



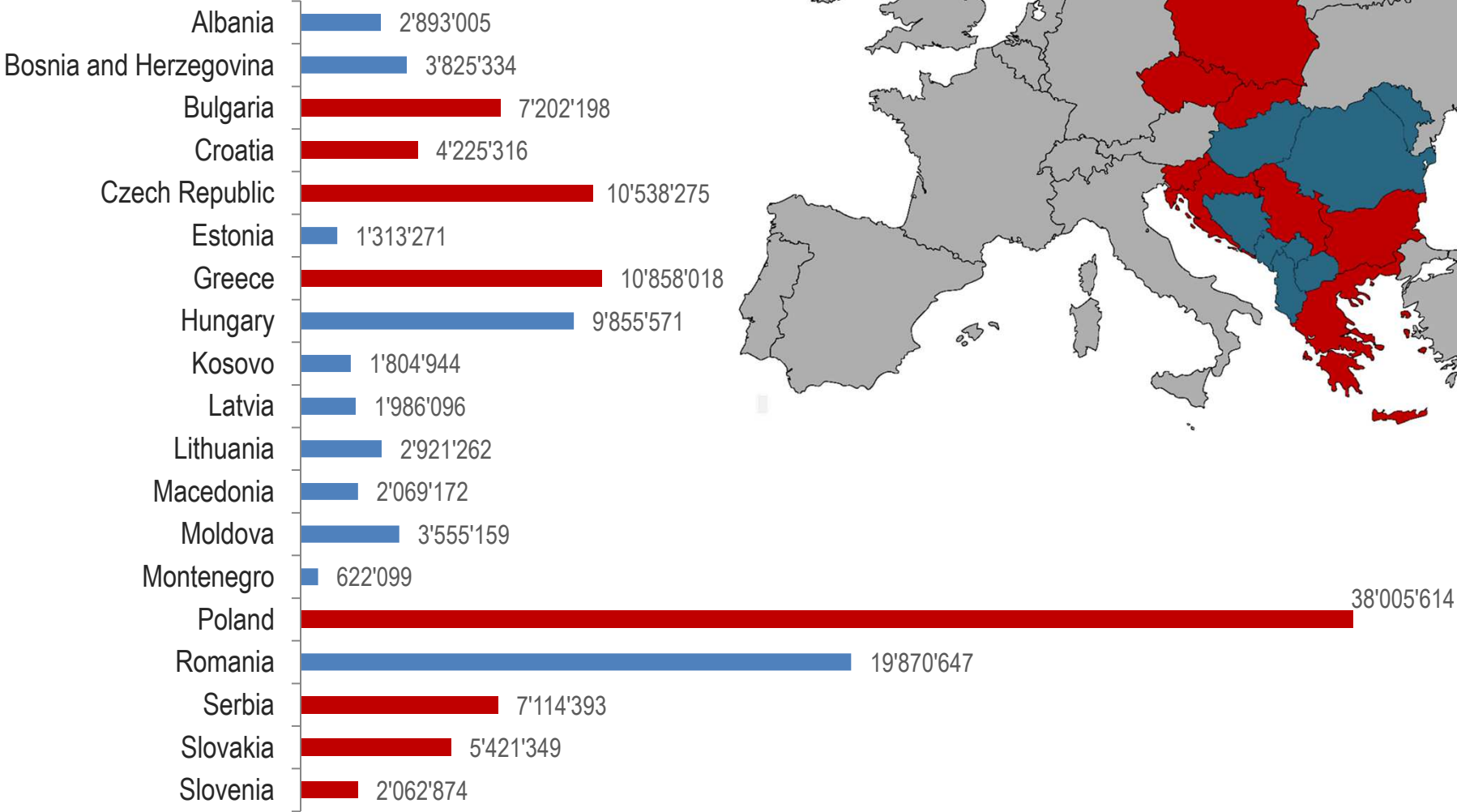
# EDUCATIONAL PUBLISHING IN EASTERN EUROPE

How to become a new  
Digital Educational Super Publisher?

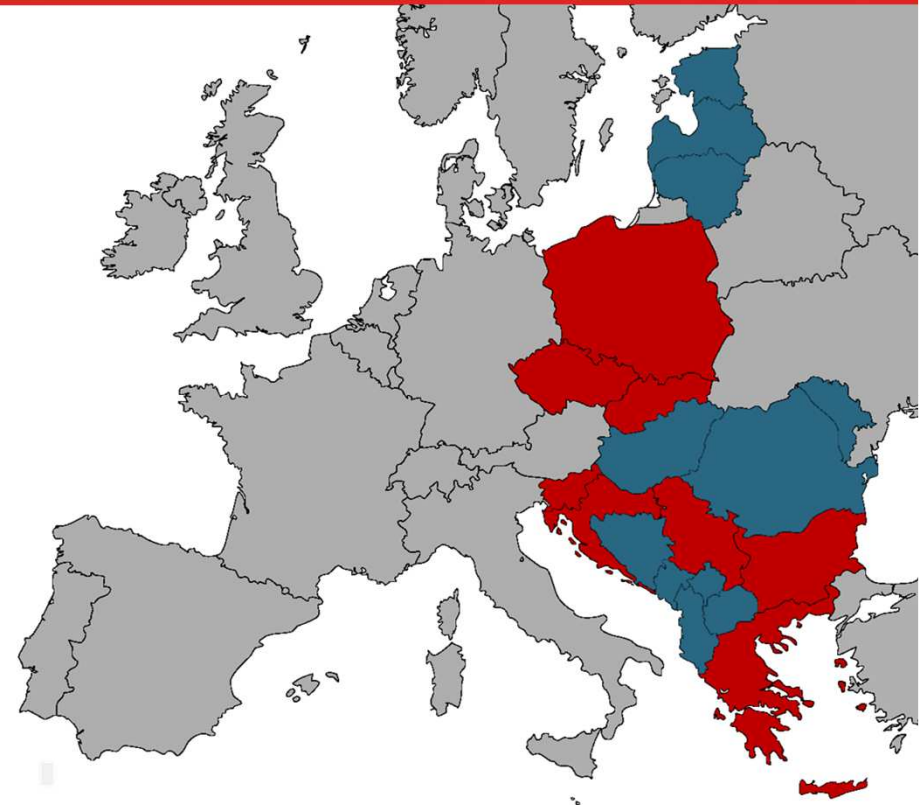
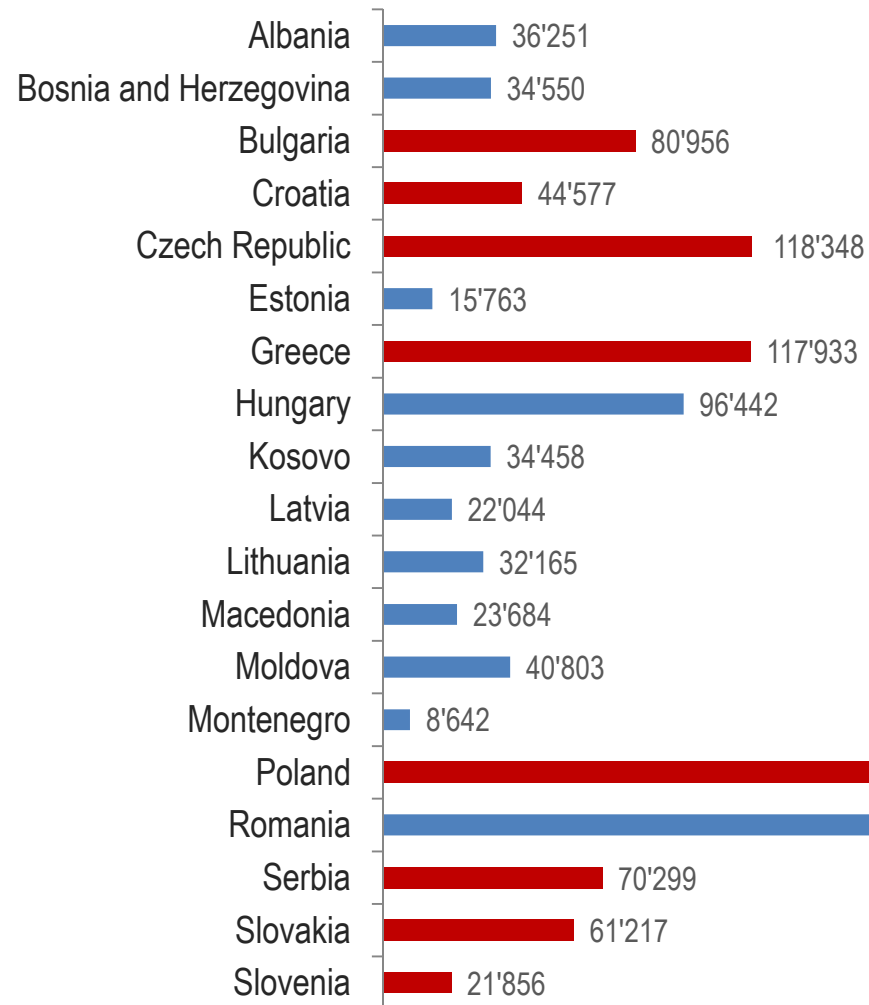
**ROK KVATERNIK, ceo**  
ERNST KLETT PUBLISHERS,  
REGION EASTERN EUROPE

---

# Region Eastern Europe population



# First grade students



---

# Publishing in EE after 2010

- Print runs of fiction in gigantic decline, some sales numbers close to mediocre. Growth of public libraries, other media expansion, etc.
  - Small countries on the edge of survival, lower prices, specialization,
  - Educational publishing as an experiment of the politicians:
    - Textbook funds without renewal, partial approval of SB (Slovenia)
    - Fixation of the selection of the textbooks with tricks, later no selection (Bosnia)
    - Textbooks for the minorities to be financed by the publishing industry (Serbia)
    - Only price as a criteria on the tenders (Rumania)
    - Fixed selection of the textbooks for almost a decade (Bulgaria)
-

---

# Slovenia, Rokus Klett, 2011

- 4–5-year-old textbooks in the school funds
  - officially forbidden purchase of new textbooks (no sales expected)
  - the state monopolizing the market of digital learning materials:
    - 10 million EUR for digital objects + 13 million EUR for teacher training
    - 85% of total budget financed from EU funds
  - 32 % of schools without workbooks in lower grades of primary school
  - only 2.4 workbooks per pupil purchased by parents (average)
-

# Innovation 1 (2011)



Printed textbooks  
with elements of workbooks



Online learning portal  
[www.Lilibi.si](http://www.Lilibi.si)



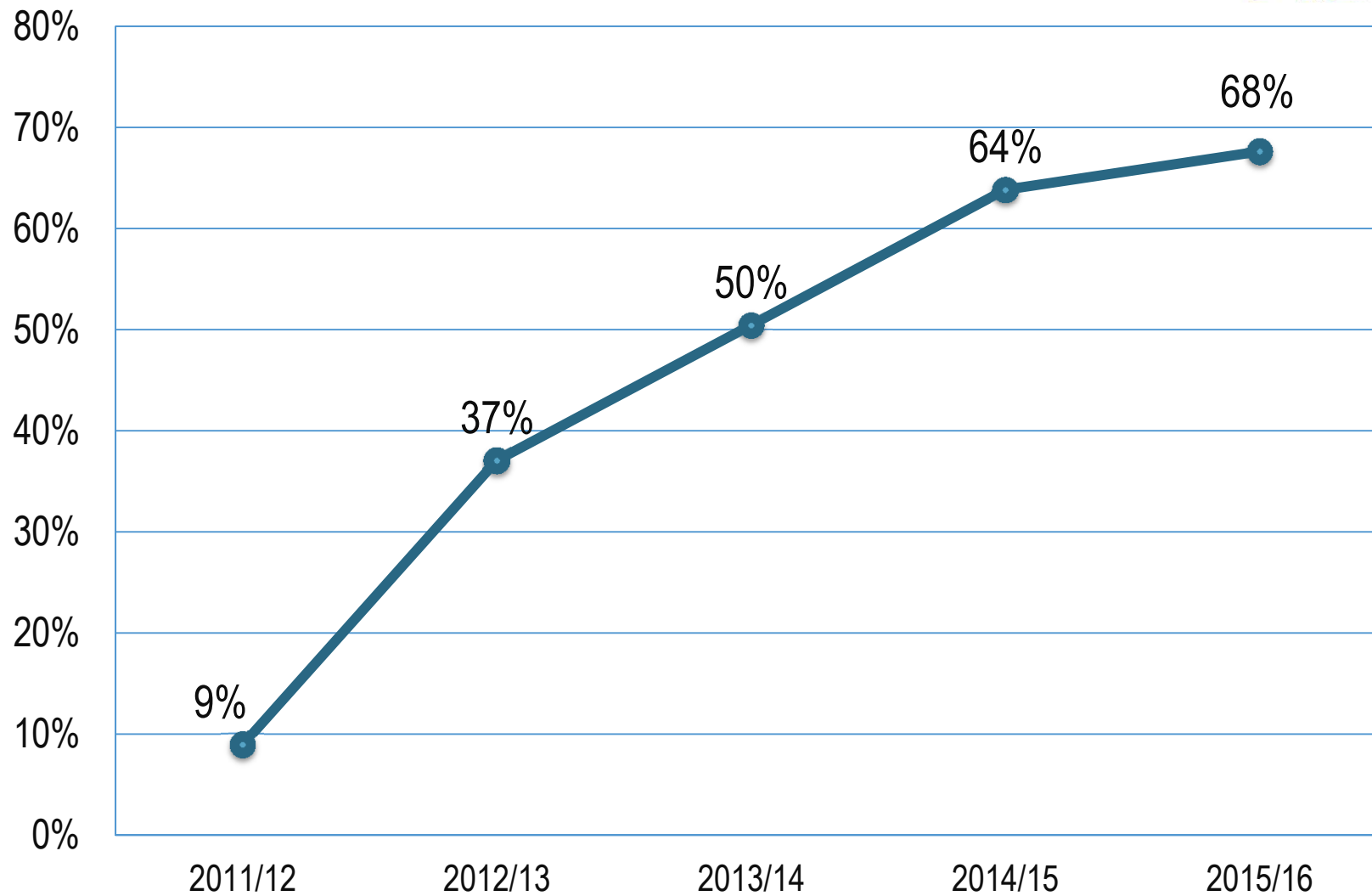
+1,700  
learning  
objects



E-textbooks



# The results:



# Transfer of innovation



**LILI IN BINE**

[www.lilibi.si](http://www.lilibi.si)



+



+

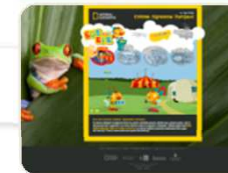


**ECE İLE EFE**

[www.eceileefe.com](http://www.eceileefe.com)



+



+



**ВИКИ И НИКИ**

[www.vikiiniki.bg](http://www.vikiiniki.bg)



+



**МАША И РАША**

[www.masairasa.rs](http://www.masairasa.rs)



+



**LILI a VILI**

[www.e-lilii.cz](http://www.e-lilii.cz)



+

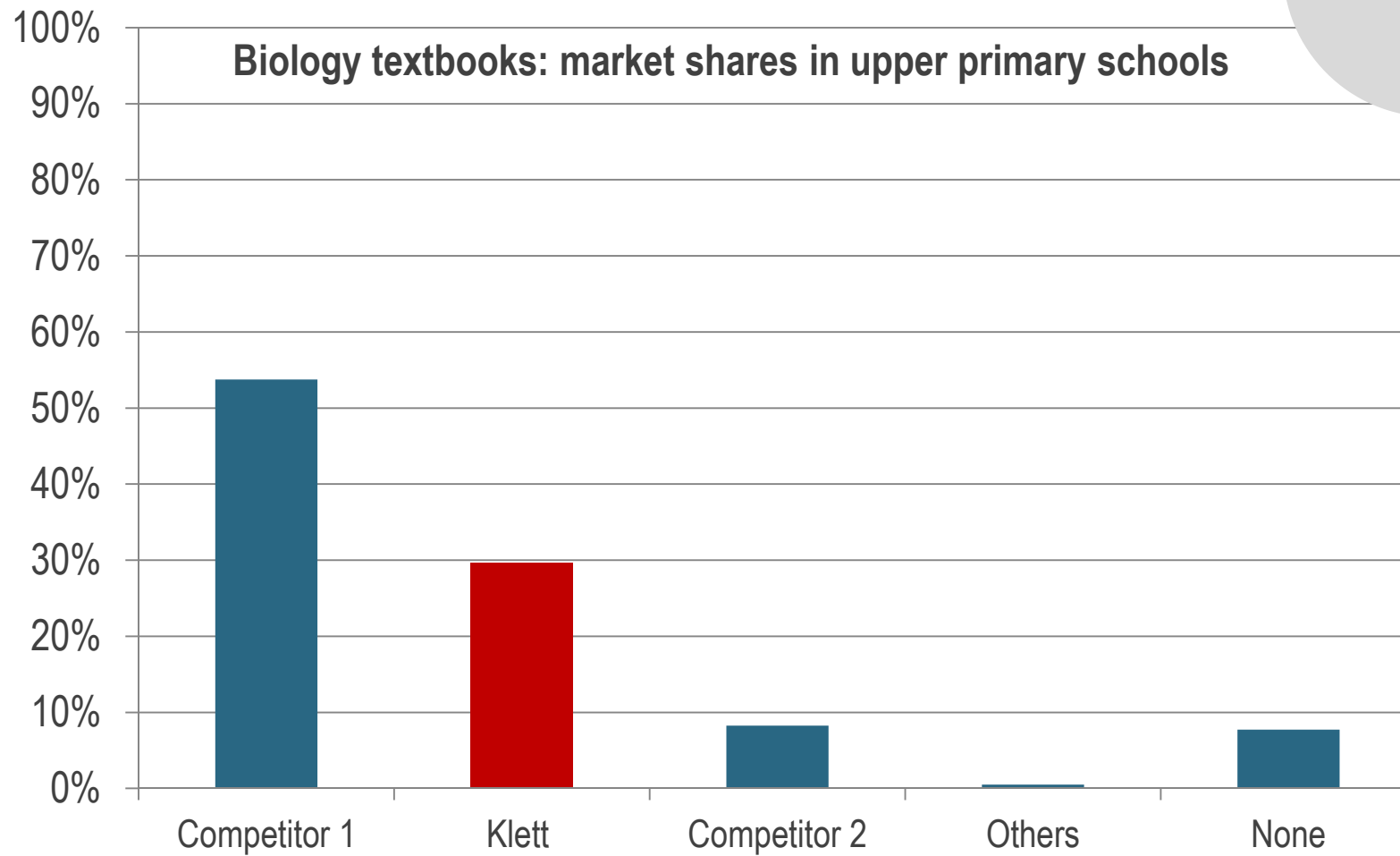
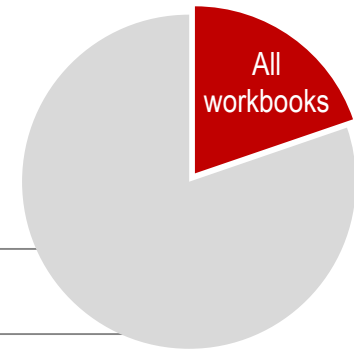


+

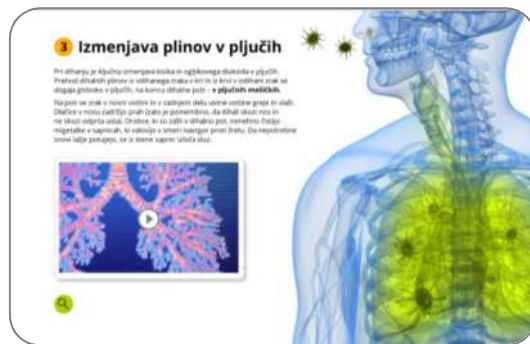




# Innovation 2 (2014)



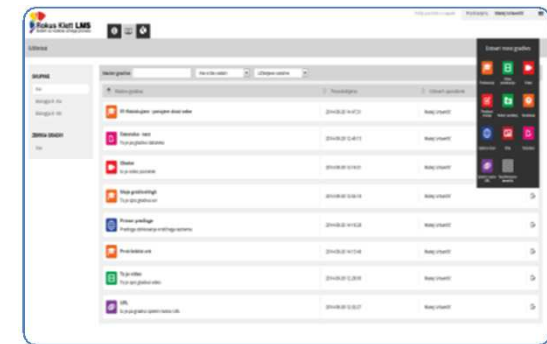
# First digital, then print...



Interactive textbook  
for all devices

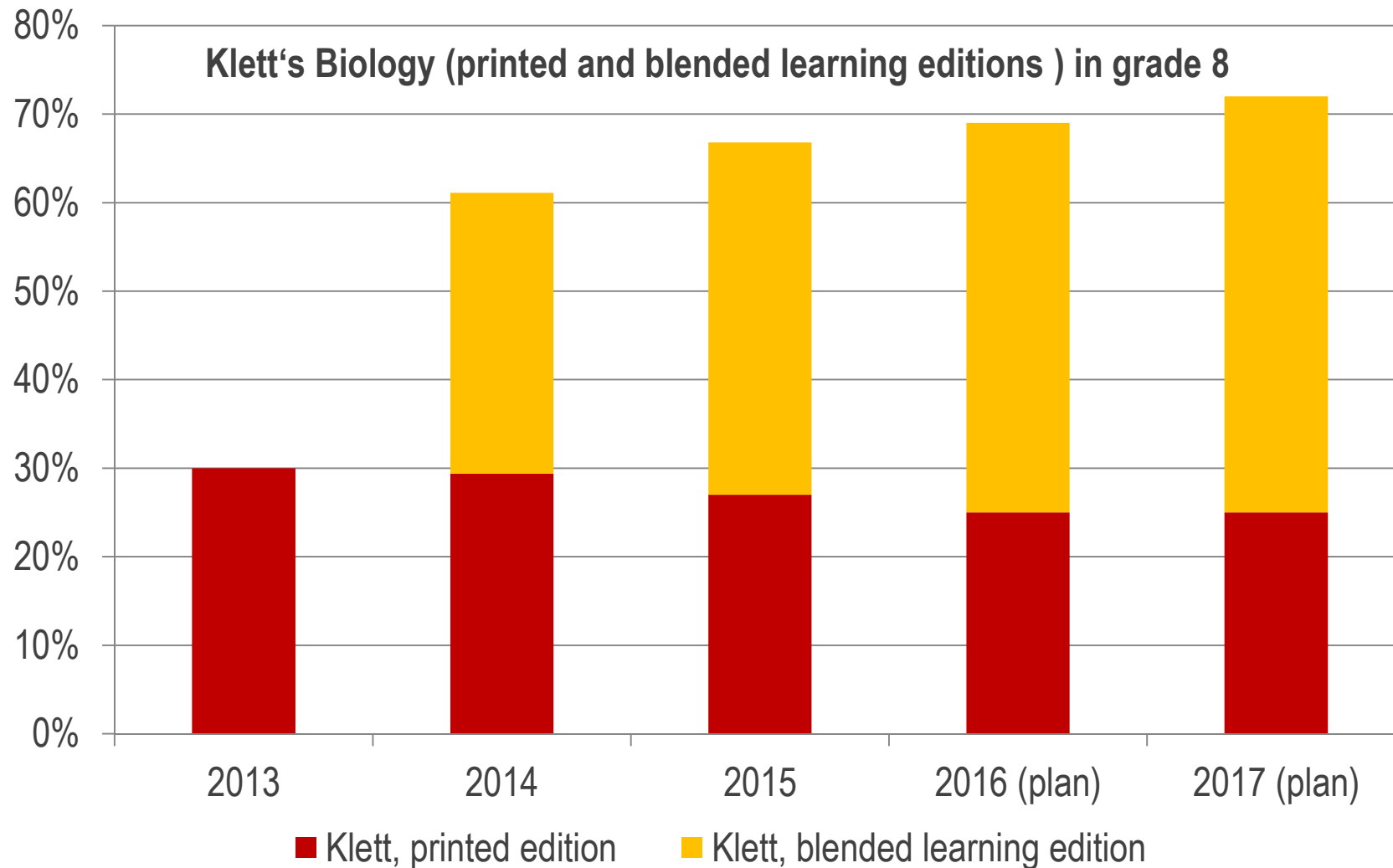


Printed activity book



Learning Management  
System

# A breakthrough in usage!



---

# The State versus The Market

## State interventions into digitalization of teaching and learning

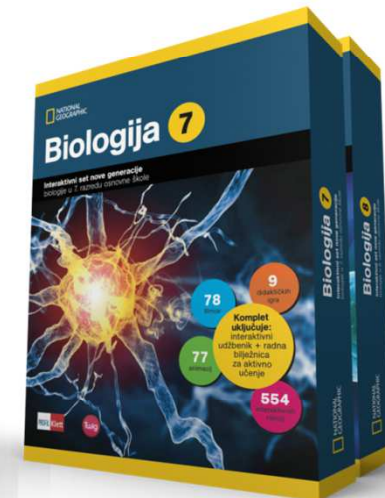
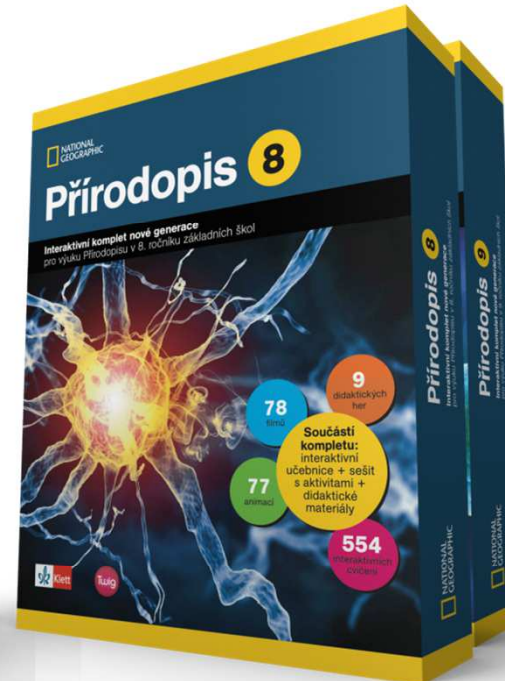
- extremely expensive and painful implementation
- lower quality, seldom/no updates
- bad/no user support, huge number of non-users, CC license

## Innovation as a response to the attack on the publishing industry

- + free for the state, cheap for the market, payment by the user
  - + excellent quality, following trends, frequent updates, best brands
  - + free personalized training, 24/7 support, evolution of teacher's skills
-



# Expansion ...





**Thank you for your attention!**

**ROK KVATERNIK**

e-mail: [r@rokus.com](mailto:r@rokus.com)

---