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“

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
Industry platform „Digitale Schulbücher“

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

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.verlag.de/shop

Biologie SI

Print Buch 24,50 €
eBook-Einzellizenz 24,50 €
eBook Schullizenz (4 Jahrgänge) Preis- kalkulation
15 Schüler minimum

www.verlag.de

- Preiskalkulation -

Nutzername
Passwort

Preiskalkulation

90 Schüler
510,00 €/Jahr

www.verlag.de

Software Code

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

a6hvegfy
huei347e
ioe84fiof
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
  - Enrichment with multimedia elements (audio, video) is possible
3. Experiences so far
Active users (accounts)
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
4. Live-Demo