

## Digital Migration & Educational Publishing

Are we there yet?  
And do we re-engineer the enterprise?

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## Where are we so far?

- No doubt: this time it's for real
- So compelling, so inevitable ...
- Think sharks, not dinosaurs

## How's it going, this migration?

- Hard to know exactly ...
- Well, not just yet then, but soon ...
- Maybe next year ...

## What's holding it back?

- This stuff is expensive ...
- Needs a new pedagogy to make it work
- There are other priorities as well
- Not all tools get used
- It's about the right content
- Some folk still like textbooks ...

## What do I think I know?

- Vital role for well-crafted learning resources
- So much more to all this than technology
- "What teachers do, know and care about"
- It's probably starting to work ...
- But the evidence is elusive ...
- And there is still a way to go
- Blended learning still looks pretty good to me