



Education in new Ecosystems – High level analysis

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Overview

Several Digital Trends are combining in a COVID Learning Landscape to create a never before seen opportunity for EdTech & Education community to bring meaningful content into the home, rather than institutions & schools – this presents a unique B2C window, accelerated by COVID but certainly a pattern we have seen with other media convergence.



TARGETED LEARNING
Education Technologists & IP owners like Funzi can now offer targeted content to specific users & measure & track their studies & engagement with high end analytics & data



LEARNING & DEVELOPMENT
Users are taking control of their own learning pathways & focus. Users can track their own progress for a variety of reasons including Career Start, Career Growth & Career Change



LMS & TOOLS
Mobile Devices are becoming the most accessible & popular LMS in the world & most readily available learning tool for end users



DEVICES
High End Quality user devices are becoming ubiquitous



ACCESSIBILITY
Various forms of internet access provision continue to emerge & in established economies consumer demand drives increased speeds, bandwidth & quality. Often zero rated relationships can be agreed with Telcos for education content



COMPETITORS
With Education publishers including Pearson & Cengage seeking to open up new channels directly addressing the consumer, other EdTech must adapt to this dynamic marketplace to retain & engage learners



ACQUISITIONS
Consolidation of IP, as Funzi has done with its Pearson relationship is key. Offering curated Education in an easy to navigate & a great UX is now critical due to proliferation of EdTech



FUTURE PROOFING
Bringing Education to Learners is no longer a B2B activity – the new realms of convergence & media consumption create B2C & B2B2C models to the consumer, accelerated by COVID19 but not as a direct result of it

Setting the scene – Education as a Service



PARTNERSHIPS

Funzi & Pearson innovation in partnership – modular course content



ARRANGEMENTS

Publishers & IP owners begin to establish new channels for enhanced access to new user bases



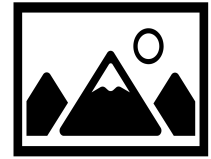
CONSIDERATIONS

How to leverage popular technology platforms including mobile, broadband & pay tv, as they converge under powerful operators & media behemoths



STRUCTURE

Ensure users can be acquired & retained successfully to promote multiple touch points in the home for the operator & of course Education Services such as Funzi



MEDIA ATLAS

NAVIGATING CONTENT ECOSYSTEMS

Marketplace Evolution

New potential ecosystems

If the mobile phone represents the most diverse LMS tool on the planet, providers of (Traditional) Operators of Mobile Services & Pay TV (including Cable, Satellite, Internet & Mobile Platforms as well as Triple & Quad Plays) need to compete, innovate & diversify if they are to retain their market share in this increasingly fragmented Digital Market.

In increasingly economically demanding & converged media spaces in a post COVID, post Disney+ marketplace there is increased emphasis on value added Digital services, where the consumer is seeking increased value perception from their Digital Services Provider

Specifics

- Multiple touch points with the consumer – generating optimal revenue opportunities across all screens
 - User retention (reducing churn)
 - User acquisition (how to capture the cord cutters)
 - Educational Content Curation – consideration of holistic demographic is important
 - User Preferences – consumers seeking more, including cost considerations
 - Identify ways to drive a compelling consumer experience that surpasses competitors
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Thank you.

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