

WHITE PAPER 2013:

EDUCATIONAL PUBLISHERS OF THE FUTURE

How can publishers of educational material enhance their sales and competitive position and thereby ensure a healthy business in times where all learning is being redefined by digitisation and the emergence of new media and teaching methods?

Background

The purpose of the new white paper from Schilling is to identify and analyse trends, problems, and opportunities in the part of the publishing industry that deals with educational resources aimed at children and young people.

For the third year in a row Schilling brings important areas within the publishing industry into focus. The first white paper was published in 2011, titled 'European Publishing Towards 2015', in which 18 executives from European publishing companies were interviewed about the challenges in the book industry in the coming years, with special focus on digitisation, new business models, product development, rights, the editorial process, sales and marketing, and the relation between authors and publishers.

Author/publisher relations were investigated further in a white paper in 2012. The white paper was published together with O'Reilly and presented at Tools of Change in Frankfurt. Schilling found that author/publisher relations are undergoing major changes – perhaps are even under threat. In digital times where it has become both easier and cheaper to publish books the traditional business models need to change: In the white paper titled 'Author and publisher relations – how publishers stay competitive in digital publishing', 20 key persons from the international publishing industry, including both authors and publishers, gave their opinions and views on the opportunities for cooperation in the future.

Download both white papers: www.schilling.dk/web/guest/whitepaper

Previous participants in Schilling White Papers include:

- Bonnier
- Egmont
- HarperCollins
- John Wiley & Sons
- Klett Group
- MacMillan
- Penguin
- Sanoma Learning
- Scholastic
- Etc.



White paper 2013: Educational publishers of the future

In the new white paper from Schilling that will be published in the autumn of 2013 we will take a closer look on the educational publishers. This part of the publishing industry is facing their own challenges in the coming years.

The digital revolution is also changing the educational sector, not least the learning process during the first 12 school years. In times where information flows seamlessly, where the collection and sharing of knowledge is easier and cheaper than ever before, and where the explosive development of new media has triggered a break from learning methods of previous years, the business models of educational publishers are facing a range of new challenges:

- What is the potential?
- What are the challenges?
- What should be sold, how – and to whom?
- Is it digital and print or "digital only"?
- Which business models will dominate?
- How do market developments affect the internal processes, and what is "best practice"?
- How do you include users and customers in the value chain of production and development?
- What forces will disrupt the market in the coming years, and what are the consequences?

In this white paper we will investigate these and other questions via interviews with key persons from educational publishers and offer viewpoints on trends and opportunities.

WE GROW PUBLISHING

Schilling is a leading European provider of highly specialised software and know-how for the publishing industry. We grow publishing in partnership with our customers and supply the industry with innovative thinking and turn-key solutions. Successful delivery is not enough – our goal is to deliver success to our customers. Our customers are among leading international publishing houses in Denmark, Norway, Sweden, Finland, UK and Spain.



If you like to participate in our white paper you can read more and register for an interview at www.schilling.dk or contact:



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