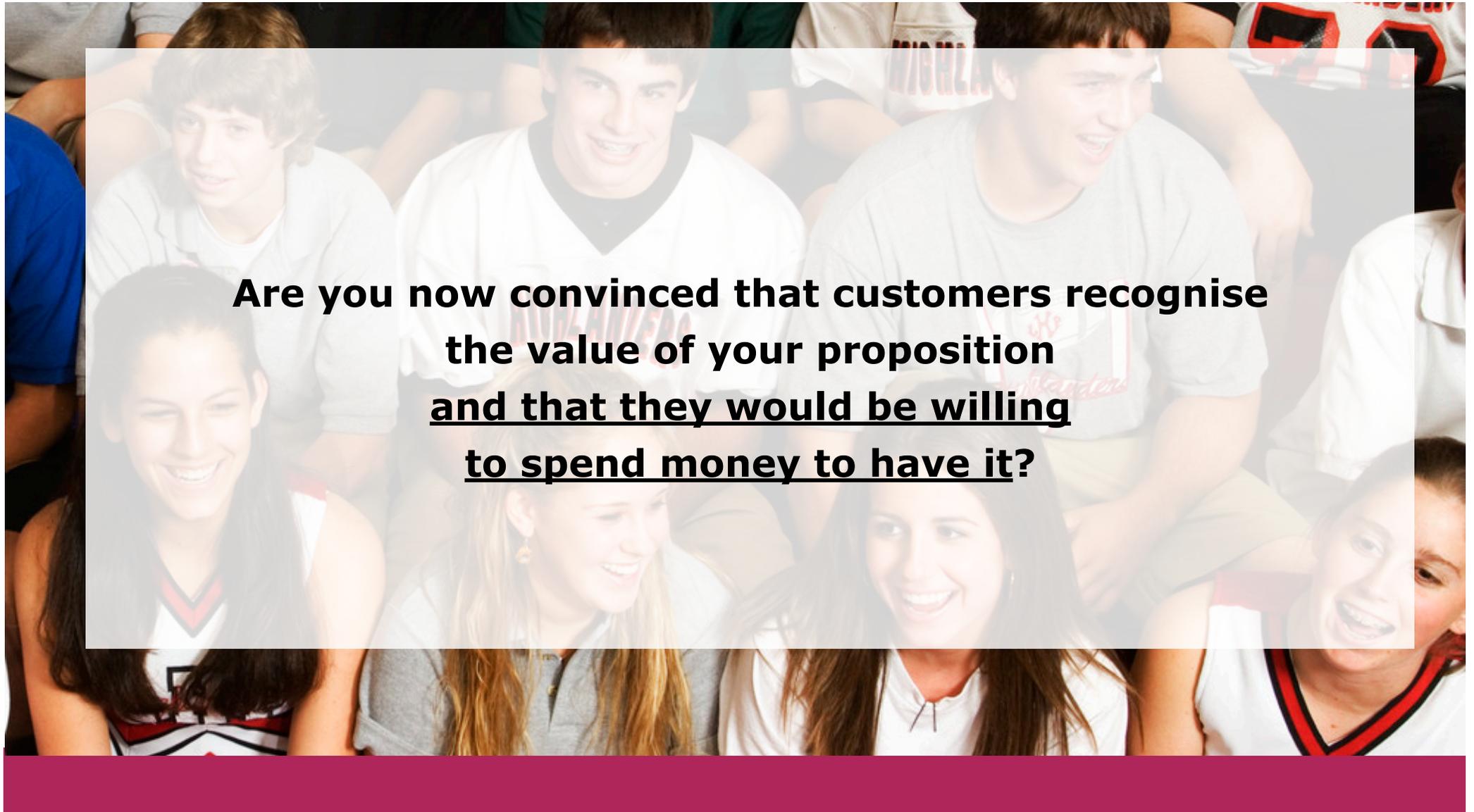
Your solution - concept development...

Translate what you have learnt into an attractive solution

- What are the key components of your concept?
- What is the price?
- What is the look and feel brief?
- What are the key features of your concept?
- Do these features solve your identified key needs?
- What are your key selling lines? Do they resonate with customers?

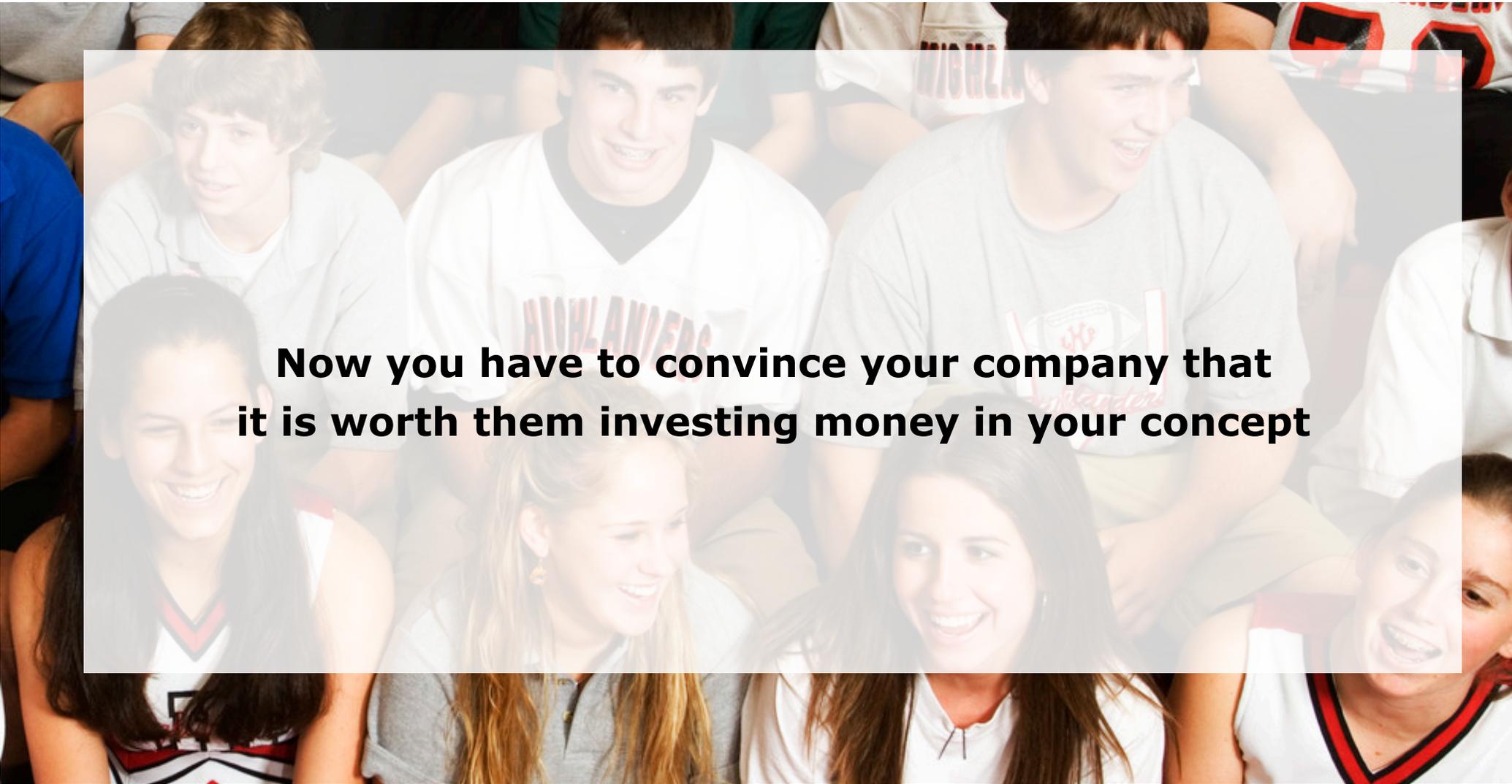
Get out and test with teachers and students!

Your solution - concept development...



**Are you now convinced that customers recognise
the value of your proposition
and that they would be willing
to spend money to have it?**

Your solution - concept development...



**Now you have to convince your company that
it is worth them investing money in your concept**

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
- Will you save part of the investment for later updates of content?
- Once produced little variable cost
- Can be bought in 'chunks'
- Ongoing costs: hosting? corrections?
- Online? Probably yes these days



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 print sales outweigh the costs of producing the digital?

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

We've tried:

- One off purchase on a CD or download – keep the content
- Annual individual subscriptions
- One price for ever(?) or a time period
- Initial subscription, renewal subscription
- Subscription based on size of school
- Pay per pupil, eg buy an access code
- Free, eg CD in the back of a book
- eBook price



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?

