



# E-Textbooks and a Growing Market

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# Context for digital learning

- Student numbers
  - UK: 10 year 40% growth in student numbers<sup>1</sup>
  - UK: 40% completion of HE<sup>2</sup>
  - US: 10% annual growth in online students<sup>3</sup>
- Student expectations
- Limit on textbook price growth

1. Higher Education Office of Statistics
2. OECD
3. Sloan Foundation

# What is an e-textbook?

- A digital version of a print text book
  - Text, images, layout, references

Sufficient foundation for the future provision of digital learning?

# How is a print textbook used?

- Source of reference
- Supply of practice questions
- Organisation of learning content - pedagogy
- Homework tool

For instructors a textbook  
can define a course



# WileyPLUS is

- An online, interactive copy of the full text
- A classroom management tool
- An automatic marking and assessment package
- A set of additional resources

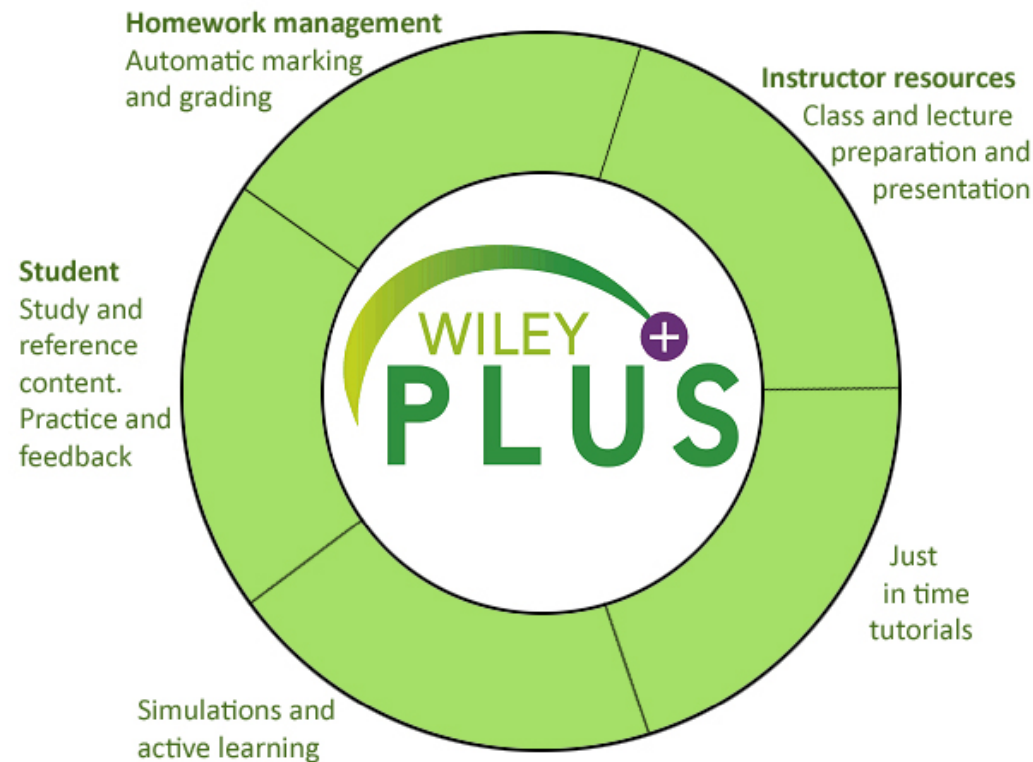


# WileyPLUS

- Makes explicit what is implicit in a textbook
- Enhances teaching and learning experience
  - electronic assessment
  - simulations
  - communication



# WileyPlus at the centre of instructor-student workflow



# Business models

- Traditional textbook model
- Institutional purchase
- Time-limited access
- Upsell

# Marketplace

- Academic library market - \$3.9bn - 2008<sup>1</sup>  
Of which, \$800m education (11% growth)<sup>1</sup>
- HE textbook market<sup>2</sup>
  - New - \$3.5bn
  - Used - \$2.0bn

1. Outsell Inc - 2008
2. Simba - 2005

# Validation

- In excess of 700,000 registered students
- 74% students believe it helped them get a better grade in their course<sup>1</sup>
- 91% believe it had a positive impact on the way they studied<sup>1</sup>

1. Customer survey – K.Kuhlo 2006



# Some features of WileyPLUS.....

[Online Demo](#)

[Offline Demo](#)