This is the Future of Educational Publishing

Gutenberg Technology's Survey Findings

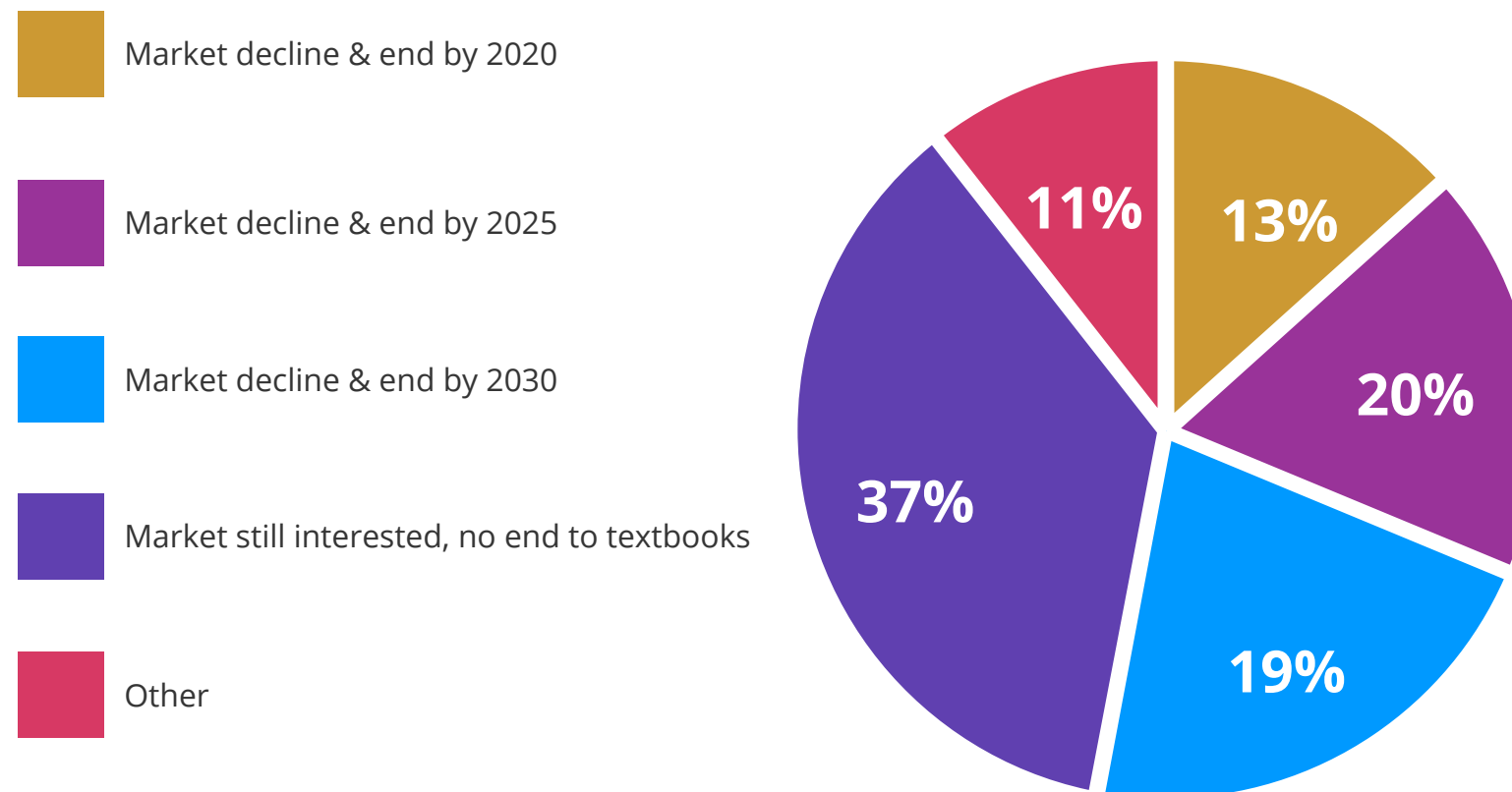GT THE FUTURE OF KNOWLEDGE

Summary

The **objective of the survey** launched by [Gutenberg Technology](#), an educational authoring and publishing SaaS platform, was to **gather the viewpoints of university and publishing industry leaders** and **understand their vision of the future of learning. This paper presents an overview of the results.**

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The Future of Textbooks in 21st Century

Responses to our questions about the future of paper textbooks were surprising: **37%** of the respondents believed that *"the market will still be interested and there will be no end for paper textbooks."* Only **13%** thought that the *"market [will] decline and end by 2020."*

1. How Do You Forsee the Future of Paper Textbooks?

Market decline & end by 2020

Market decline & end by 2025

Market decline & end by 2030

Market still interested, no end to textbooks

Other

13%

20%

19%

37%

11%

The Future of Textbooks in 21st Century

Reflecting on the survey, digital learning materials are taking up an ever-increasing space in the industry's strategy. This is linked in part to learners' attention, which is attracted to interactivity and the ease of use of digital learning materials. However, **we cannot assume that we will soon see the end of printed textbooks.** Currently, **40% of Pearson's revenue depends on print**, according to their 2017 financial report. Ultimately, **the decline of paper textbooks will be slower than expected.**

Even if the paper textbook is far from disappearing, digital learning material is widely considered the best new revenue-generating alternative. For instance, over 80% of respondents stated that digital materials could be a good source of revenue for publishers and even compensate for the decline in textbook sales (see the graph below).

2. Do You Think the Decline in Textbook Sales Can Be Compensated by Revenues From Digital Learning Materials?

80%

20%

Yes

No
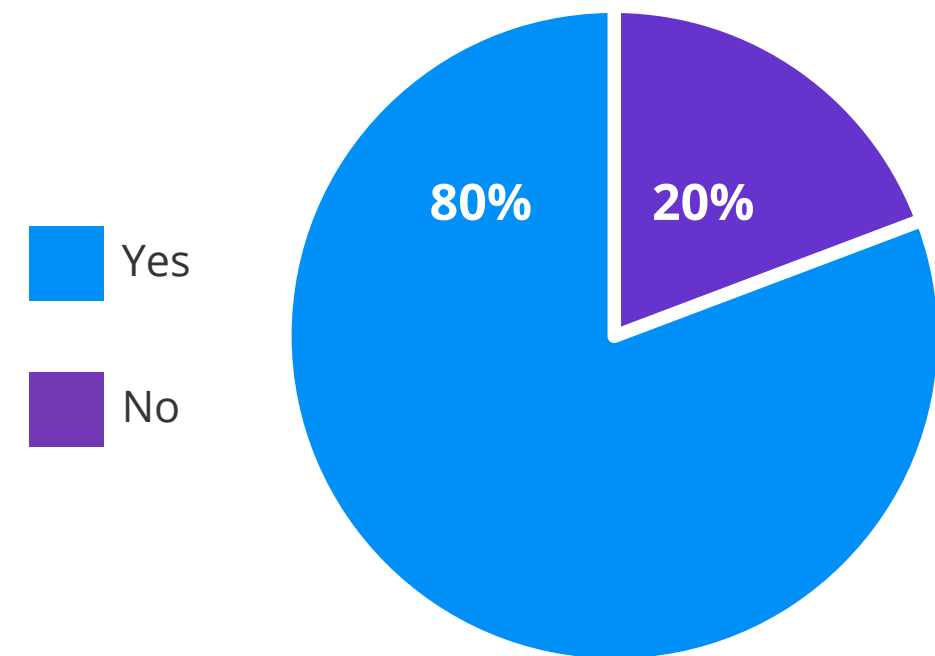
Top Priorities:
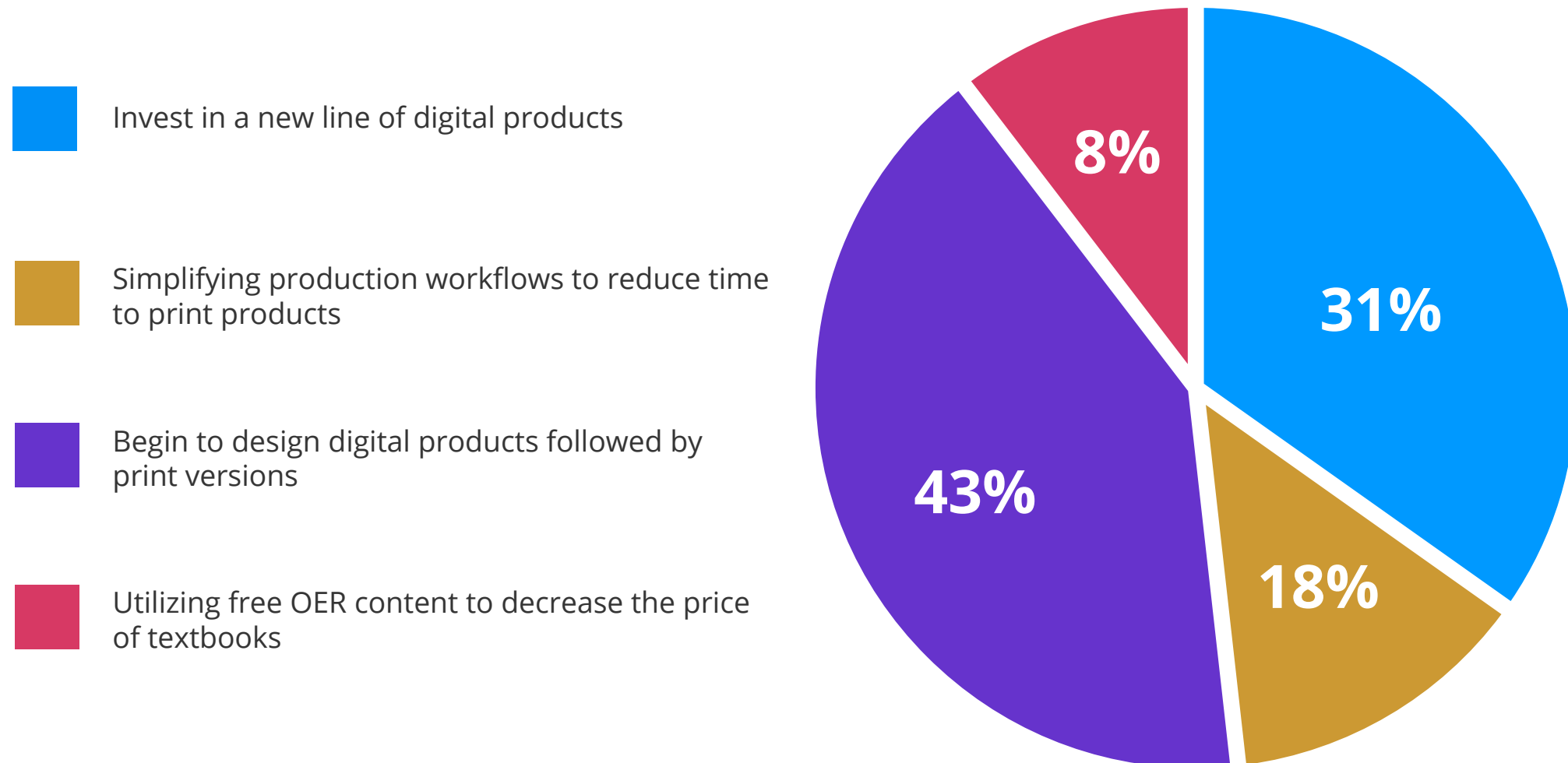# New Products and Workflow Improvements

With strategies incorporating digital, not only do educational publishers want to invest in creating new products, they also believe it is a way to increase revenue **(65%)**. By contrast, only **20%** believed that investing in current products has an impact on revenue growth.

3. To Increase Your Revenue, Do You Plan To...

- Invest in your current portfolio
- Create new products
- Other

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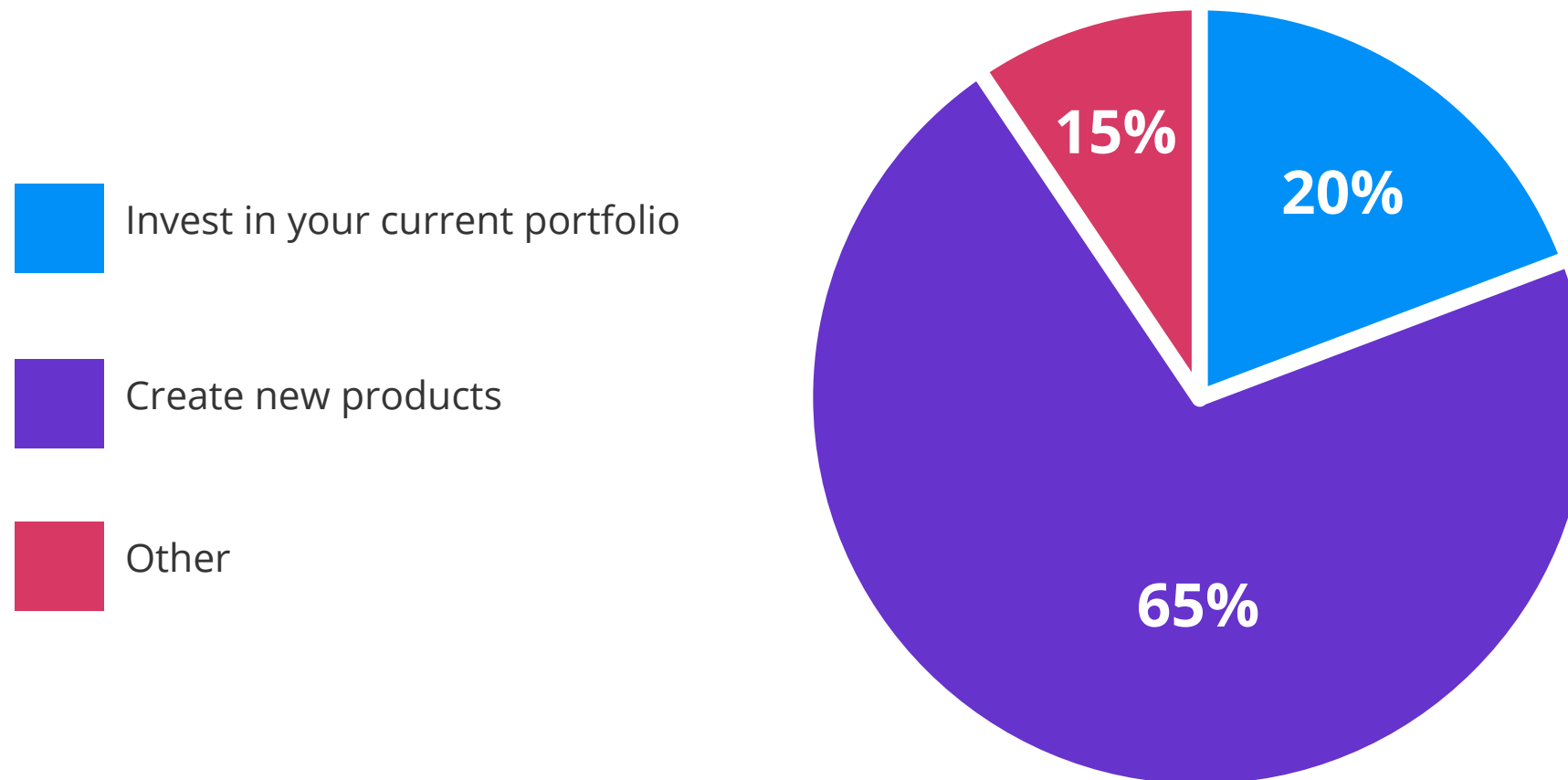
Top Priorities:
New Products and Workflow Improvements

4. In Order to Generate More Revenue, What Would Be Your First Priority?

■ Invest in a new line of digital products

■ Simplifying production workflows to reduce time to print products

■ Begin to design digital products followed by print versions

■ Utilizing free OER content to decrease the price of textbooks

8%

31%

43%

18%

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Top Priorities:
New Products and Workflow Improvements

5. Do You Think That Digital-First Workflo
*Could Be a Solution to Increase Revenue?*

The current workflow is to produce a print version of the book and then launch the digital version. Mindsets are pivoting to create a digital-first, then print-second workflow. The survey shows that around **83%** of our respondents thought a digital-first workflow could be a way to increase revenue. This is an interesting finding, the players are moving at a slower than expected pace, but toward change.

- Yes
- No

83% 17%
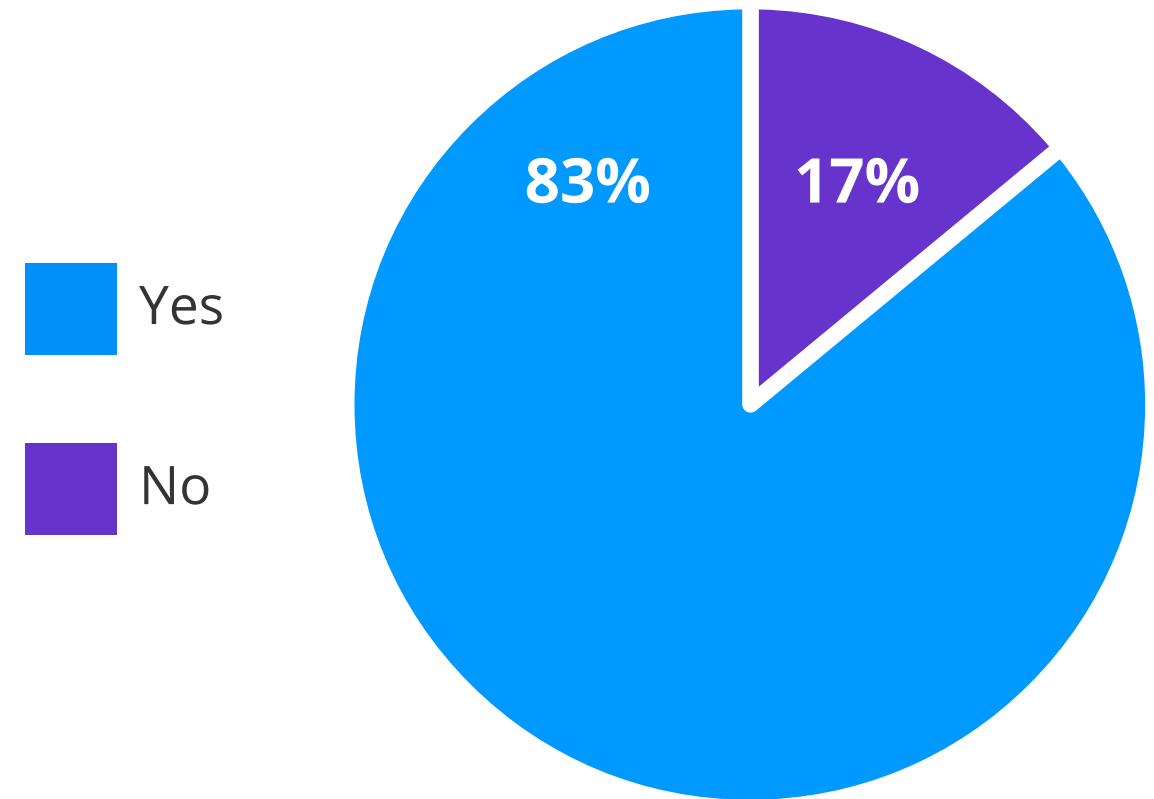
Authoring Tool:
Revolution in the Publishing Industry

6. Do You Use an Online Authoring Tool Today?

The use of a comprehensive authoring tool has reshaped the content production process. It has brought many advantages for publishers, as well as users and learners. As reported in the survey results, **58%** of respondents were currently using an authoring tool, and **68%** of them were satisfied with their current authoring tool. We deduce that the use of an authoring tool is not widespread among the concerned parties, but it is gaining momentum.

58%   **42%**

Yes

No
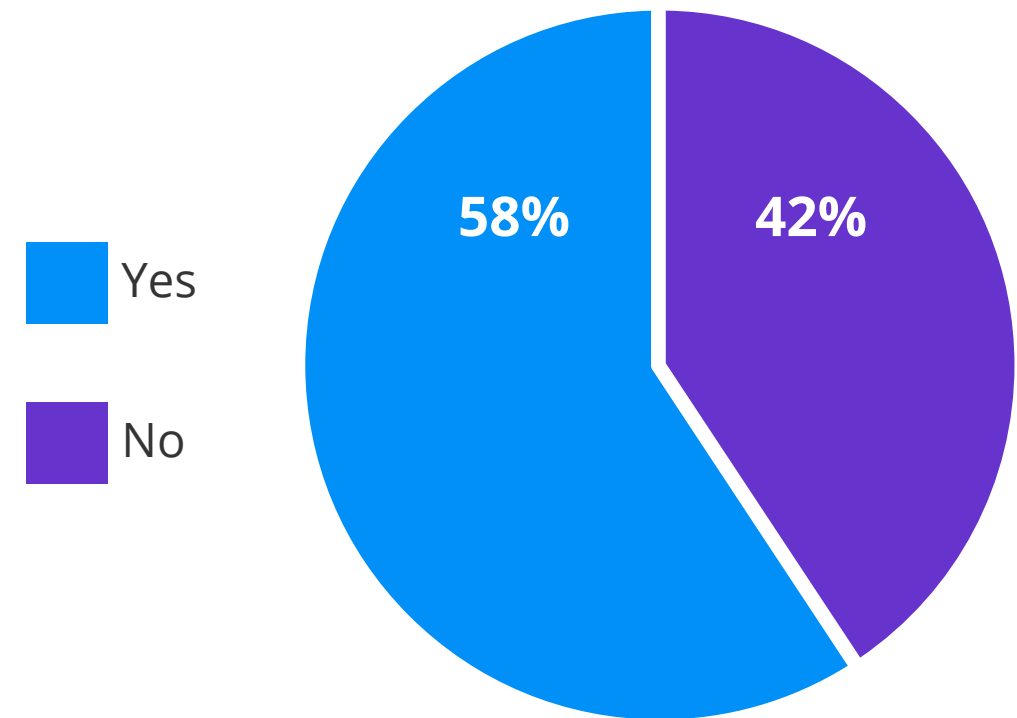
7. If So, Are You Satisfied With Your Current Authoring Tool

■ Yes

■ No

■ Other

9%

23%

68%
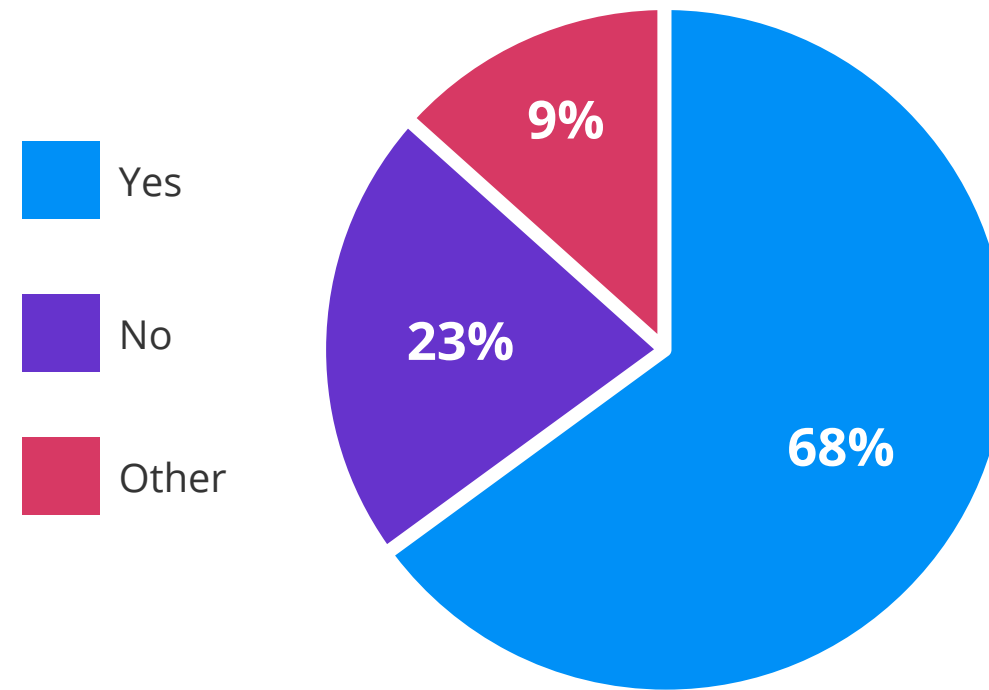
With an authoring tool, it's easier, faster, and more efficient to adopt a digital-first strategy.

Being able to integrate a comprehensive authoring tool integrating the design of digital products (digital-first) and print version exports give the ability to create and easily reuse interactive content. It also has flexible output capabilities including mobile, tablet, and the web. The new generation of authoring tools allows writers to consider digital materials as soon as they begin to write.

To conclude, the educational publishing landscape is increasingly shifting to a digital-first strategy. There is no doubt that this is important for publishers to generate revenue that will offset the decline in paper material sales. This shift will move the industry to a digital-first workflow with a **first-digital/print second** authoring tool. The print-second aspect of the workflow is key, as paper textbooks will not disappear within the next two to five years.

SOURCE: A PANEL OF 87 PROFESSIONALS WORKING IN THE PUBLISHING INDUSTRY OR EDUCATION SECTOR (UNIVERSITIES, K-12) PARTICIPATED IN THE SURVEY. THE SURVEY WAS CONDUCTED BETWEEN MARCH 30TH AND APRIL 9TH, 2018.

Learn More About Gutenberg Technology's Authoring Tool:
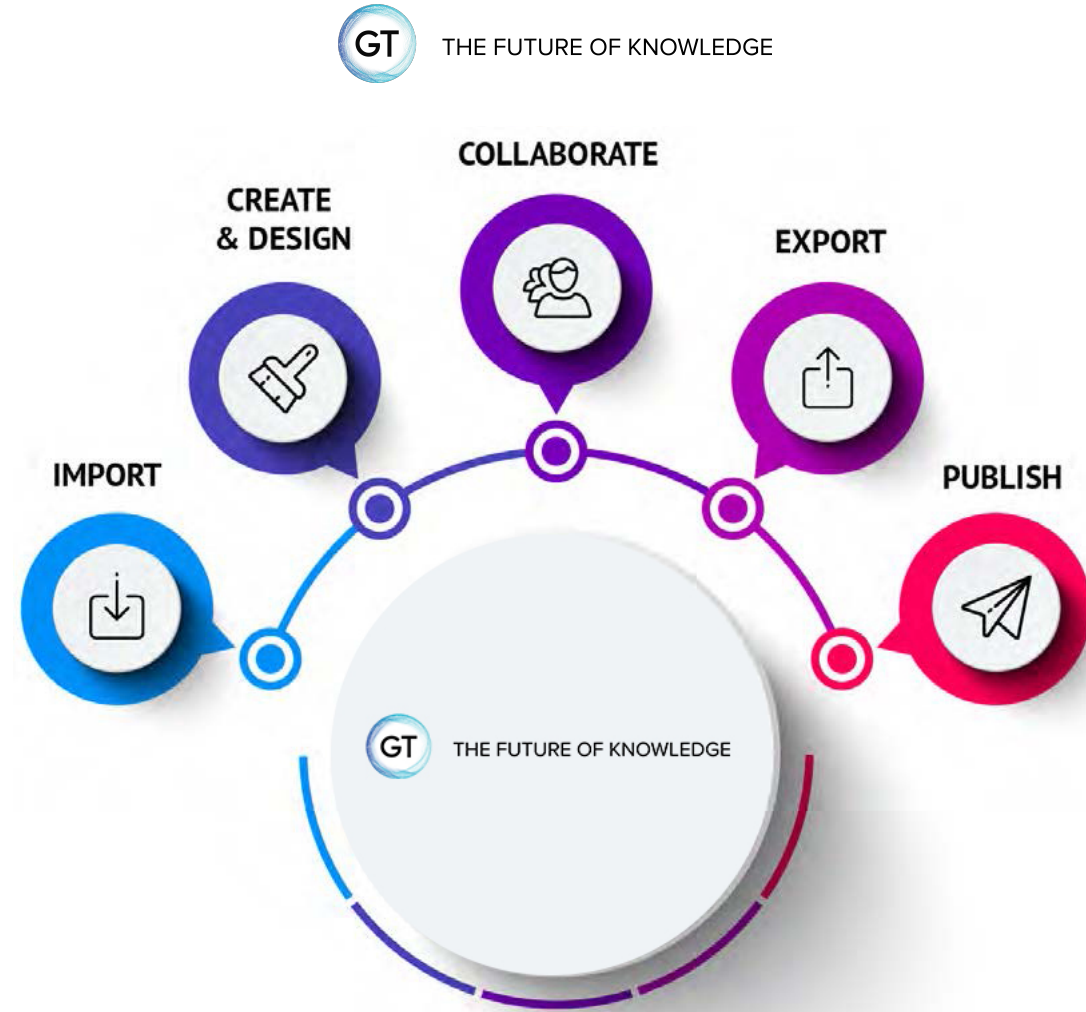
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