Otava Group

- **Otava Publishing**
  - Education
  - General litterature

- **Otavamedia Magazines**

- **Suomalainen Kirjakauppa**
  - Bookstore chain
  - Biggest in Finland
  - About 50 stores

- **Otava New business**
  - Web servises (NettiX, WitPik..)
  - Video producing

- **Otava Printing**
Education system in Finland

- Doctoral degrees
  - Licenciate degrees
  - Universities
  - Master’s degrees
    - Universities
    - 2 years
  - Bachelor’s degrees
    - Universities
    - 3 years
  - Polytechnic master’s degrees
    - Polytechnics
    - 1–1.5 years
    - Work experience 3 years
  - Polytechnic bachelor’s degrees
    - Polytechnics
    - 3.5–4 years
    - Work experience
      - Further vocational qualifications
      - Specialist vocational qualifications
      - Vocational qualifications
        - Vocational institutions
          - Also available as apprenticeship training

- Matriculation examination
  - General upper secondary schools
  - 3 years
  - Voluntary additional year of basic education

- Basic education
  - 7–16-year-olds
  - Comprehensive schools
  - Pre-primary education
    - 6-year-olds
  - Early childhood education and care

ISCED-classification 1997

- 0: Pre-primary education
- 1–2: Primary education or lower secondary education
- 3: Upper secondary education
- 4: Post-secondary non-tertiary education
- 5A: First stage of tertiary education
- 6: Second stage of tertiary education
Who pays the learning material?

Comprehensive school

- Grades 1-6
  - Primary school teachers
  - All subjects
- Grades 7-9
  - Subject oriented teachers

Upper Secondary School

- Grades 1-3(4)
  - Subject oriented teachers
- Vocational Education (age 16-19)

Content paid by school

Content paid by student
Market share in educational publishing

TOTAL 90 M€

SANOMAPRO 55%

OTAVA 33%

EDITA 10%

SetS

eOppi

Tablet-koulu

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Part 2
Closer connections with decision makers? Lobbying as a project...

**WHY?**

- Election and new government May, 2015
- New minister of Education May, 2015
- New Curriculumn in use 2016
- Low economics in Finland
- Lot of discussion about digitalization
THREATS

- Discussion about big savings in school and education
- Money from content to devices
- Ideas that teachers should do the learning content by themselves
- No long term development guidelines in education
DECISSION. ACT.

- Publishers Association Educational Publishers Workgroup
- Decission to act on May, 2014
- Starting on November, 2014
- Budget apprx 50,000€
- Working with Communication Agency
Writing down Digital Strategy (Publishers Association, Education WG)

Digital Strategy Launch

Meetings with elected politicians

Election

1-to-1 meeting with decision makers. Political / Authorities

Suomi-Areena Political Week in Pori
Organized discussion About digital Strategy issues
DONE SO FAR

- About 40 top educational decision makers met
- Digital Strategy sent to all members of Parliament (before election)
- About 80% of our sentences can now be found on governments program
- We know now the 30 most important decision makers after election.
STILL NEED TO BE DONE

- Meet the politicians and make sure that they understand our strategy plans as we do
- Meet the Minister of Education
- Meet the Minister of Education
- Meet the minister of Education

Sanni Grahn-Laasonen
Opetus- ja kulttuuriministeri

First news from new Government

Could this 600 M€ savings be possibility to Publisher to make more business?

YES IT COULD.
FUTURE IS DIGITAL. IT STARTED ALREADY.

HOW TO BE SURE THAT PUBLISHERS ARE PART OF THIS DEVELOPMENT?
Part 3
Deeper digitalization on process
Authors / content makers can make the digital content by themselves straight to the system

To be the leader in the digital learning materials market
STEP 1

Cloubi-platform for making digital content online / browser based.

STEP 2

We started from the digital excercises. We did plenty of them.
Digital Exercises on almost all new products. Starting a new generation on digital learning.
Digital Tests to Upper Secondary School
First versions of adaptive learning materials.

Lot of development together with our partner Ubiikki.
New engines for digital exercises
First hybrid materials.
All time feedback from Students, Teachers, Authors...
CLOUBI FOR CONTENT CREATORS

- A collaboration platform for all parties involved
  - Authors, developers, editors, digital designers, graphic designers, production controllers and other stakeholders

- Browser-based toolset for creating, editing and versioning new types of content
  - **Easy-to-use and intuitive**
    - Modern drag ‘n’ drop user interface
    - Visual construction of the content – see the material take shape in front of your eyes
  - **No programming resources required**
  - Version control - material can be edited live without any interruptions to the end users
  - Exercise engines that enable over 20 different types of interactive exercises, tasks and skill tests

- **Helps streamline the content creation process**
  - Keeps digital interactive content structured
  - Encourages pedagogical creativity: try and test new interaction elements and tasks without allocating resources – play around
CLOUBI FOR LEARNERS

- Content that can be used anytime, anywhere on all modern devices and operating systems (pc, tablet, mobile)
- **Added interaction – increased engagement – better motivation**
  - Content that is designed for and harnesses the true strengths of digital channels
- **Game-like features** such as exercise points, profiles, status levels, and social score badges
  - ‘Edutainment’ – learn through play
- Students’ personal progress monitoring
- Branching **learning paths** based on students’ skill levels
CLOUBI FOR TEACHERS

- Cloubi saves time by tracking students’ progress and offering automatic results checking.

- Multiple ways of providing feedback to students:
  - For example: text, pictures, video, sound, animations
  - Automatic tips, hints and guides that are built in to the tasks and exercises

- Learning analytics:
  - Versatile reporting capabilities that drill down into the details
  - Learner behaviour models

- Easy-to-use: Content created on Cloubi can be used standalone or via integrations into existing learning infrastructure & LMS
CLOUBI FOR THE PUBLISHER

- Enables **new types of content to create a competitive advantage**
  - Unseen interactive exercises, skill tests and gamified learning content
- An array of exercise and task **engines that automate the production process by eliminating time-consuming and costly programming resources**
  - Mathematics engine, crosswords, pop quiz, mind maps, picture marking, drag and connect, hot spots, fill in the blanks, multiple selections, and much more
- **Production process structure and efficiency** from the start
  - A centralized platform that enables the interactive elements, gamification features, data tracking, analytics, and credential and role management
  - Adaptability (open APIs), easily modifiable content, efficient version control and maintenance
  - Security and scalability, future-proof technology
- **In-depth reports on how the materials are used**
  - Creates **an understanding of what types of exercises and materials work effectively**
  - Enables an iterative approach to content development - data becomes a true asset
SUCCESS THROUGH PARTNERSHIP

- We offer more than a supplier relationship
  - We are committed to developing our partner’s digital learning business
- We are experts at the very forefront of digital publishing
  - Unique know-how
  - A proactive approach to technological development
  - Joint development of digital production processes and workflow
- Shared risks
  - Minimized initial investments and tied capital on technology and tool development
- Platform to build new business areas and revenue streams on
  - Novel services and add-on products e.g. based on the leveraging of learner data and recommendation mechanisms
To truly appreciate Cloubi, you need to see the toolset in action and the types of forerunning content it enables

We have teamed up with Ubiikki, an organisation that redefines the meaning of technology partnership. Together, we have the agility to plan and produce digital solutions that incorporate pedagogy at the core of what is being created. This is truly unique.

In order to succeed in educational publishing, and be able to create new and exciting learning experiences, one needs an open-minded and innovative partner. Introducing new digital content into the everyday hustle and bustle of schools isn’t easy. In addition to understanding the abilities, motives and levels of the students, you have to account for the skills of the teachers – and produce resources that improve learning results while making the resources available across different platforms and devices.

– Teuvo Sankila, Publishing Director, Education
  Otava Publishing Company

Chairman of the Management Board
EEPG (European Educational Publishers Group)
Part 4 / Contact network
Lobbying

Otava is working with...

- **Finnish Publishers Association**, Educational Publishers Group
- **ECA**, EduCloudAlliance (Project started by Ministry of Education, Otava has place in management group)
- **Digital Learning Committee, NBoE** (FBA / Otava has the place)
- **Upper secondary Curriculum Development, Steering Group**, (FPA/ Otava)
- **Coalition for New School** (Former prime minister Esko Aho’s moderated group of 20 people. Thinking about the change of the whole 1-9 grades schools system in Finland. (Otava represented,)
- **Finnable 2020**-project (Otava represented in management board of this project. Project is leaded by University of Helsinki, Founded by TEKES funding and companies)
- **EEPG** (European Educational Publishers Group)
- **CONGS**