Digital Textbooks

International Publishers Association

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Structure

1. Background „Digital Textbooks"

2. Project outline

3. Experiences so far

4. Live demo

1. Background

„Digital Textbooks"

Starting situation

- Infrastructure at schools

- Textbook characteristics

- Legal framework in Germany

Infrastructure at schools

- ## Variety of devices
    - PC, Mac, Tablets (iPad or Android), Whiteboards

- ## Infrastructure in schools
    - Students with own computers vs. computer-sharing
    - Classrooms with or without internet access

- ## Resulting requirements
    - Compatibility with variety of devices
    - Support of many users on one device
    - Access online and offline
    - Synchronisation with different devices

Textbook characteristics

- Graphically orientated structure: no continuous text
- Thus no compatibility with eReader (e.g. Amazon-Kindle)

Legal framework

- ## Data Protection Laws
    - e.g. no hosting outside EU

- ## Textbook Approval Regulations
    - Digital textbook must be approvable

- ## Textbook rental
    - Comparable costs for one-year-use

- ## Textbook tenders
    - Integration of book traders must be possible

2. Project outline

Industry platform „Digitale Schulbücher"

VERBAND BILDUNGS MEDIEN

What are the components?

→ Digital Bookshelf

→ ‚Viewer' for digital textbooks

What are the advantages?

→ One standard, one system

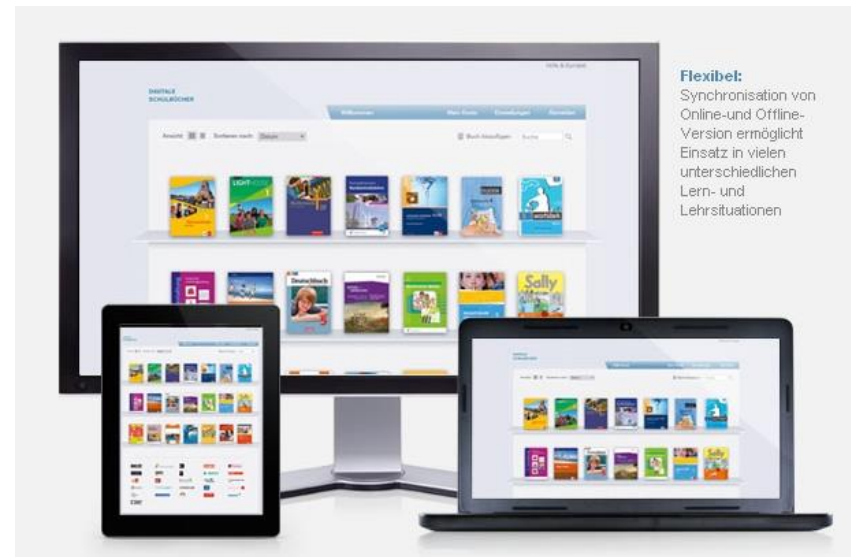→ Flexible: Online or offline

→ Secure (Certification planned)

→ Focussed on school reality

→ Independent of certain software
   or hardware companies

Which devices can be used?

→ PC, Mac, Whiteboards, Tablets

Multimedia elements?

→ can be integrated

Flexibel:
Synchronisation von Online- und Offline-Version ermöglicht Einsatz in vielen unterschiedlichen Lern- und Lehrsituationen

Industry platform „Digitale Schulbücher"

Bildungsverlag EINS · C.C.BUCHNER · Cornelsen · Diesterweg

DUDEN · EUROPA LEHRMITTEL · HT · Klett Ernst Klett Verlag

Klett Klett-Auer · Merkur Verlag Rinteln · Mildenberger · Oldenbourg bsv

PEARSON · Schöningh · Schroedel · STARK

VOLK UND WISSEN · vpm · westermann · Winklers

Milestones

- 2010 → Start of the project
- Juni 2011 → School testing
- didacta 2012 → Preview version
- 5. November 2012 → Going live

Today

- 20 participating publishers
- 1.000 available titles
- 28.000 user registrations

Tasks: Association vs Publishers

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Association

- Provision of a central user access and bookshelf: One software, one format,

- Lobbying and marketing the basic concept towards politicians, authorities and teachers
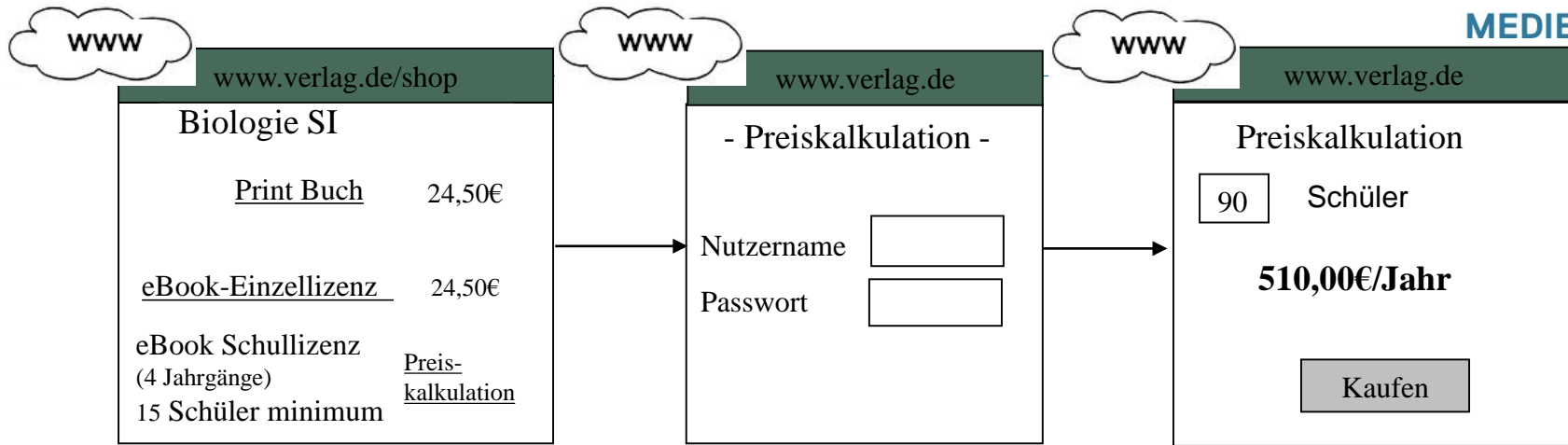
Publishers

- Content Provider

- Creation of individual business, licencing and pricing models

- Sale of digital textbooks in webshops

Sales process

www

www.verlag.de/shop

Biologie SI

Print Buch   24,50€

eBook-Einzellizenz   24,50€

eBook Schullizenz   Preis-
(4 Jahrgänge)   kalkulation
15 Schüler minimum

www

www.verlag.de

- Preiskalkulation -

Nutzername

Passwort

www

www.verlag.de

Preiskalkulation

90   Schüler

510,00€/Jahr

Kaufen
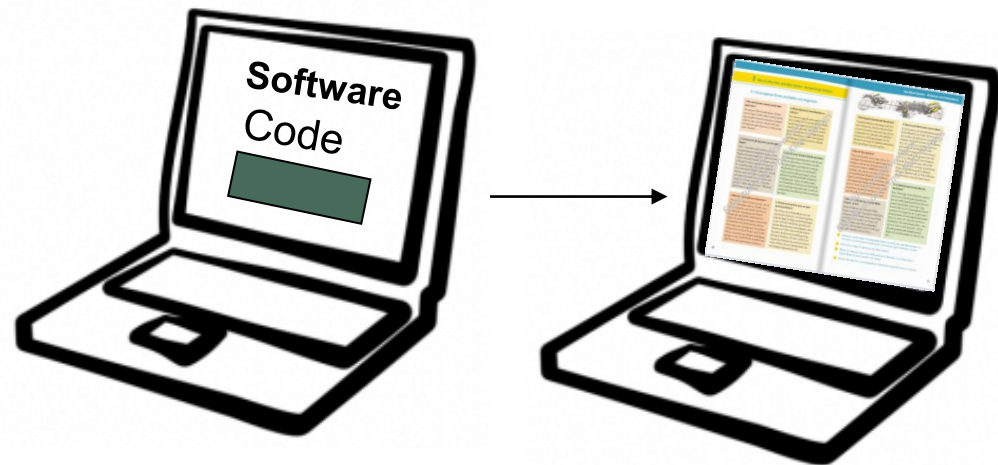
Freischaltcodes
Biologie SI **2011**
abfd-2453-7fw3
vfgd-5638-hgre
fsre-zerfe-8453
hote-9872s-rwt6

a6hvegfy

huei347e

ioe84fiiof

Software Code

Enrichements
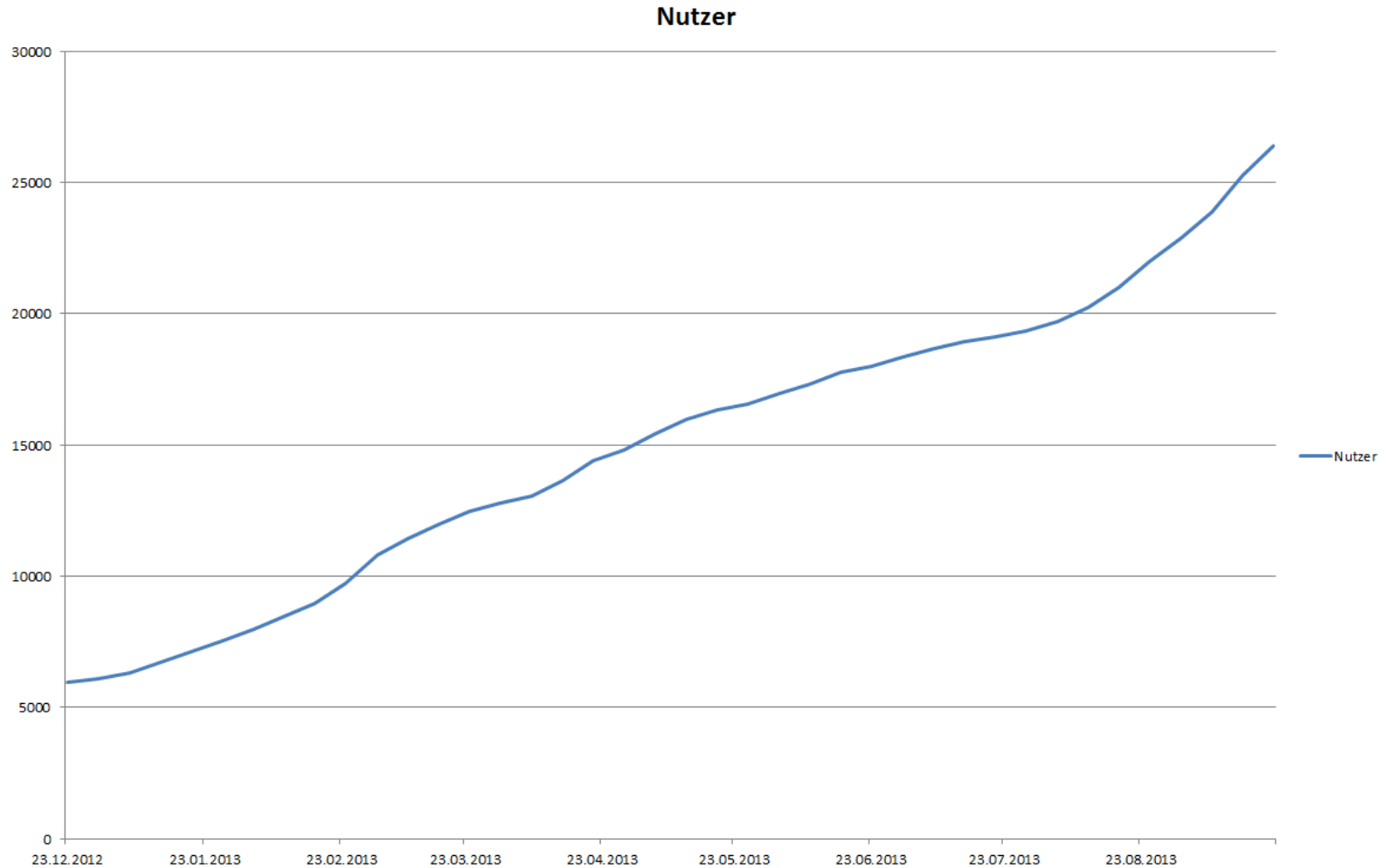
- Digital textbooks are based on the print title

- Enhancements add value:

  - Annotations, bookmarks, marking tools, full text search

  - Additional material can be attributed precisely

  - Enrichement with multimedia elements (audio, video) is possible

3. Experiences so far

Active users (accounts)

Nutzer

User feedback

- Mainly positive

- Diverse Feedback

  - Schools with bad IT infrastructure wish restriction to essentials („pdf is enough!")

  - Schools with good infrastructure demand more enrichements („Only books behind glass!")

  - Requests for licence management in schools

First use scenarios

- Rare: Digital textbook replaces printed book completely

- Frequent use as presentation tool by teachers

- Parents buy digital textbook as „backup textbook" for home use

- Collective licenses for working groups and equipment of complete grades very rare

Covered school forms and subjects

- Depending on publisher and his priorities as well as political situation (current reforms of curricula)

- Less titles for elementary schools

- Balanced coverage of different school types

- Languages and sciences well-balanced

- Currently 1.000 titles for 40 subjects and professions

Pricing

- Publishers are solely responsible for business, licence and price models

- Currently different business models on the market

Further development

- Opening of the bookshelf for further products by publishers

- Simplification of licence handling

- Creating interfaces and single-sign-ons with other systems

www.digitale-schulbuecher.de

4. Live-Demo