VERITAS

EEPG Meeting 2015
Presentation of the Company

Veritas in Linz/Austria, office in Vienna
Presentation of the Company

- Veritas is the leading publisher of school media and educational material in Austria (since 1996 part of Cornelsen group)

- annual turnover in 2014 about € 25 mio = 25% marketshare = number 1

- about 70 % in the Austrian schoolbook system („Schulbuchaktion“)

- schoolmedia for primary school (6-10 years), secondary level I (10 -14 years), secondary level II (14-19 years)
School System in Austria

- **Primary**: (88.000/year) for 4 years
- **Hauptschule**: (65.000/year) for 4 years
- **Gymnasium**: (25.000/year) for 4 years
- **Vocational av.**: (45.000/year) for 5 years
Presentation of the Company

◆ most successful book series: Mathematics in primary school, (market share: about 35 %), German in secondary level I, market share: about 62 %, „Durchstarten“ (for coaching purposes, turnover: € 0,9 mio)

◆ strategic focus on digital media (scook.at)

◆ 114 employees
Austrian Schoolbook System („Schulbuchaktion“) 1

- since 1972 each Austrian pupil gets free schoolbooks
- coordination by government ministries and the book trade and media management association (publishers and booksellers)
  - all schoolmedia must be approved by the Ministry of Education
  - financed by the Ministry for Family Affairs (budget about € 100 mio./year)
- books are ordered by the teachers in an online-system
- delivery by booksellers
- „digi4school“ (starting 2016/17): online content for pupils additional to the print-products
Austrian Schoolbook System („Schulbuchaktion“) 2

Advantages

◆ for the government:
  • excellent value for money < 1% of the entire educational budget
  • every pupil has his or her own textbooks
  • limited budget

◆ for publishers:
  • reliability (long-term contract)
  • no restrictions for participating (if provided texts have been approved and prices meet limits)

◆ for booksellers (retailers):
  • reliability (long-term contract)
Austrian Schoolbook System („Schulbuchaktion“) 3

❖ for schools:
  • quality **and** diversity (due to competing publishers, e.g. 14 readers for 2nd grade, 12 Mathematics courses for 1st grade primary, a total of almost 100 schoolbook publishers but in fact 3 main players, about 10 with over € 1 mio annual turnover)
  • reliability

❖ for everybody: ongoing development and improvement

Disadvantages

❖ for publishers:
  • approval process takes time
  • low price levels
Copyright and digital publishing

- special terms in Austrian copyright law for free use of third party material (texts, pictures) in schoolbooks

- use of the third party material is allowed without consent of the copyright-owner

- invoicing by the collecting societies yearly according to sales

- advantage: no long and time-consuming negotiations, excellent value for money
Copyright and digital publishing

- use in digital media: no explicit regulation of free use for textbook publishers in the Austrian copyright law

- third party texts in offline products can be cleared with the collecting society „Literar-Mechana“

- third party texts in online products cannot be cleared because of technical and legal conditions
Copyright and digital publishing

- Negotiations with „Literar-Mechana“ for more than 2 years, no result

- Pictures: no clearing with collecting society, purchasing at photo and picture agencies
Copyright and digital publishing

 Biggest problem:

RequestMethod

no regulation of free use of third party material (pictures, texts) in online products

  • handling of free copies
  • handling of obligatory copies for teachers
  • how to define the size of a digital content (invoicing component for print media is e.g. total number of pages in relation to number of pages with third party material)

Thank you for your attention!