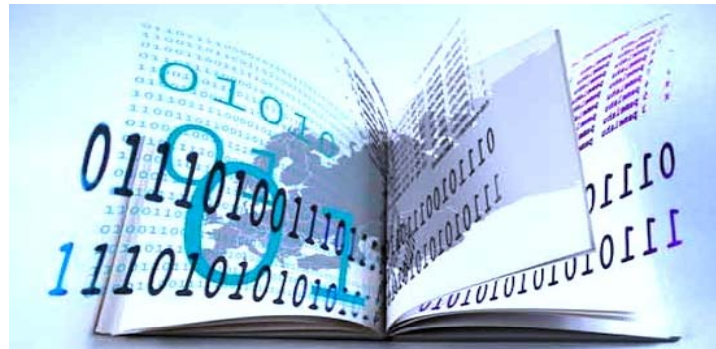




Mobile Edutainment Children's content: New markets, players and opportunities in Arab world



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C.E.O of Sanabil Med, TUNISIA
Amman, 2nd October 2012



Topics

- Children's content publishing state
- New opportunities in digital world
- Arab region specific content
- New challenges in Arab world





The Digital Revolution in Children's Publishing



- What is a book, really? Is it its body, or its soul?
- Publishers of all stripes are struggling with that definition, including children's publishers



They are working to determine what defines a book, which devices to embrace, how to handle digital rights and how they can make money with e-products.



Interactivity

- Certain trends are already emerging, chief among them being interactivity.
- Freed from rules about page count and paper weight, digital creators enjoy great flexibility.
- In the process, they can appeal to nonbookworms, such as computer game geeks, tablets, smart phones and interactive TV.





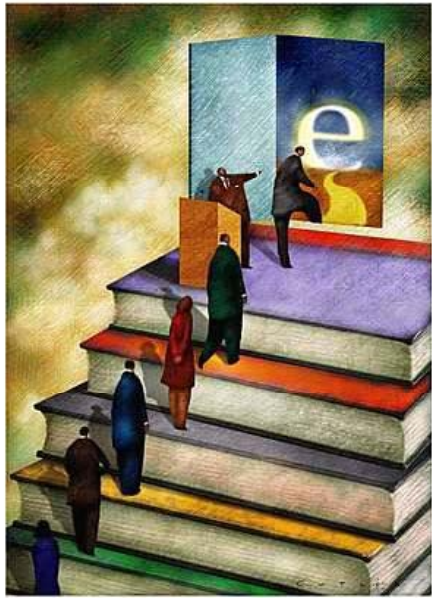
Main concerns

- Many publishers worry that digital products would supplant traditional print
- Parents would rather see their kids engaged in book content than in Digital content that mean Game for them.
- I believe the nature of technology is both and not either/or and the app can give a story a new lease on life





New opportunities in digital world



- Publishers today want kids to be able to read (and interact with) a story in any form, including electronic devices.
- "They're not so much competitors as they are companions," says author Amy Krouse Rosenthal (*Little Pea*) "You might own it in both forms. One doesn't preclude the other."



Digital ebooks world

- Indeed, a child today may read a print book at home and an app version of the same title on his mother's iPhone in the grocery store.
- To tap into the new reality, publishers are taking some risks.
- Everyone is experimenting to some degree retailers, publishers, authors," says Neil De Young, executive director of Hachette Digital.



iPAD: a new revolution for Digital publishing

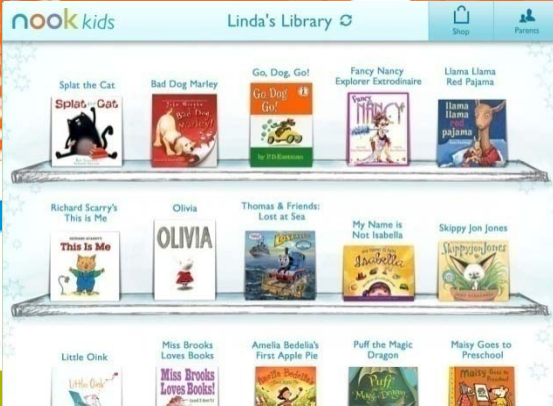
- 2010: With its sleek and powerful iPad, iPod Touch, and iPhone, Apple dominates discussions of the future of children's digital publishing.
- Customers have downloaded more than four million apps, though Apple doesn't track how many of those are children's titles.
- And they have purchased 1.5 million e-books for all three devices.





iPad competitors?

- Publishers start thinking about developing on other devices- the Android market is huge and HTML5 will be a game-changer.
- The challenge for publishers, is to enhance books and keep the content fresh, original, and high quality.
- Devices let publishers blend animation and text, so readers can use books that repeat back to them or let them follow the bouncing ball.



Premium products

- Many of the apps fell into the “classics” or established brands.
- This begged the question: What will happen to new writing? Where do emerging and new writers and illustrators fit into the fiercely competitive children’s book app arena?
- Likewise, where does digital fit into the ecosystem of the existing publishing house?



The Role of Language in Children's Market

- The development of a global digital infrastructure for eContent and app delivery means that consumers around the world will have access to content in any and all languages.
- Market for multi-lingual and non-native-language content grows around the world, new opportunities abound for publishers to make their content available to all consumers everywhere.



Localisation or development?

- This is particularly true for children's stories, where translation is almost always simpler and cheaper than adult contents.
- That means huge opportunities for the children's market and pedagogies worldwide.
- Also, with the majority of eContent currently in English, what kind of cultural shifts can we expect for Arab region?



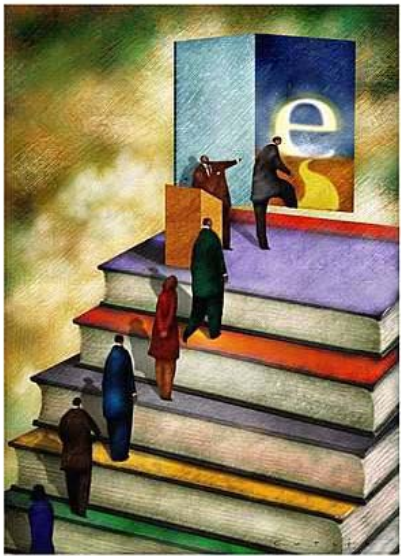
Edutainment E/M books

- For edutainment needs, the proposed solutions should include an expansive library of highly popular children's content with specific ones.
- Subscription-based service dedicated to children, would offer parents a safe controlled environment for internet-based programming and games.
- the programming have to be easy for parents and children alike.

Some projects made by

SANABIL

- Education Ministries of Tunisia and Morocco:
- [demo\maroc college\1 ère année college Maroc swf 21 septembre 2011\menu.exe](#)
- [demo\parascolaire\anglais\FG2B 9th form Final\intro.exe](#)
- World Bank, Social Affairs Ministry in Tunisia: creating all the primary schools curricula for Disabled people:
- [demo\le handicapé5ème Année\Eveil Sc 5&6ème Année\interfacefino.exe](#)





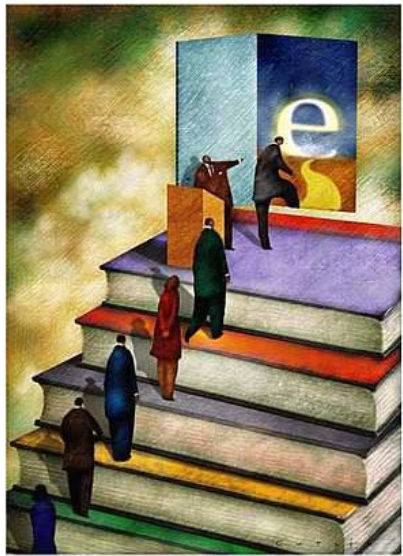
- ISESCO: Arabic Learning programs as foreign language for children and Adults:

- [granada 2011\AR-laique\demo amel\home.exe](#)

- Stories, songs, books, etc.:

- [demo\alain\chonsons\hist en\intro.exe](#)

- [demo\alain\fontaine\hist en\intro.exe](#)





iPhone, iPad applications



Ministry of Culture:
Books Digitalisation of
National Library and
Their integration in
A mobile library → A
National project is on
The way: AL RAED





Premium contents from the beginning

- [demo\parascolaire\BAC\new-chimie\home.exe](#)
- [demo\prevention routiere 2012\home.exe](#)





Mobile E-books

[sanabil 2011\Dajeja\F3-AnimatedBook-P1.avi](#)
[sanabil 2011\Dajeja\F4-PuzzleGame.avi](#)

Dajaja Bak Beek By Sanabilmed

[View More By This Developer](#)

Open iTunes to buy and download apps.



[View In iTunes](#)

\$1.99

Category: Books

Released: Aug 25, 2011

Version: 1.0

1.0

Size: 72.1 MB

Language: English

Seller: Sanabil med

© 2011 Kalimat

Rated 4+

Requirements: Compatible with iPhone, iPod touch, and iPad. Requires iOS 4.2 or later.

Customer Ratings

We have not received enough ratings to display an average for the current version of this application.

More iPhone Apps by Sanabilmed

Description

Dajaja Bak Beek is an animated children book in Arabic. You can read the book or just hear the story recited by Duraid Lahaam.

The app also offers an interactive avatar of the chicken which interacts to user's touch, your children will enjoy playing

[Dajaja Bak Beek Support](#)

[...More](#)

iPhone Screenshots



Ebook apps: Story, video, audio and games

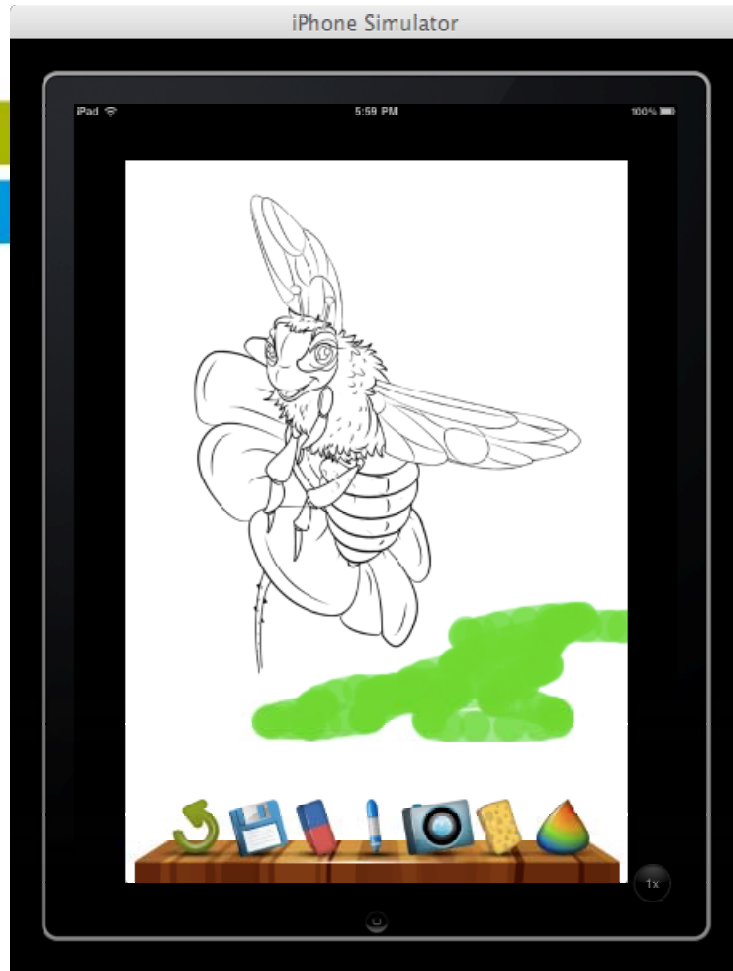


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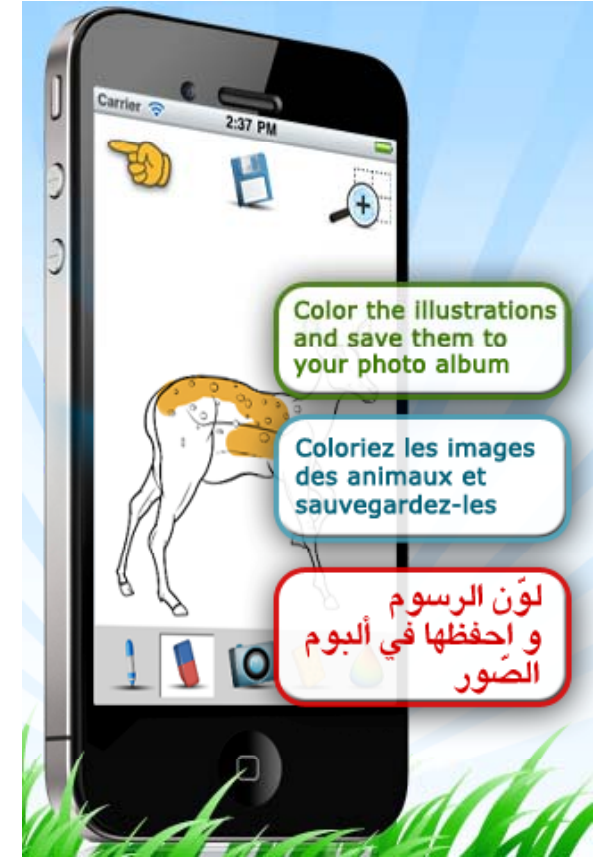


More samples





Multilingual apps





ANDROID Mobile Apps





Proverbs & Popular Stories

اللّي ما عندوش العسل
في أركانو يحطو على
طرطوشة لسانو

1 اللسان الزين يتدفع في
الدين

2 إلي عند شهوة يعملها في
عشاه

3 إنكم لن تسعوا الناس
بأموالكم فسعوهم
بأخلاقكم

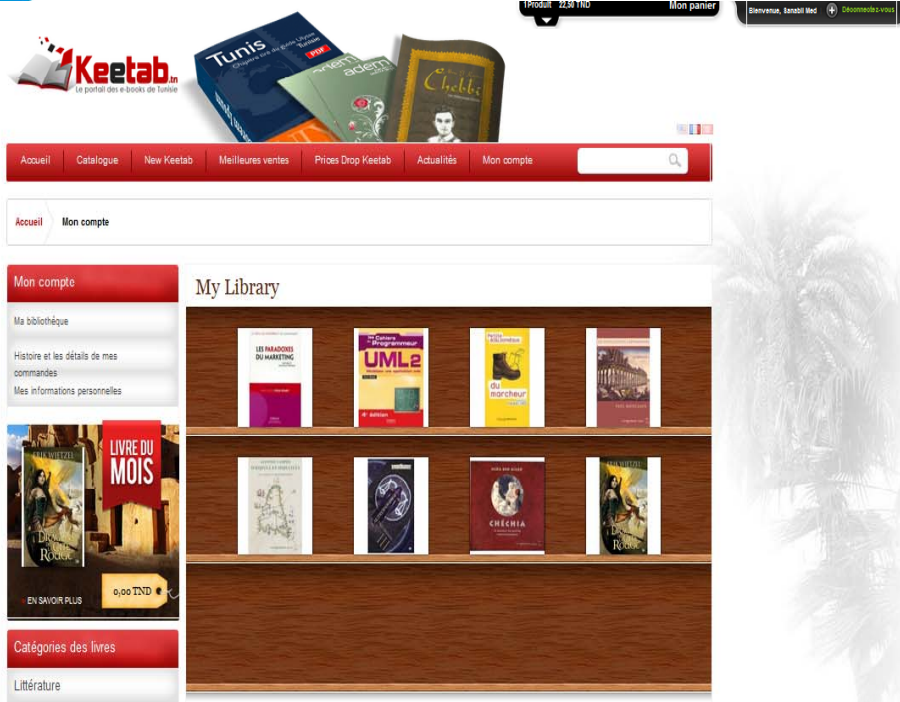
تثبت

الحكمة
السارق العاشق
الجزء الأول

هو اللّي زينلي مالهم وطمعني فيه،
غير أطلب اللطف وما تلوّيش ع السبب،
وما تعظمش ع الناس وقول هذاكه
اللّي كتب.



M-library apps: National Lib & Keetab.tn





Sanabil Apps: multilingual, multiplatforms



Cultural
E-books
E-libraries

Edutainment
Games
Elearning
Apps

Mob Apps
News
Geolocalisation



SME's content editors in Arab world

- We fundamentally focus on trying to make the content come to life.
- Sanabil and many small Arab companies are on the act.
- We create and localise interactive graphic novels, digital storybooks, elearning content and mobile apps.
- We are facing many problems (ROI, diffusion, market, etc.) since NON supported by public structures.





Conclusion

- Arab editors and publishers have to navigate these new markets and make regional and local content available.
- Many kinds of synergy can be created between international publishers, new content developers Television and telco operators.
- The content development is a key solution for ARAB employment problems





Thank you for your attention

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