

From Print to Digital: Adopting Standards, Transforming Paradigms

Ryan Hunt

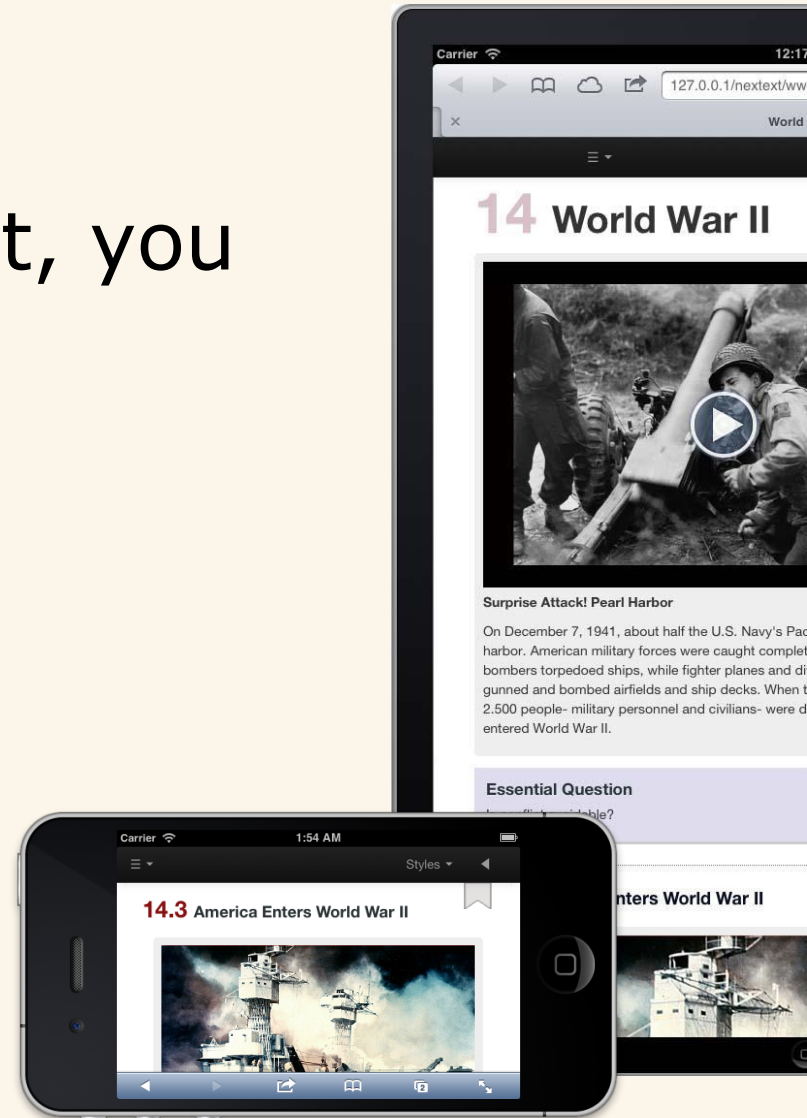
VP, Enterprise Architecture and Solutions,
Growth Markets

Pearson

August 26, 2014

“In order to Innovate Fast, you need to Standardize”

Albert Hitchcock – CIO, Pearson



Pearson: The First 150 Years (+)

- 1844** - Samuel Pearson founds S. Pearson and Son, a small building firm in Yorkshire, England
- 1890** - Weeman Pearson moves the business to London and expands to major engineering projects including railroads, harbours, reservoirs, tunnels, factories and ultimately hydroelectric plants
- 1921**- Pearson enters the Media business, acquiring a group of UK provincial newspapers to form the **Westminster Press**
- 1957** - Pearson acquires the **Financial Times (FT)**
- 1968** - Pearson acquires **Longman** publishing
- 1970** - Pearson acquires **Penguin** publishing
- 1988** - Pearson acquires **Addison-Wesley** publishing
- 1995** - **FT.com** is launched
- 1996** - Penguin Group acquires **Putnam Berkley** Group
Pearson acquires HarperCollins Educational Publishing
- 1998** - Pearson sells Tussauds, Spanish Theme Park - Port Aventura

Pearson: 1998 - 2012

- 1998** - Pearson completes the acquisition of Simon & Schuster education, reference and business/professional divisions from Viacom, merging them with Addison-Wesley Longman to form **Pearson Education**, the world's leading education business
- 1999** - Pearson Technology Group is formed
- 2000** - Pearson acquires **NCS** and **Dorling Kindersly (DK)**
- 2001** - Pearson takes 85% stake in **Kirihara**
- 2002** - Pearson acquires **Rough Guides**
- 2003** - Pearson acquires **Edexcel**
- 2005** - Pearson acquires **AGS** Publishing
- 2007** - Pearson acquires **eCollege** and **Harcourt Assessment** and **Harcourt Education International**
- 2008** - Pearson increases stake in **Maskew Miller Longman** (South Africa) and **Longman Nigeria**
- 2009** - Pearson acquires **Wall Street English**
- 2011** - Pearson acquires **Connections Education**, **Schoolnet** and **TutorVista**
- 2012** - Pearson acquires **EmbanetCompass**

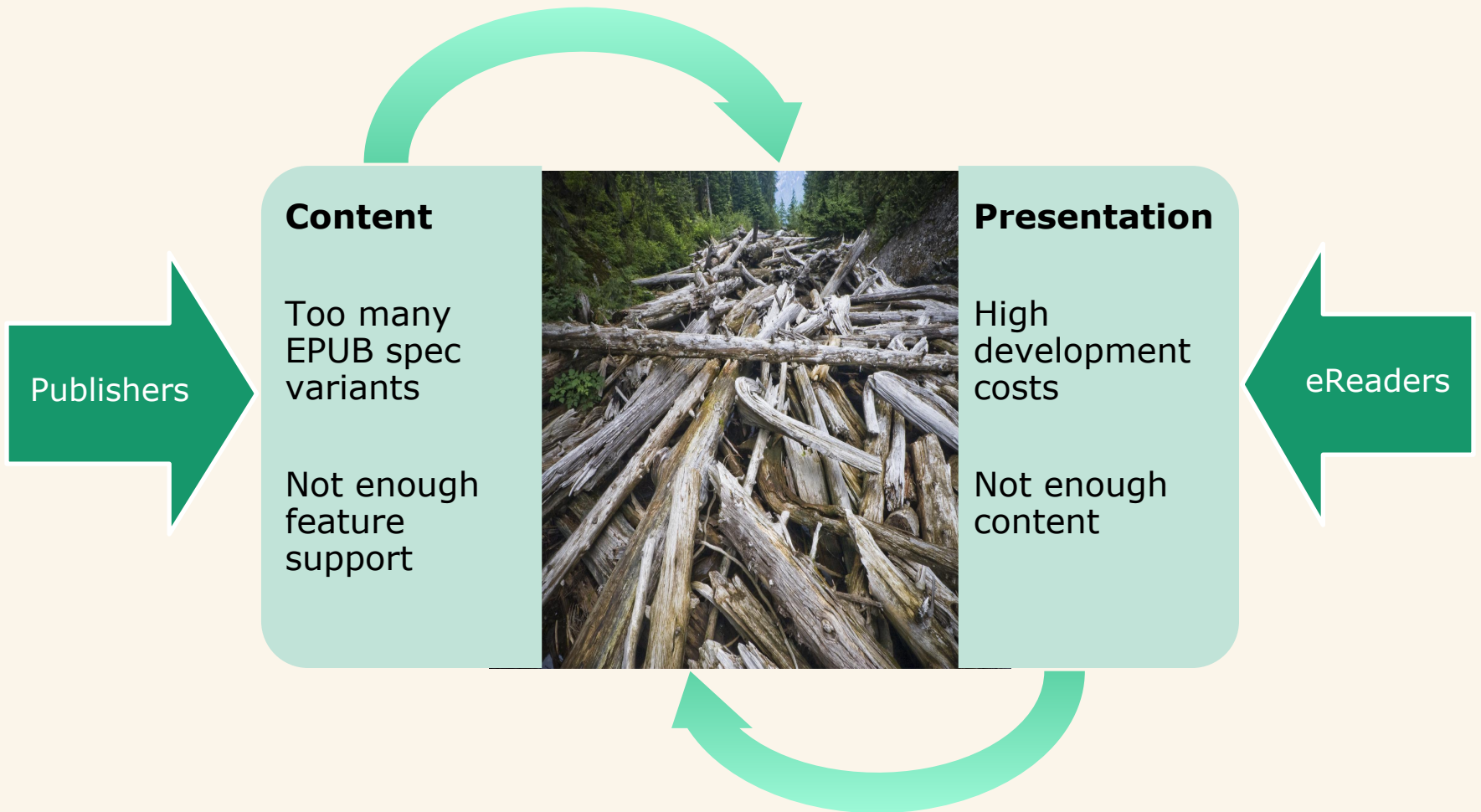
Pearson: 2012 - Present

“We aim to become **‘the efficacy company.’** To do this we must transform from a company that simply creates inputs to education – such as online courses, books, assessments - to one that is **focused on outcomes.**”

John Fallon



Varied Formats = Limited Experience



Standard Format = Expanded Experience

- Achieve **economies-of-scale** in:
 - design
 - development
 - distribution
- Greater **sourcing flexibility**
- Enable **consistency of presentation** and **functionality**
- Ensure highest **quality across multiple platforms** and devices
- **Avoid overhead** from needless output variants
- Drive **product/service innovation**

Standards: Embrace, Deploy, Advance — The Virtuous Circle



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The DNA of New Content: PXE

Pearson's **implementation** of XHTML5 markup language and the EPUB3 eBook packaging specification

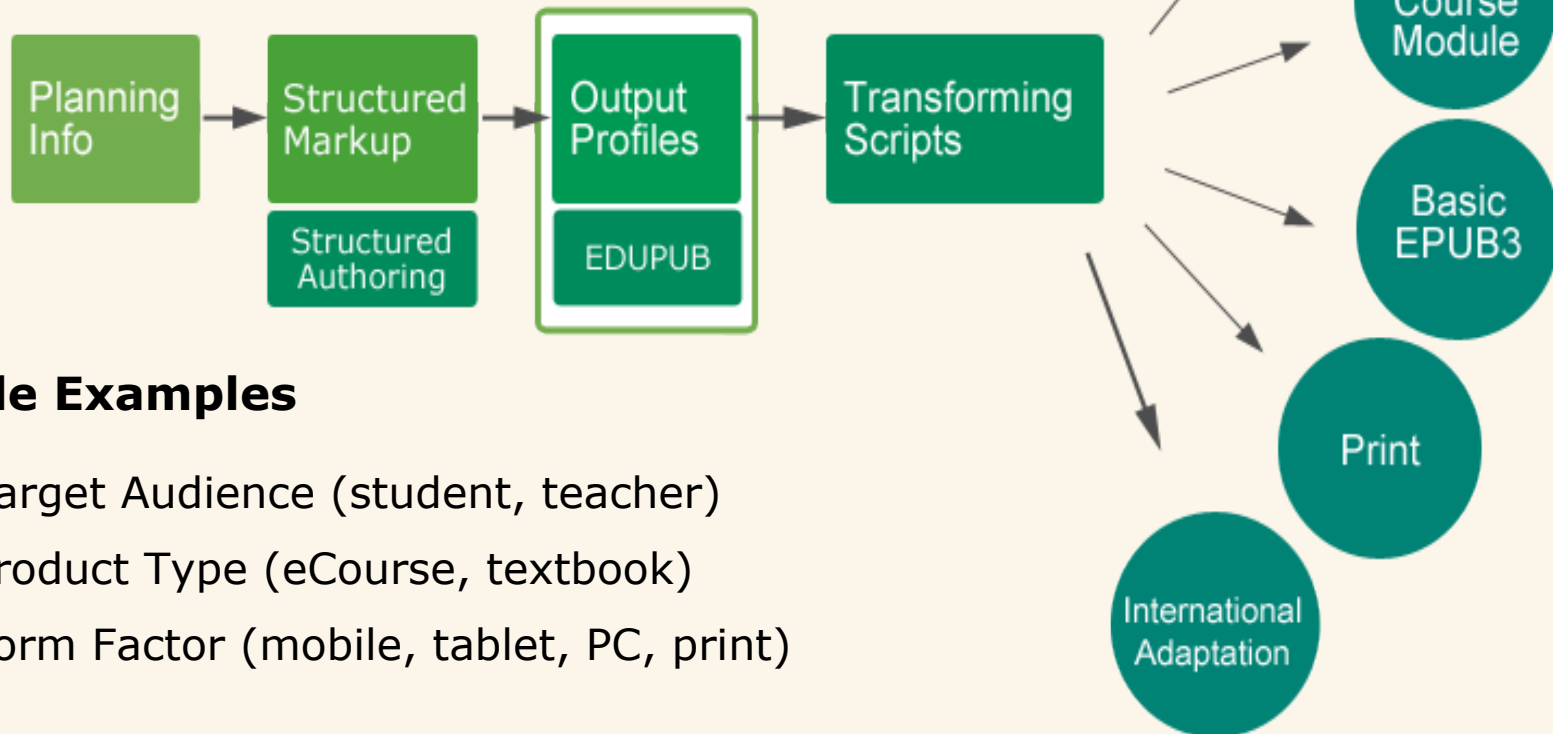
- Uses the primary digital delivery format in the publishing industry
- Supports creation of both digital and print products from a single content stream
- Sets the standard for semantically tagging educationally relevant narrative text (and structures) for delivery to multiple products, formats, platforms and devices



PXE: Single Source - Multi Output

Single Master Content Stream

- Eliminates redundancy
- Supports accessibility
- Supports both print & digital



Profile Examples

- Target Audience (student, teacher)
- Product Type (eCourse, textbook)
- Form Factor (mobile, tablet, PC, print)

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EDUPUB: Pearson's Commitment

IDPF Digital Book Conference, May 2013, NYC

Pearson announces submission of a PXE-based EPUB 3 output profile to IDPF as an open resource to stimulate development of an educational content interchange and delivery model

EDUPUB Workshop, October 2013, Boston

Pearson co-sponsors (with IDPF) and hosts a workshop attended by over 100 global stakeholders and experts representing standards orgs, publishers, educators, channel partners, vendors

Ongoing

Pearson content architect is co-chair of EDUPUB Work Team and Pearson continues to be a key participant in EDUPUB events and a leader in promoting the adoption and advancement of Open Web standards across the industry

Thank You

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