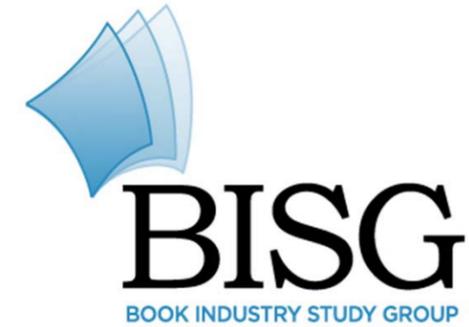


Student Attitudes Toward Content in Higher Education- Volume 1



Consumer Attitudes Toward E-Book Reading- Volume 2



Overview

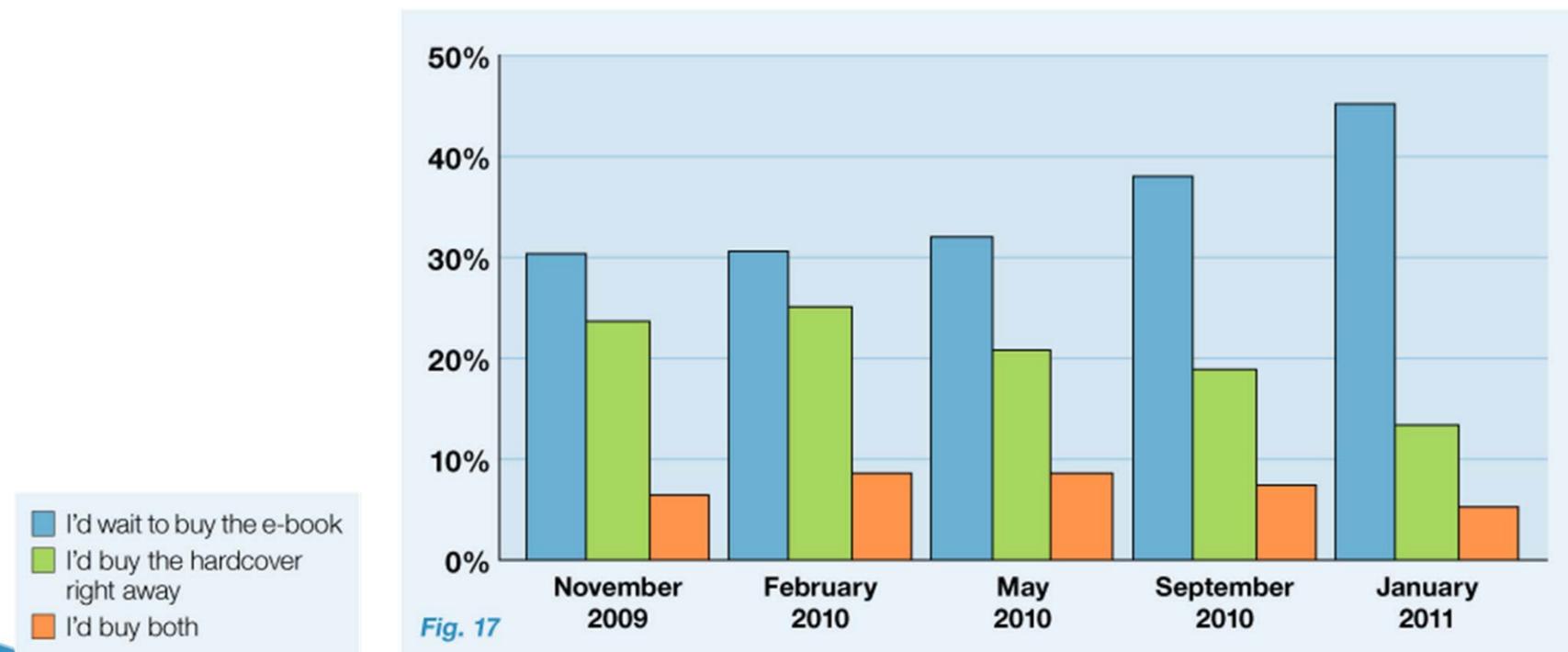
- ▶ The semi-annual survey focuses on college student perceptions related to educational content and presentation media in the higher education market.
- ▶ The four times per year survey of consumers perceptions of reading e-Books
- ▶ They are powered by Bowker's PubTrack data, the publishing industry's exclusive resource for understanding buying behavior. The online Real-Time Reporting service is a great research tool
- ▶ The student online survey polled 1505 college students drawn from a nationally representative panel.
- ▶ The consumer survey polled 750 e-book readers drawn from a nationally representative panel
- ▶ Comprehensive Student annual report very shortly
- ▶ Second report covering the holiday season release last month. Third report is underway.

Formula for success in Digital Markets

- ▶ Recognizable Value +
- ▶ Well designed devices and platforms +
- ▶ Strong and Enthusiastic Channel Partners =
- ▶ Rapid Market Expansion

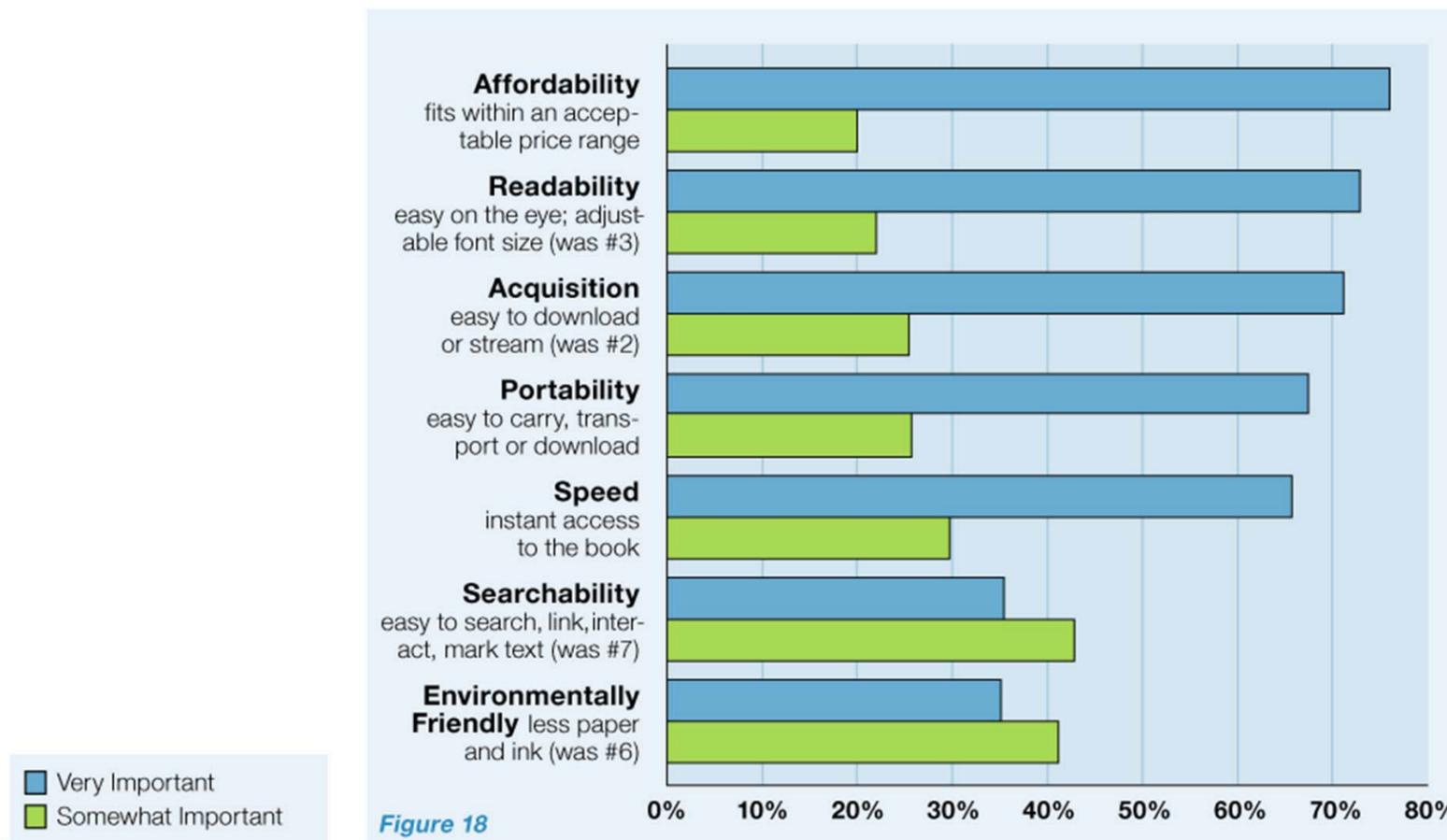
Consumer Value Perceptions

- ▶ 77.3% of Consumers are Satisfied or Highly Satisfied with the price of e-books



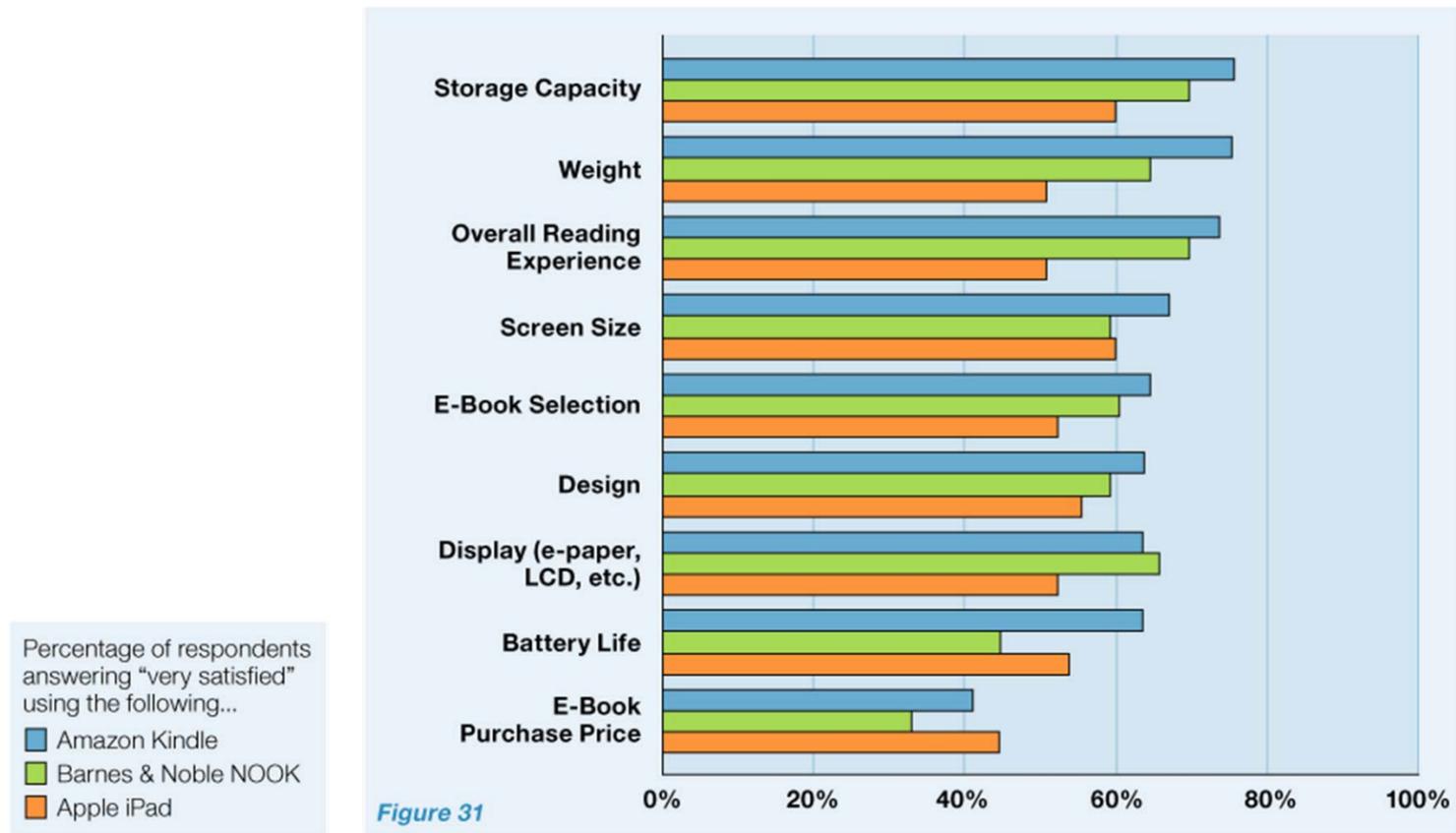
Most Important Features

- ▶ Excellent fit with desired feature set



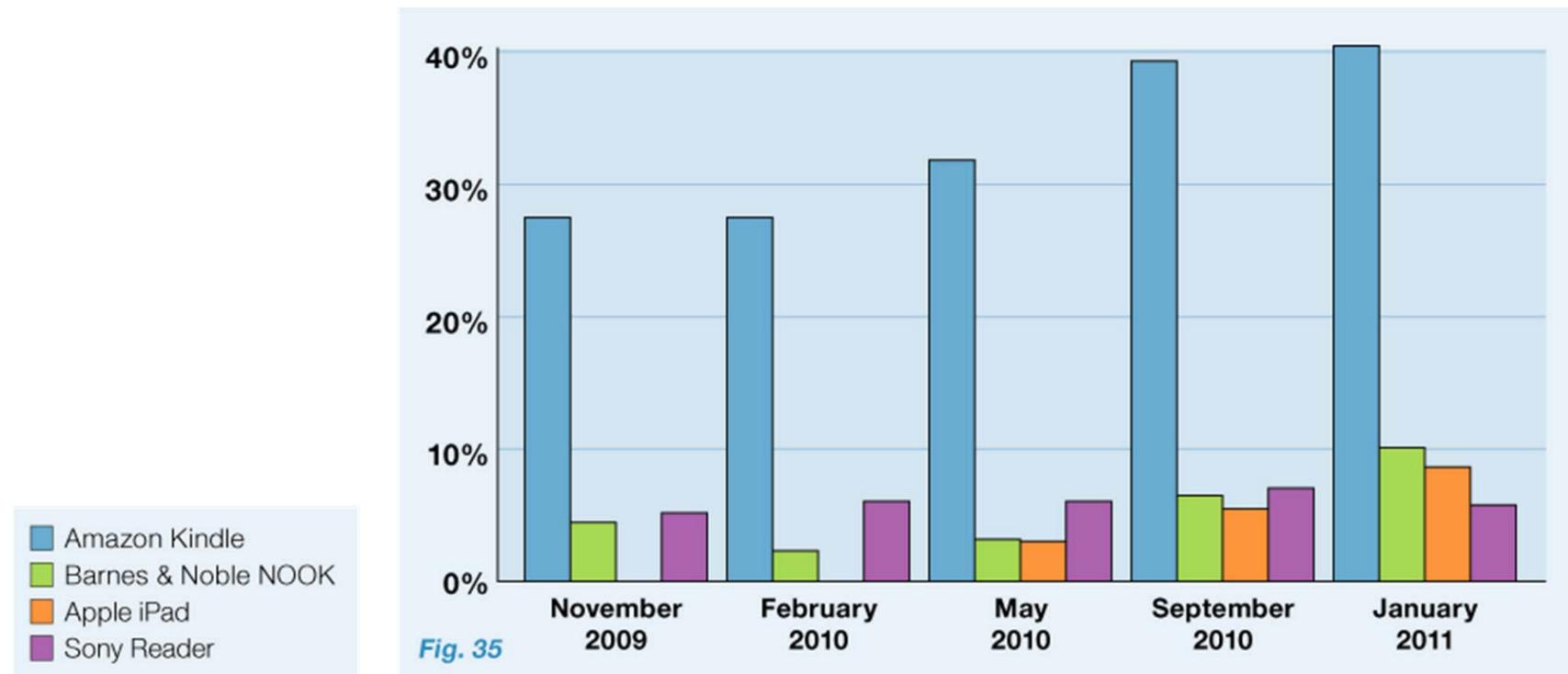
E-Reader Satisfaction

▶ Check out these ratings



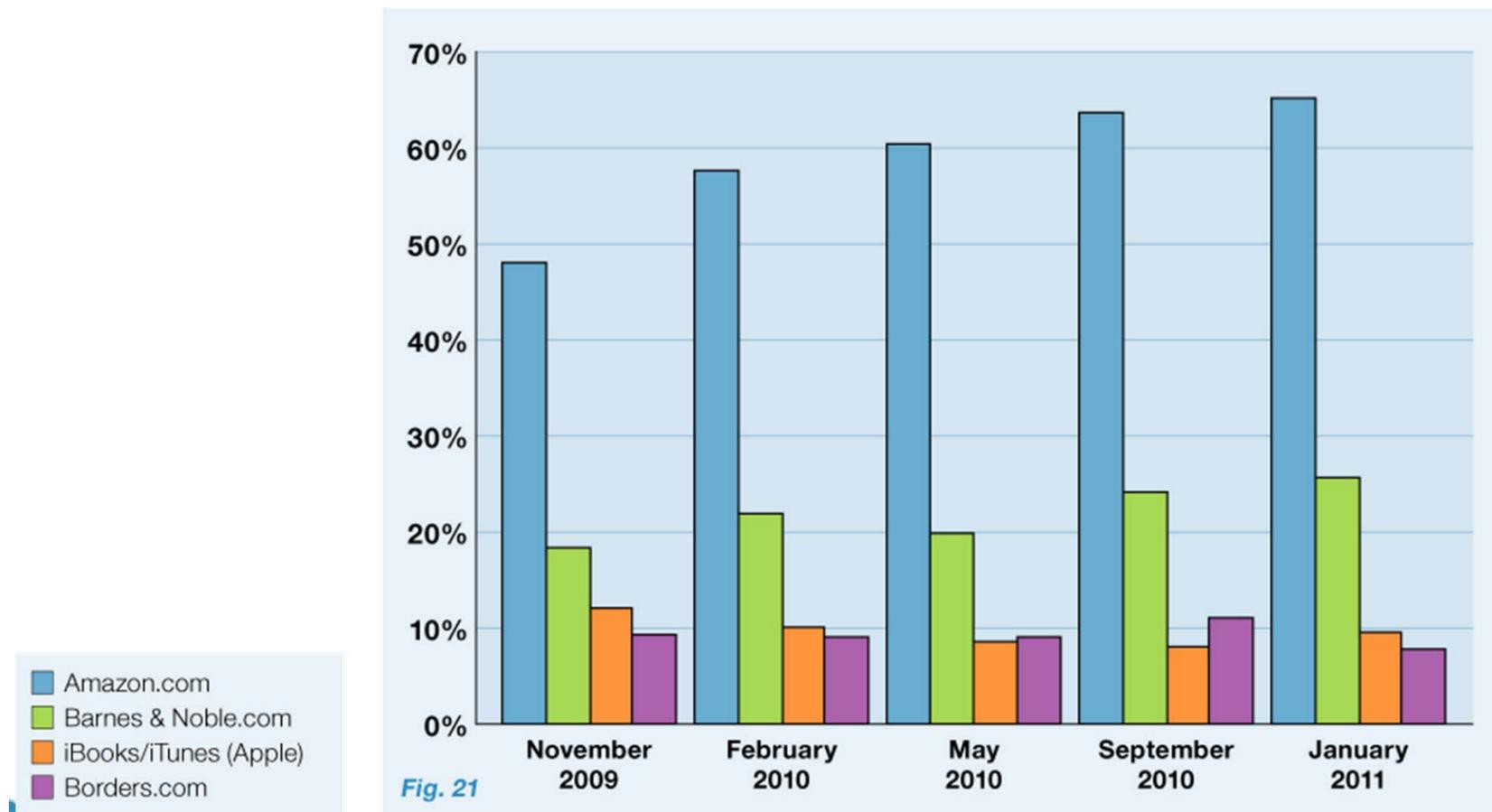
Favorite Devices

▶ Kindle still number one

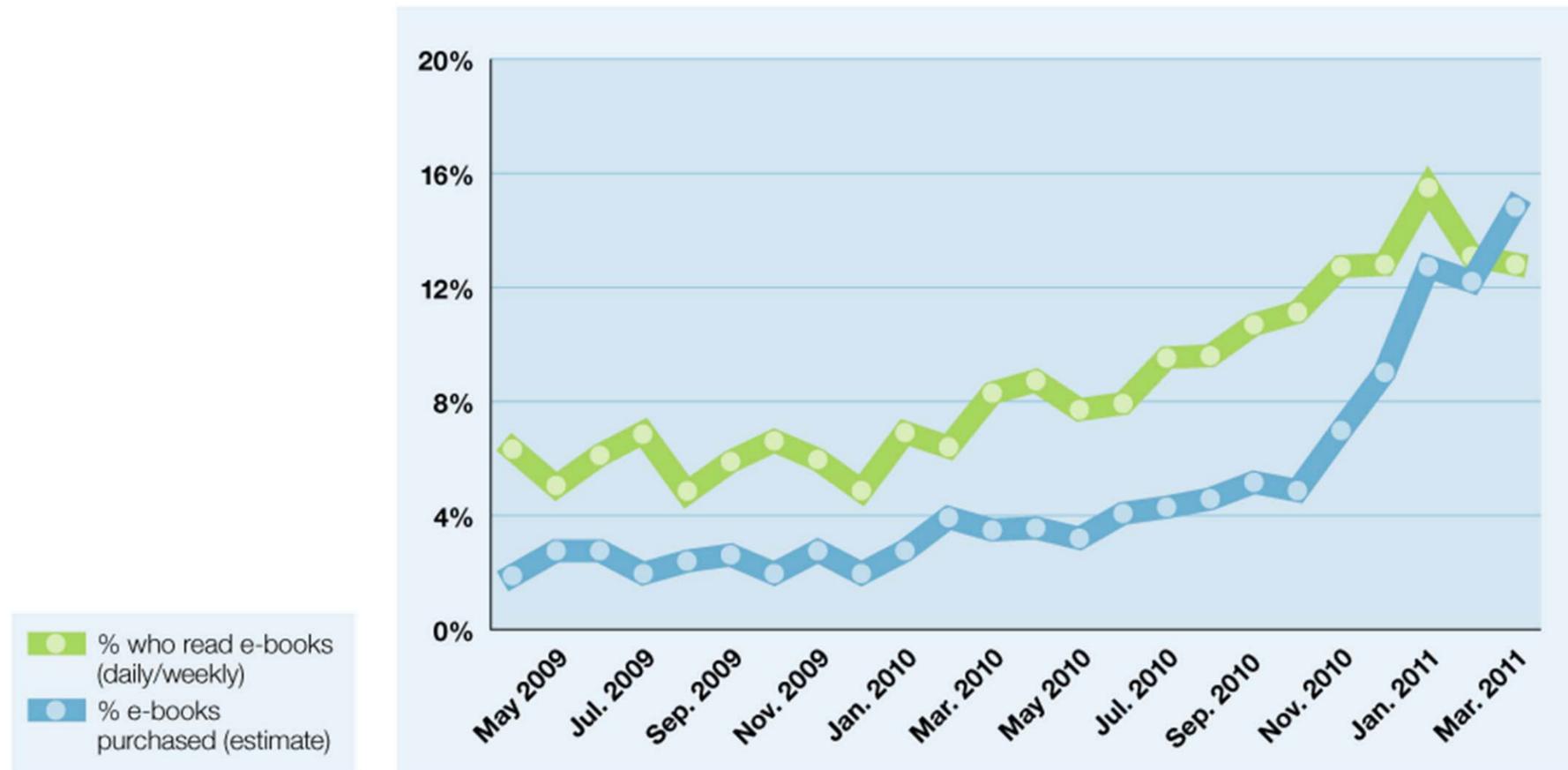


Well Established Channels

- ▶ Amazon's share continues to grow



Consumer Trends



Student Survey Considerations

- ▶ Why do students prefer printed textbooks?
- ▶ How do students define value?
- ▶ How do students seek value?
- ▶ What students are most likely to acquire their content via “illicit behaviors”?
- ▶ How are next generation products perceived by students?



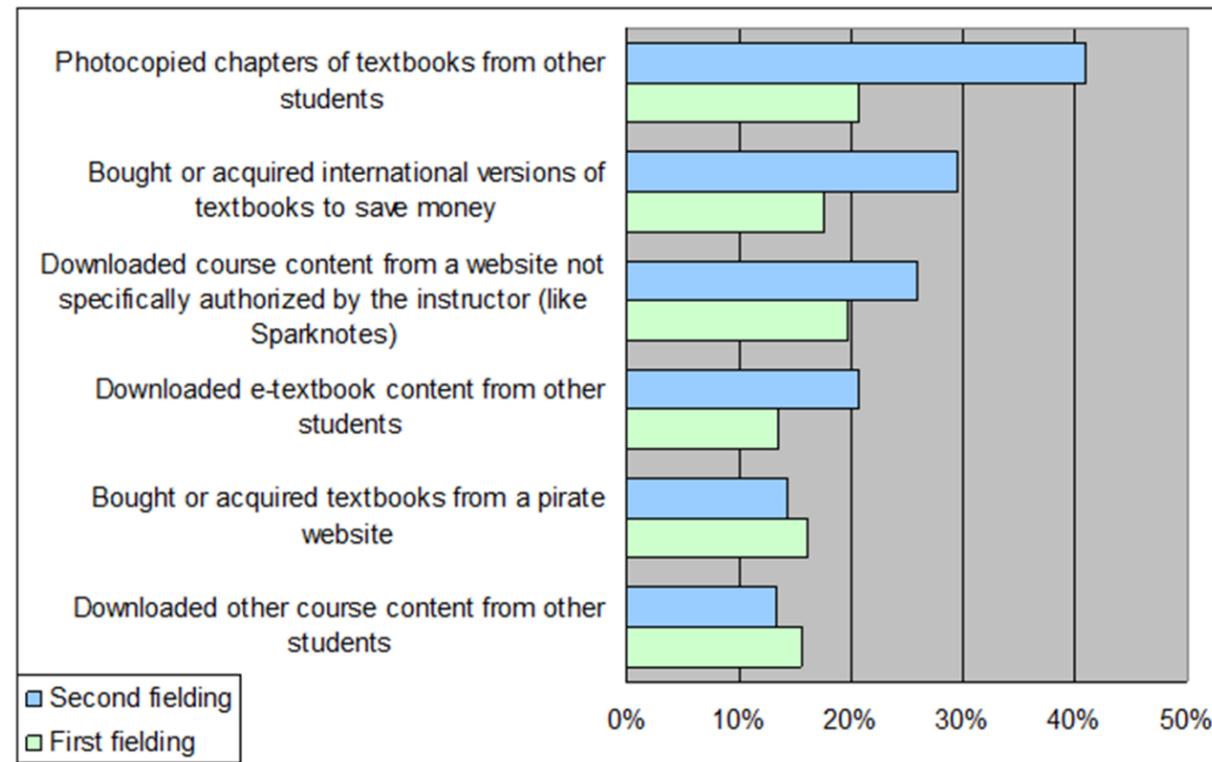
Value Price Relationship

- ▶ 83% of students are satisfied with textbook's quality
- ▶ Only 33% indicate that textbook prices are reasonable
- ▶ 30% of faculty now recommend not require texts in core courses



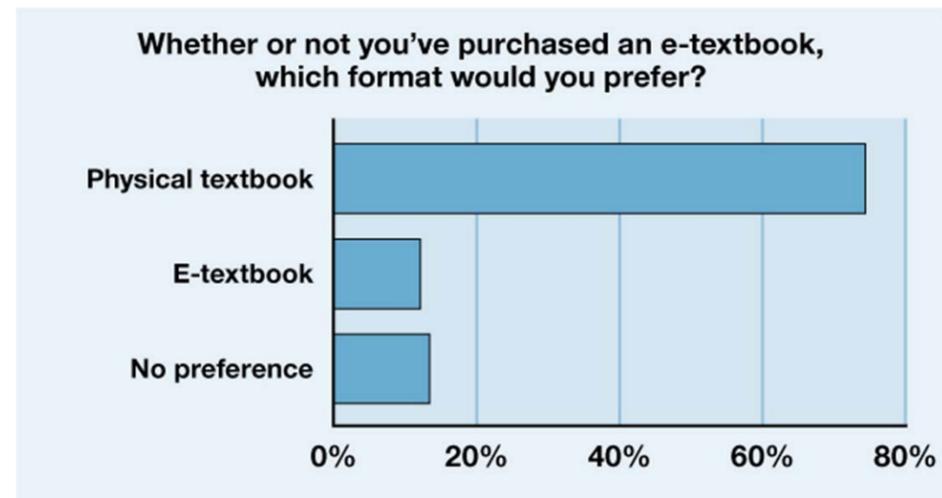
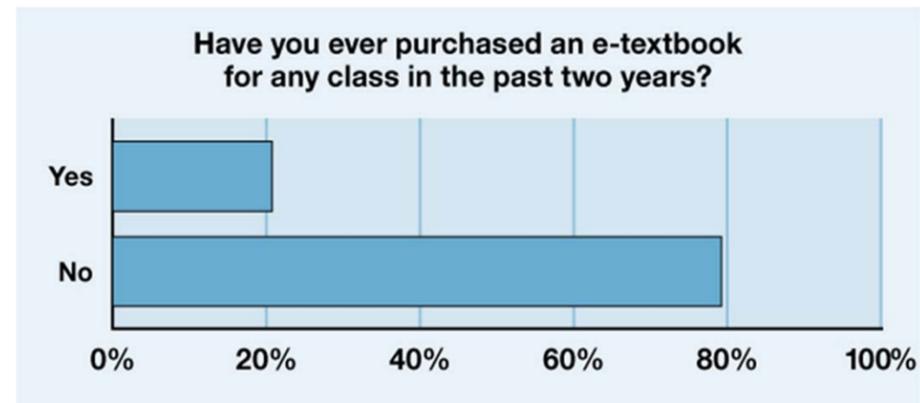
Illicit Behaviors

► Very Scary Trend



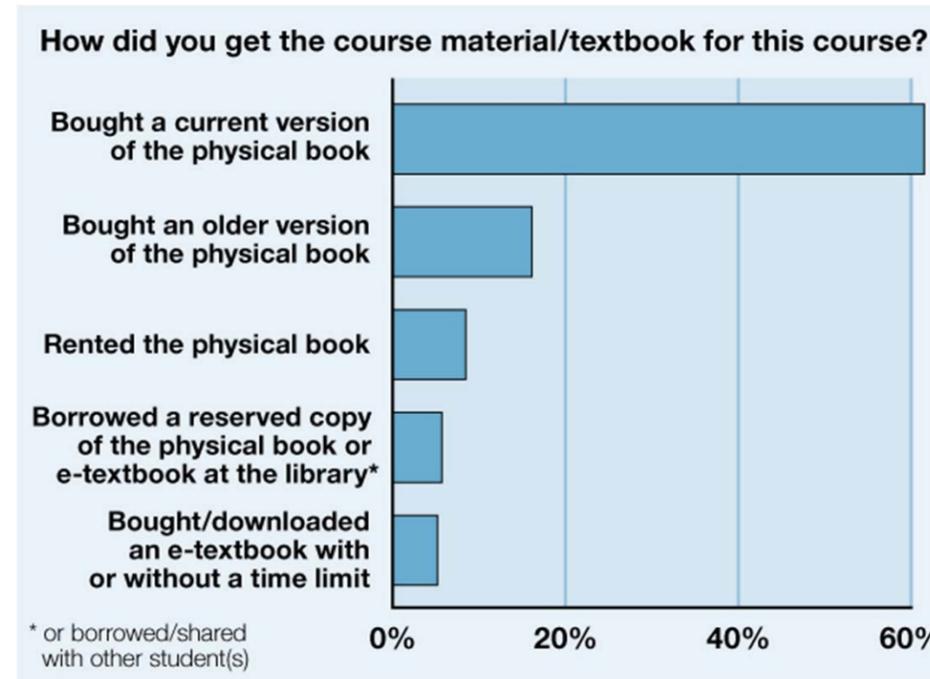
Key Finding–Print vs. e-Textbook

- ▶ 21% of students had purchased an e-Textbook
- ▶ 75% of students preferred traditional printed textbooks over digital replica e-textbooks.
 - Like the look and feel of print
 - Potential for permanence of ownership
 - Opportunity for resale
- ▶ Online courses use many more e-textbooks



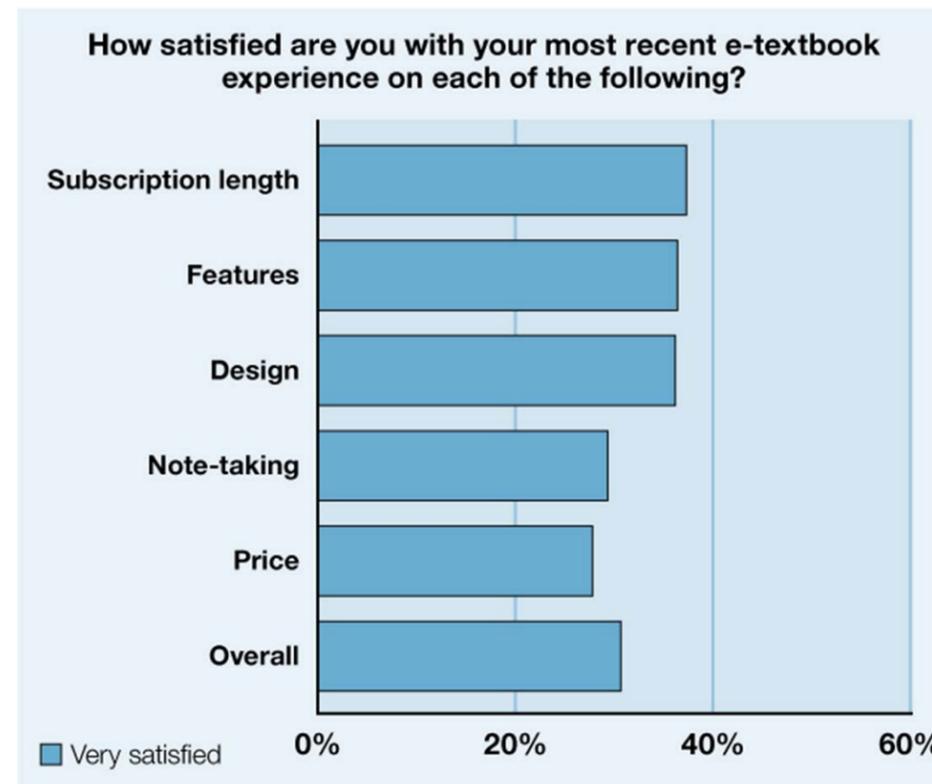
Acquisition Methods

- ▶ Only 62% of students reported that they were purchasing the traditional print version of the current edition (new and used)
- ▶ The growth of previous edition sales suggests that students and faculty are tiring of short revision cycles
- ▶ Rentals continue to increase
- ▶ Note the increase in borrowing and sharing to almost 10%

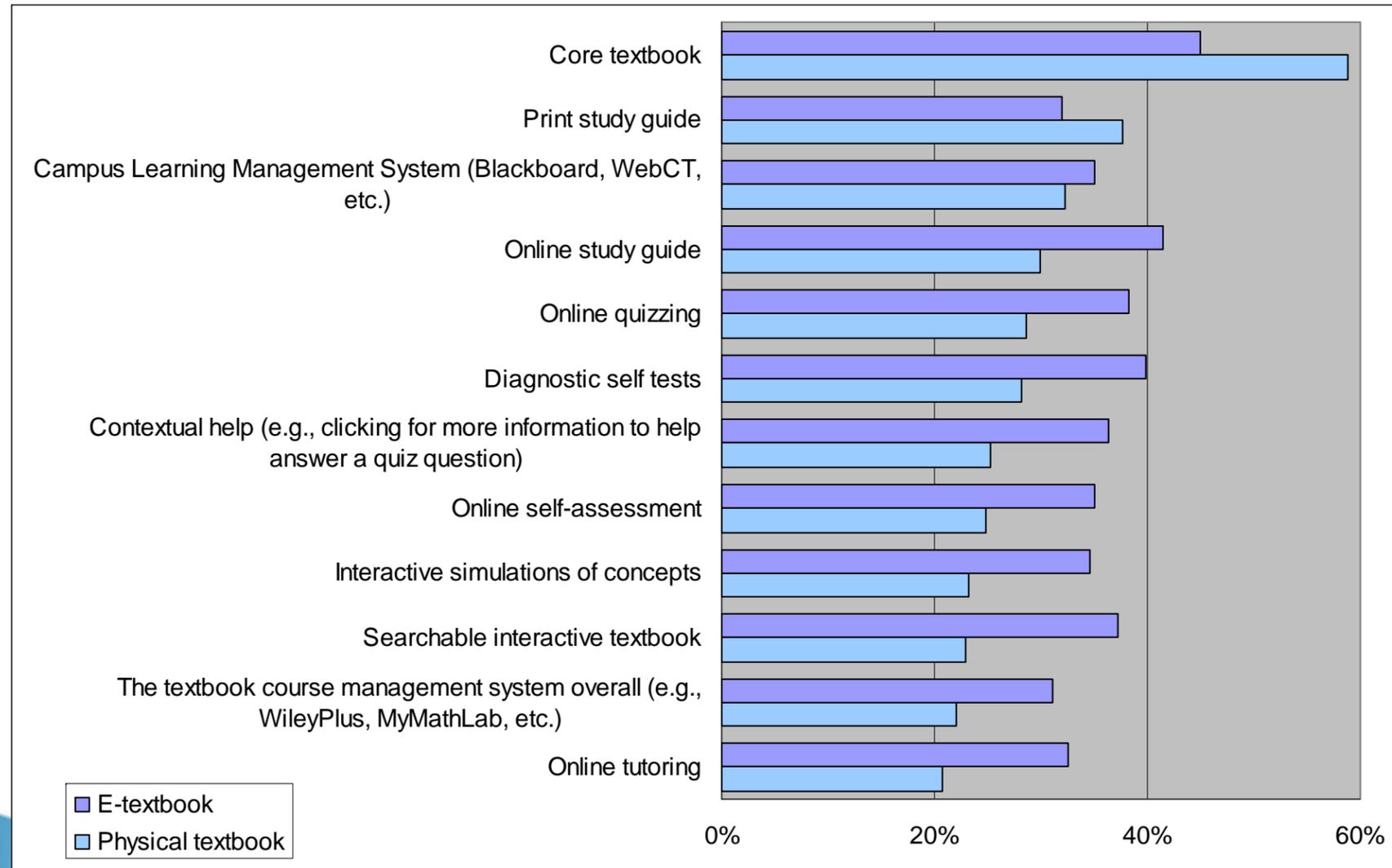


Students reported low satisfaction with Replica e-Textbooks

- ▶ Current e-textbook offerings have yet to achieve consistently high levels of satisfaction.

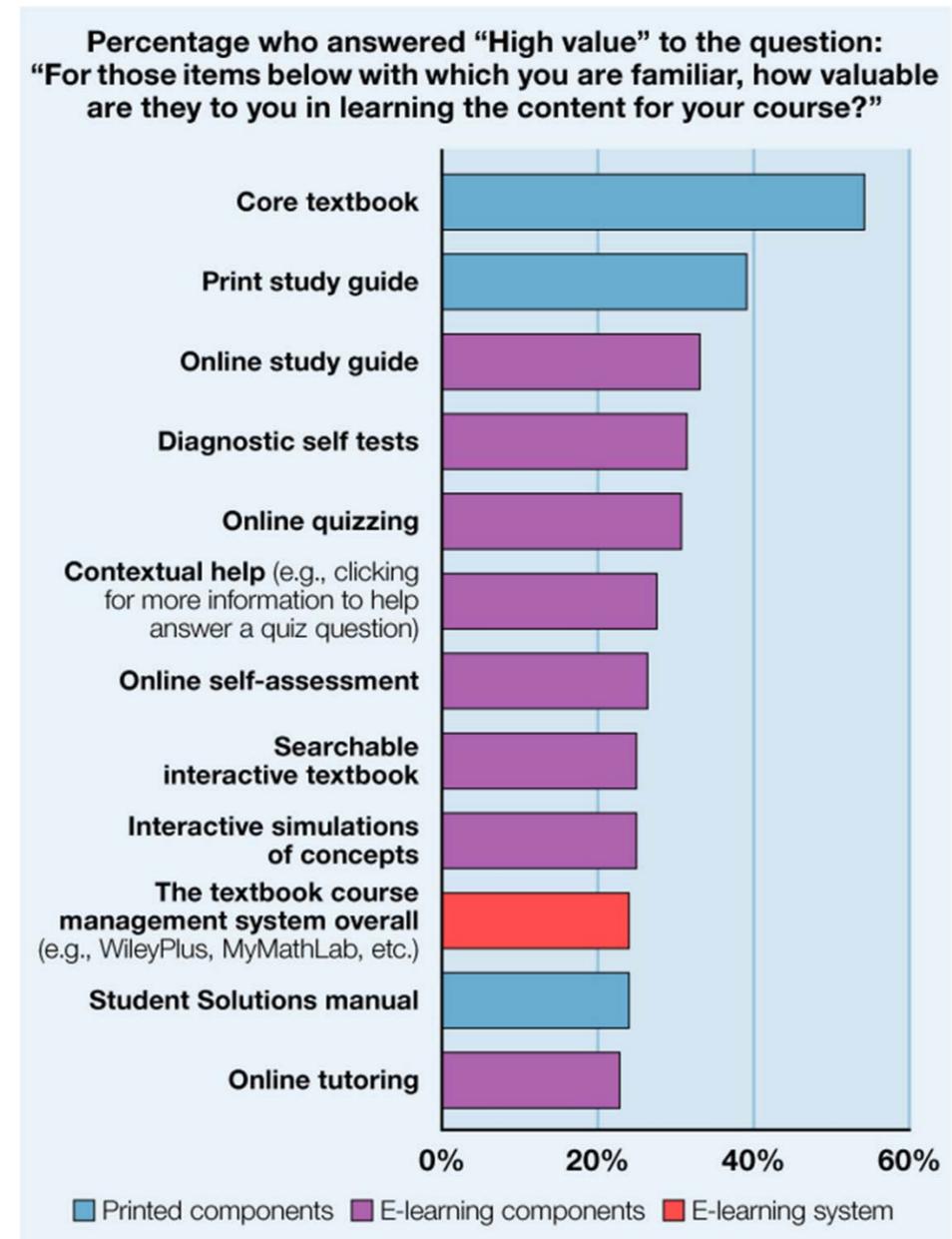


Why they value Premium Products



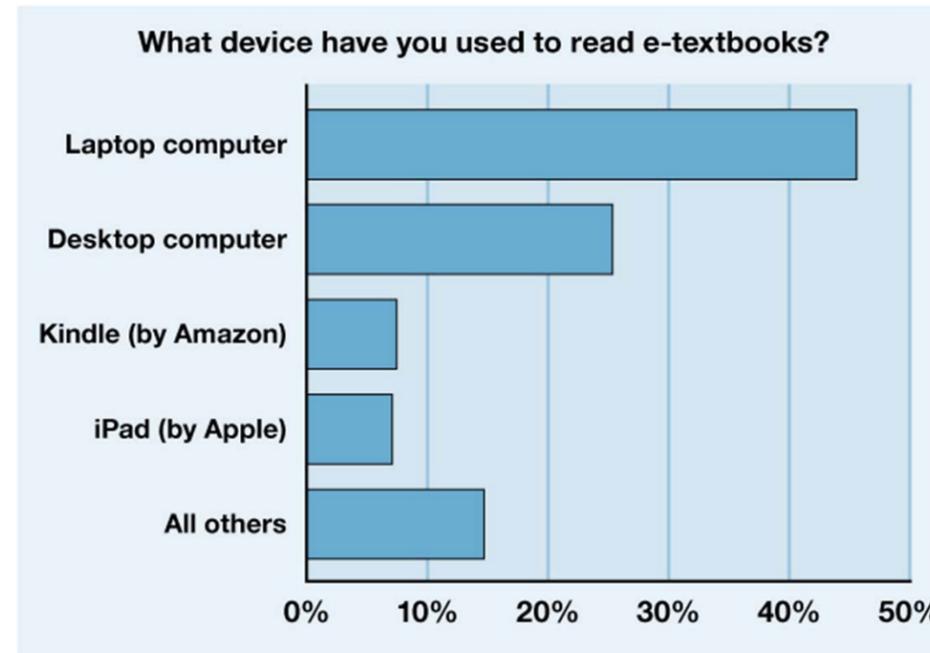
Key Finding– Value Perceptions

- ▶ Students don't yet fully understand the benefits of premium digital offerings like MyLabs, Connect, and Wiley Plus (red bar).
- ▶ How do premium digital offerings escape the ancillary perception?



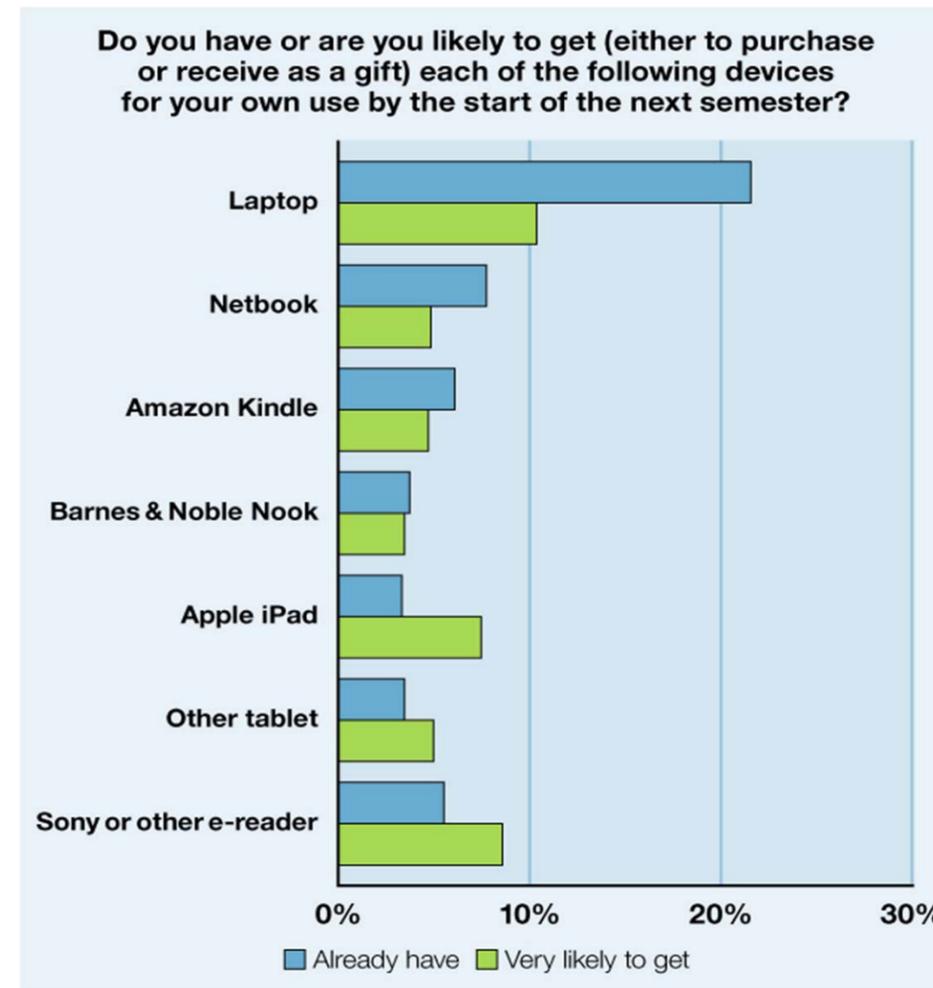
E-Reader Devices

- ▶ For faculty, the size of the installed base is essential if they are to adopt digital content for their courses. Over the last 10 years, computers have achieved a very large installed base especially when supplemented by campus computing centers.



Key Finding– E-Reader Purchase Intent

- ▶ While there are many interesting new devices coming to market, most lack the computing power and applications required by students.
- ▶ Most students are unlikely to purchase and carry multiple devices. Hence a successful new device must be able to replace students' pcs or laptops.



Higher Ed Channels

- ▶ Faculty– Support Waning
- ▶ Distributors– Digital competes with used books
- ▶ Bookstores– Losing revenues to online retailers
- ▶ Online retailers
- ▶ Publishers Direct– CourseSmart



Conditions for rapid market expansion

Value +

Innovative Platforms and Devices +

Enthusiastic Channel Partners =

Rapid Market Expansion

