EDUCATIONAL PUBLISHING IN EASTERN EUROPE
How to become a new Digital Educational Super Publisher?

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The Klett – Region EE population
Region Eastern Europe population

- Albania: 2'893'005
- Bosnia and Herzegovina: 3'825'334
- Bulgaria: 7'202'198
- Croatia: 4'225'316
- Czech Republic: 10'538'275
- Estonia: 1'313'271
- Greece: 10'858'018
- Hungary: 9'855'571
- Kosovo: 1'804'944
- Latvia: 1'986'096
- Lithuania: 2'921'262
- Macedonia: 2'069'172
- Moldova: 3'555'159
- Montenegro: 622'099
- Poland: 38'005'614
- Romania: 19'870'647
- Serbia: 7'114'393
- Slovakia: 5'421'349
- Slovenia: 2'062'874

Note: The table above lists the populations of various countries in the Region Eastern Europe. The map visualizes the distribution across different countries.
First grade students

- Albania: 36'251
- Bosnia and Herzegovina: 34'550
- Bulgaria: 80'956
- Croatia: 44'577
- Czech Republic: 118'348
- Estonia: 15'763
- Greece: 117'933
- Hungary: 96'442
- Kosovo: 34'458
- Latvia: 22'044
- Lithuania: 32'165
- Macedonia: 23'684
- Moldova: 40'803
- Montenegro: 8'642
- Poland: 222'388
- Romania: 70'299
- Serbia: 61'217
- Slovakia: 21'856
- Slovenia: 417'589

Note: The numbers represent the number of first grade students in each country.
Publishing in EE after 2010

- Print runs of fiction in gigantic decline, some sales numbers close to mediocre. Growth of public libraries, other media expansion, etc.
- Small countries on the edge of survival, lower prices, specialization,
- Educational publishing as an experiment of the politicians:
  - Textbook funds without renewal, partial approval of SB (Slovenia)
  - Fixation of the selection of the textbooks with tricks, later no selection (Bosnia)
  - Textbooks for the minorities to be financed by the publishing industry (Serbia)
  - Only price as a criteria on the tenders (Rumania)
  - Fixed selection of the textbooks for almost a decade (Bulgaria)
4–5-year-old textbooks in the school funds

officially forbidden purchase of new textbooks (no sales expected)

the state monopolizing the market of digital learning materials:

- 10 million EUR for digital objects + 13 million EUR for teacher training
- 85% of total budget financed from EU funds

32 % of schools without workbooks in lower grades of primary school

only 2.4 workbooks per pupil purchased by parents (average)
Innovation 1 (2011)

Printed textbooks with elements of workbooks

Online learning portal www.Lilibi.si

E-textbooks

+1,700 learning objects
The results:

- 2011/12: 9%
- 2012/13: 37%
- 2013/14: 50%
- 2014/15: 64%
- 2015/16: 68%
Transfer of innovation
Innovation 2
(2014)

Biology textbooks: market shares in upper primary schools
First digital, then print...

Interactive textbook for all devices

Printed activity book

Learning Management System
A breakthrough in usage!

Klett's Biology (printed and blended learning editions) in grade 8

- Klett, printed edition
- Klett, blended learning edition
The State versus The Market

State interventions into digitalization of teaching and learning
- extremely expensive and painful implementation
- lower quality, seldom/no updates
- bad/no user support, huge number of non-users, CC license

Innovation as a response to the attack on the publishing industry
+ free for the state, cheap for the market, payment by the user
+ excellent quality, following trends, frequent updates, best brands
+ free personalized training, 24/7 support, evolution of teacher‘s skills
Expansion ...
Thank you for your attention!

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