ALWAYS LEARNING
Mobiles, Tablets & Textbooks

A Pearson Perspective

Owen White
Digital Strategy Director
Pearson UK
Pearson

Largest Education Company in the World

Digital Revenues

Pearson $5.8bn
Apollo $3.3
McGraw Hill $2.3
Lagardere Education $0.9
Sanoma $0.4

$2.7bn
Mobiles, Tablets and Textbooks

The Question

How do we get textbooks on smart devices?

What opportunities do smart devices offer to improve learning?
Mobiles, Tablets and Textbooks

Paper-based Delivery

- Fixed
- Unresponsive
- Not Personalised
- One size for all
- Usage Dumb

Device Based Delivery

- Mutable
- Responsive
- Personalisable
- Fits around the learner
- Leverages analytics
External Drivers to Change

**eBooks**

- Amazon now selling more eBooks than paper books!
- eBooks becoming cultural norm

**Decreasing Device Costs**

- Tablets today $500+
- Tablets in 24 months Sub $100
Mobiles, Tablets and Textbooks

Kodak

1992: $10 BN
2009: $500m

Digital Camera
Thank you