Protecting Your
Digital Educational Content
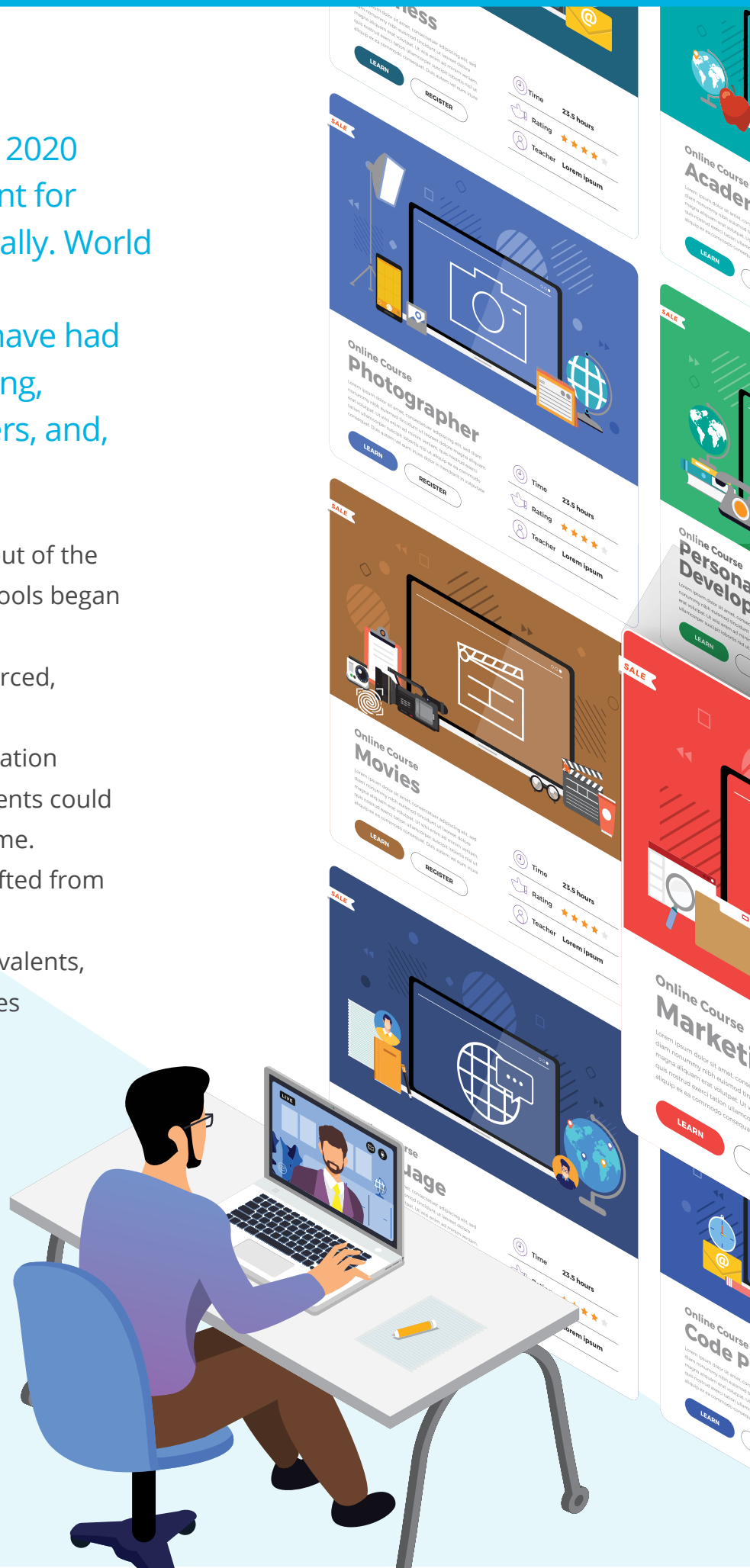

VitriumONE

Contents

Going digital is a must

It is unquestionable that 2020 represents a turning point for education practices globally. World events, particularly the coronavirus pandemic, have had lasting impacts on learning, affecting schools, teachers, and, most of all, students.

Over 1.2 billion learners were out of the classroom in April 2020. As schools began to close due to COVID-19 and stay-at-home-orders were enforced, in-person learning became an impossibility. Thus, digital education became the only way that students could continue their studies from home. Educational content quickly shifted from physical textbooks and printed worksheets to their digital equivalents, and even as educational facilities open back up, it is clear that eLearning is more than a temporary fix for a temporary problem, it is the future of education.

Digital learning has already been used for years by college students who are unable to or prefer not to commute to a campus, but still wish to continue their education. Now, thanks in large part to the pandemic accelerating the transition, access to education content online is being viewed as a welcome alternative. One that not only provides students with an alternative to in-person schooling, as well as the ability to continue their education regardless of world events, but also helps lessen the burden for primary and secondary schools.

On the other hand, going digital also facilitates the opportunity of selling content and offering distance education to international markets, allowing content providers to target a broader audience. More schools, states, and more countries. Educational content providers that sell primarily to US school markets, for example, may find transitioning and selling their content to Canadian schools a relatively easy process, and vice versa. A similar school structure (K-12) where the curriculum is set by the province and rolled out by school districts, and the free trade agreement NAFTA help expedite this transition.

The simple fact is that digital education opens up a whole new realm of possibilities regarding educational content. For one, content providers that switch to digital will drastically cut down on their shipping and printing costs, potentially stimulating margin and sales growth.

Seizing the market opportunity

The global digital educational publishing market was valued at $7,713 million in 2019 and is estimated to grow to $14,678 million in 2024. This represents a significant growth opportunity for education content providers above and beyond the immediate growth driven by the pandemic.
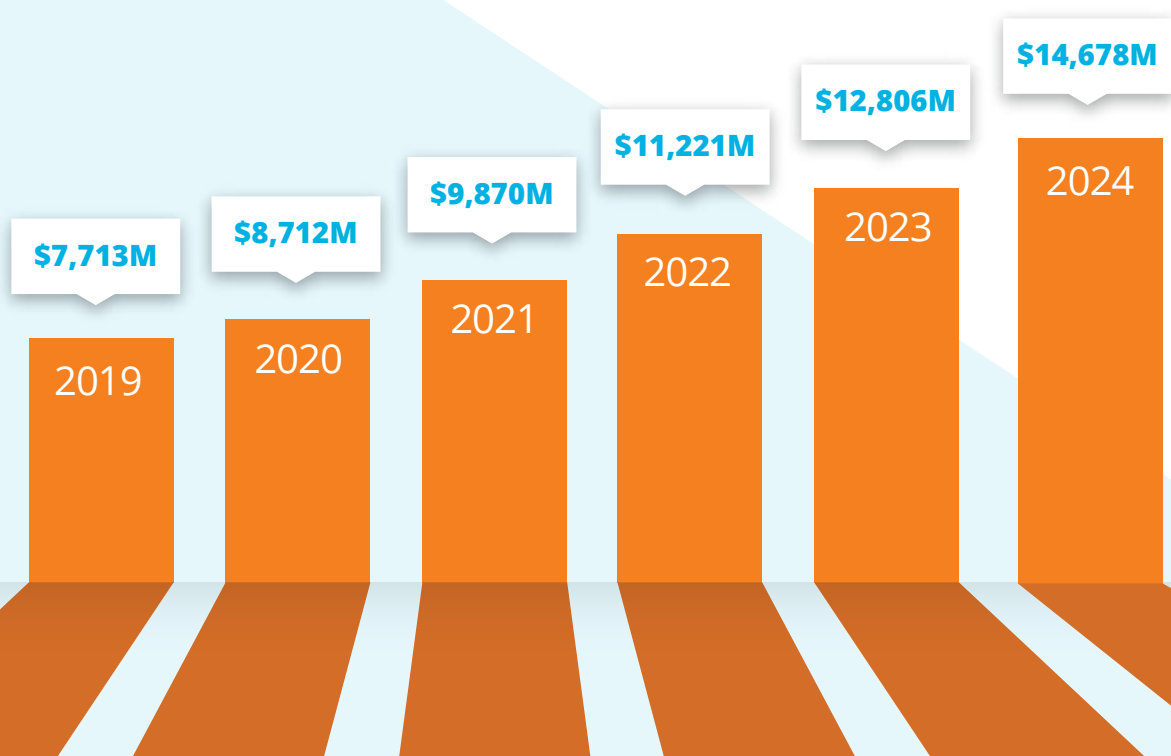
Factors expected to drive continued market growth include:

- Increasing importance of Science, Technology, Engineering, and Mathematics (STEM) education
- Rising number of offerings from ed-tech companies
- Increasing number of enrollments in K-12 and online education
- Pervasive use of tablets and smartphones

However, along with new digital learning possibilities and digital content distribution comes a new set of challenges regarding content protection and control. The need to guard the valuable intellectual property you as a content provider are creating and selling, becomes pressing.

Figure 1: Global - Market size and forecast 2019 - 2024 ($ million)
Source: Technavio: Global Digital Educational Publishing Market 2020-2024

$7,713M 2019
$8,712M 2020
$9,870M 2021
$11,221M 2022
$12,806M 2023
$14,678M 2024

Why protect your educational content?

Significant time and effort goes into the development of educational content and the subsequent creation of successful lesson plans. It's hardly surprising that websites such as Teachers Pay Teachers, and other open marketplaces for educational resources, have more than three million paid and free resources available for download. Share My Lesson has more than 1.7 million members sharing and downloading educational content.

Teachers often use these sites as a shortcut that allows them to spend more time focused on teaching and less time preoccupied with developing teaching materials. The challenge with websites like these, and free forums such as Facebook Groups and Linkedin Groups, is that without adequate content protection set in place, educational materials are at high risk of being distributed freely. Valuable content that has cost businesses time and money to produce can be unlawfully shared millions of times, effectively hurting their bottom line. From ebooks, worksheets and lesson plans to videos and other educational materials, the

precious Intellectual Property (IP) your company is working hard to produce is well-deserving of ironclad content protection. Ultimately you've wasted time, effort, money and resources in developing and marketing your educational content if it's not protected.

Educational content providers also face challenges on how best to distribute content when selling to the K-12 market. With multiple levels of hierarchy and staff users spread across school districts, in addition to classes and students, it's imperative to maintain control over distribution.

With the right system, you can maintain control of your content and ensure that teachers and students in one school or district don't share your content with another school, district or individual who has not paid for the right to access your content. Without the right protection, you are at risk of revenue loss, devaluation of your content and competitors stealing your intellectual property.
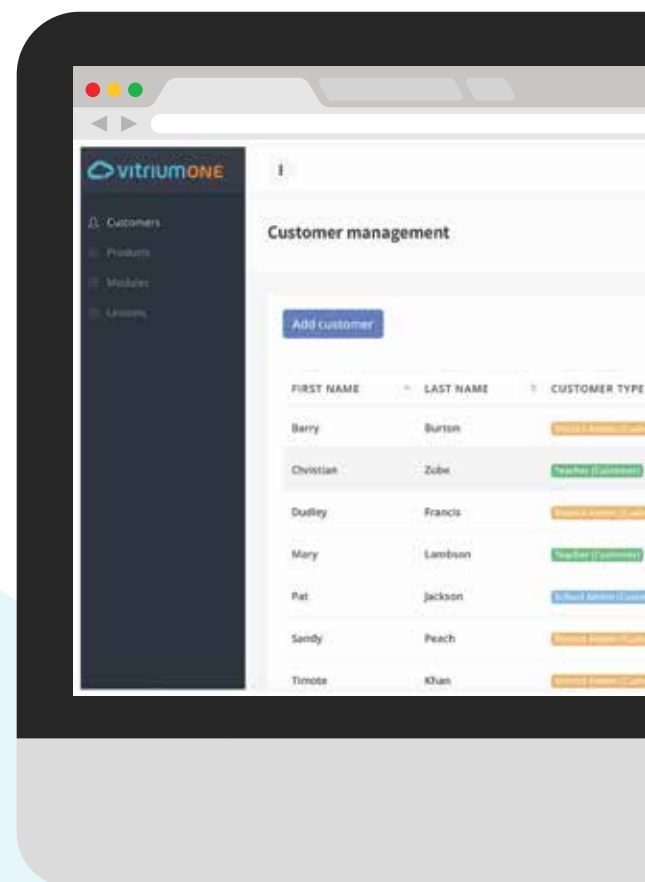
How to protect your educational content?

With **vitriumONE**, a solution from content protection experts, Vitrium, and award-winning web developers, Blue Flamingo, you will have the guarantee that your content is thoroughly protected from being copied, shared or distributed, while maintaining accessibility for your authorized users. VitriumOne is the perfect combination of Vitrium's encryption and Digital Rights Management (DRM) technology, and Blue Flamingo's well-designed application for the educational market.

Designed specifically for educational content providers that sell their content to the K-12 or primary/secondary school markets, VitriumOne is the content distribution software that allows you to:
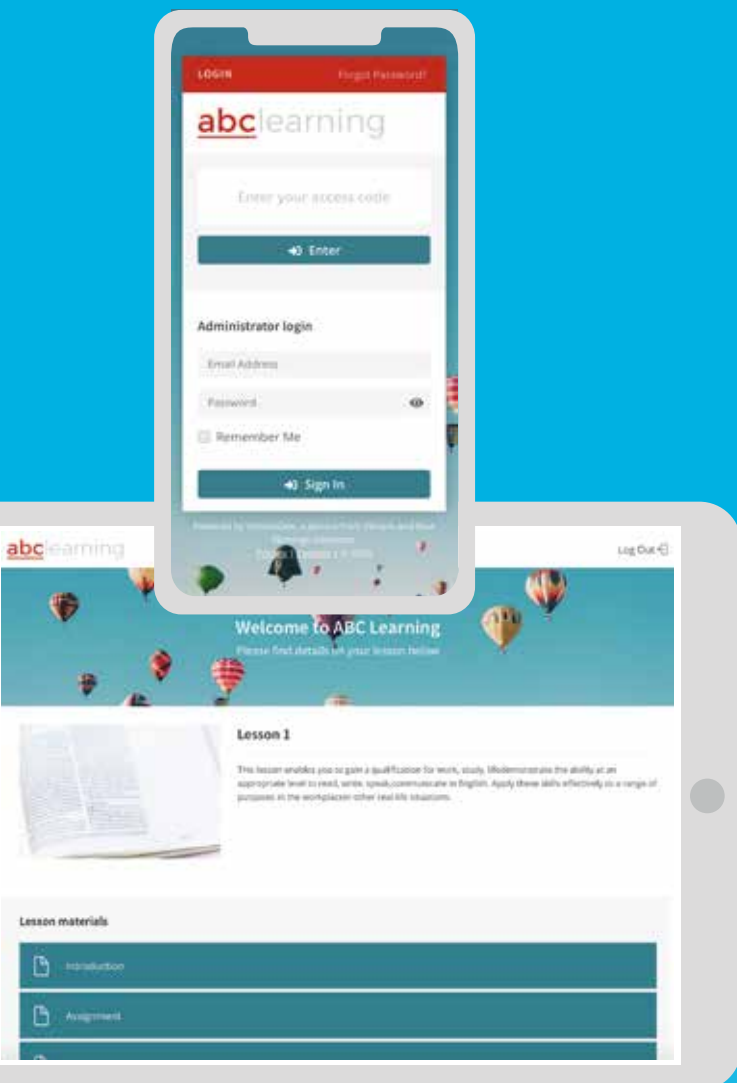
✔ effectively protect a wide variety of content

✔ set up lessons, courses and modules apply different permissions to schools, teachers, and students

✔ set expiration controls and device limitations for those who access the material

✔ prevent unauthorized sharing and downloading of files with the click of a button

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Responsive and mobile friendly, VitriumOne does not require that your end users download or install any external apps or plug-ins. They will be able to enjoy a mobile-friendly website that is fully outfitted with your unique branding. VitriumOne is fully customizable, which means that you can freely include logos, colors, and background images. You can even choose to use your own subdomain to further adapt VitriumOne to your brand.

Moreover, as a content provider, you are granted the ability to upload your content straight from the VitriumOne platform and subsequently allocate it to different users. For example, you might grant access for specific content to certain school districts or schools. This content, then, is made available under license to teachers and students. By activating a unique code for students, teachers can grant access to your content for however long you wish.

In this regard, you can easily protect and distribute your educational content through the hierarchy of the K-12 or primary/secondary school system. You can manage different user types (school districts, schools, teachers, and students) and ensure content is accessed solely by those who purchase it. Additionally, VitriumOne allows you to organize your content by setting up courses, modules, lessons, and files, which can be then separated into teacher files and student files. This gives you the opportunity to simplify the process of distributing your content, while still ensuring that it is not violated. Your users will be able to log-in and engage with the content with ease, and your content, as well as your revenue and profits, will be thoroughly protected.

With our content distribution software, sharing content with authorized users has never been easier or more secure.

About VitriumOne

VitriumOne is a secure content distribution system tailored for educational content providers that sell or distribute their content into a hierarchical, distributed environment such as the K-12 or primary/secondary school market. Vitrium Systems and Blue Flamingo Solutions have partnered together to combine Vitrium's content protection and digital rights management (DRM) technology with a flexible web application built by Blue Flamingo. The solution offers content providers the ability to upload their content (documents, images, videos or audio files) into separate lessons, modules and courses, then to distribute that content via a customized, yet secure portal to different user types such as schools, teachers or students. Learn more at vitriumone.com.

About Vitrium

Vitrium is a software solutions provider that delivers content protection and digital rights management (DRM) software to companies that need to protect their videos, documents, images and/or audio content. Vitrium's software solutions empower businesses to protect, control and track their confidential, sensitive or revenue-generating content to ensure their intellectual property (IP) is protected from unauthorized access, sharing, or mass redistribution.

Vitrium's DRM-protected content has been published and distributed by thousands of companies around the world and accessed by over a million users. Businesses choose Vitrium over other solutions because of its flexibility and non-disruptive formats that don't require the end user to download any plug-ins or proprietary apps to view the protected content. Learn more at vitrium.com.

About Blue Flamingo

Blue Flamingo Soluions is an award-winning software development agency. Often our work involves collaboration with partners, such as Vitrium, to develop, deploy and manage software for specific purposes. Learn more at blueflamingo.co.uk and blueflamingo.ca.