An INGRAM Content Group Company

The Digital Textbook Platform for Learning

(With realtime, caliper-based analytics)

VitalSource™

A Complete Platform: Built on Standards

Create great content

Manage and distribute it

Provide access

Offer learning tools

Analyze

More than **2 billion** page views

Users in more than **7,000 educational institutions**

Users in **241 countries and territories**

More than **1 million** titles available in the platform from **1,000 publishers**

Powering Learning through Technology

Native applications allowing offline use on Mac, Windows, iPhone, iPad, Android phone, Android Tablet, Kindle Fire, and Chromebook

Online applications for access anywhere in the cloud with all modern browsers

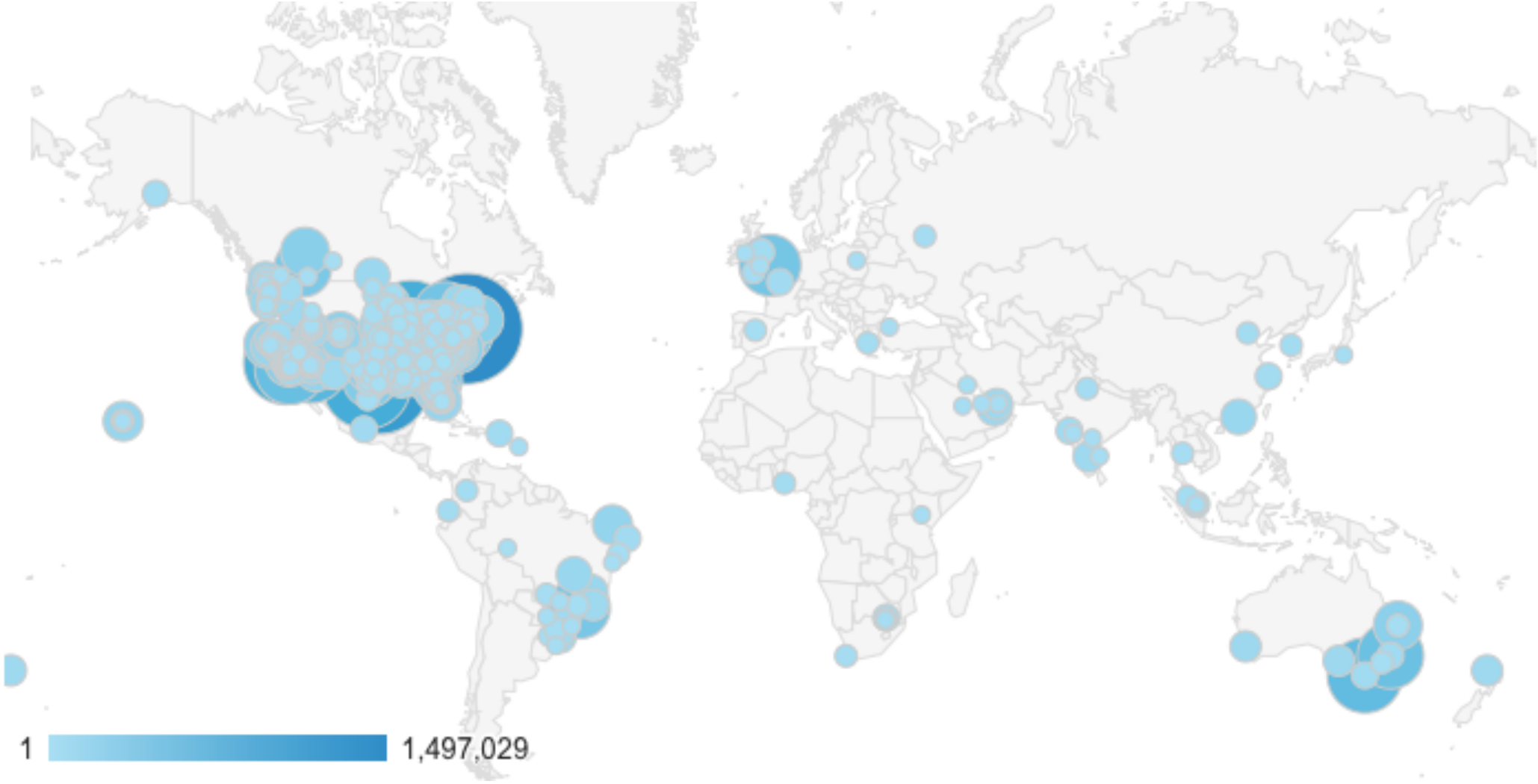
Industry leading accessibility support with 100% compliance with the fundamental test matrix for EPUB

Rich data analytics supporting industry standards

VitalSource™

We have data coming in from all over the globe

WORLDWIDE



Online activity on the Bookshelf platform in the last 52 weeks by location

WORLDWIDE

Country Report-Past Year

Search country

Edit

Created by rick.johnson@ingramdigital.com

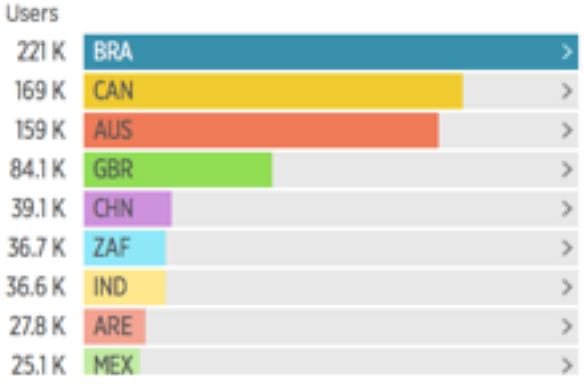
Last edited 3/31/16

Unique Users Worldwide

Since 52 weeks ago

Unique users outside th...

Since 52 weeks ago



Unique users

Since 52 weeks ago

Country	Users
USA	2.91 M
BRA	221 K
CAN	169 K
AUS	159 K
GBR	84.1 K
CHN	39.1 K
ZAF	36.7 K
IND	36.6 K
ARE	27.8 K
MEX	25.1 K
SGP	24.8 K
DEU	21.2 K
FRA	17.4 K
NZL	15.9 K
NLD	15 K

Search Requests

Since 52 weeks ago

WORLDWIDE

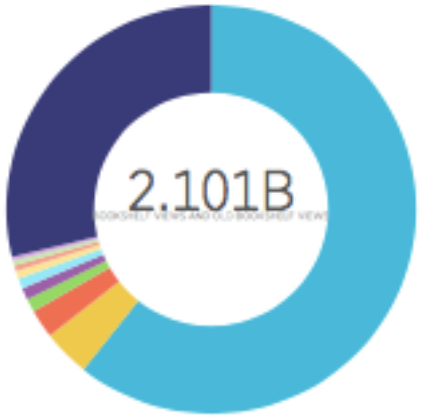
Since 52 weeks ago

4.28 M

Users

Total pageviews

Since 52 weeks ago



Pages Printed

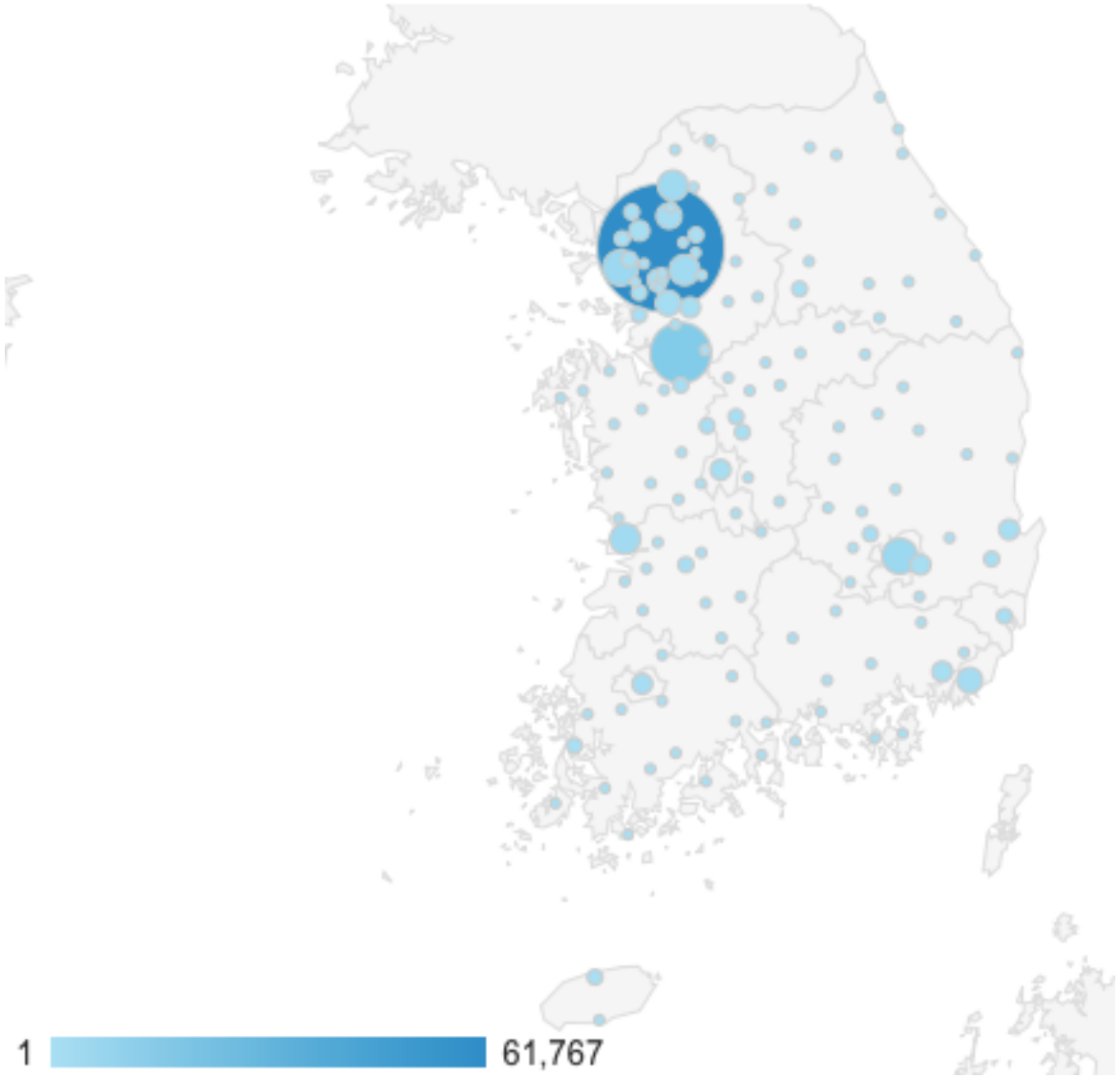
Since 52 weeks ago

0.4%

Unique Users

Since 52 weeks ago

KOREA



Last 52 weeks

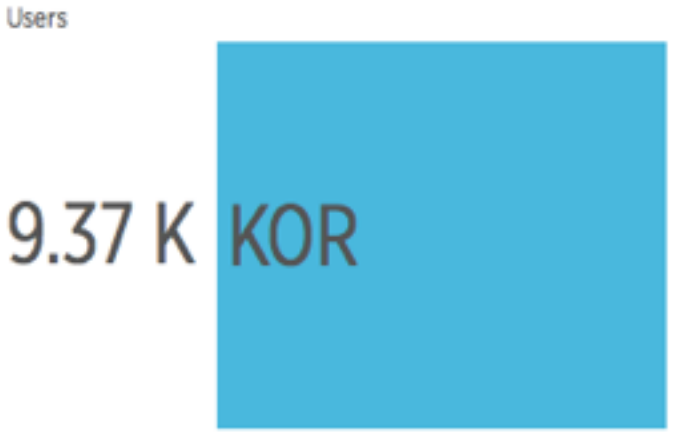
Region	Sessions ↓	% New Sessions	Avg. Session Duration
	121,883 % of Total: 0.15% (80,519,623)	20.49% Avg for View: 17.66% (15.99%)	00:16:36 Avg for View: 00:14:55 (11.28%)
1. Seoul	**61,767** (50.68%)	22.99%	00:17:38
2. Gyeonggi-do	**31,939** (26.20%)	16.59%	00:15:24
3. Incheon	**5,112** (4.19%)	17.27%	00:17:17
4. Daegu	**5,071** (4.16%)	18.42%	00:14:14
5. Jeollabuk-do	**3,994** (3.28%)	12.74%	00:14:32
6. Gyeongsangbuk-do	**3,114** (2.55%)	18.88%	00:16:41
7. Busan	**1,935** (1.59%)	31.06%	00:13:18
8. Chungcheongnam-do	**1,640** (1.35%)	19.45%	00:17:26
9. Gyeongsangnam-do	**1,540** (1.26%)	16.56%	00:11:51
10. Gwangju	**1,204** (0.99%)	24.42%	00:18:52

KOREA

Last 52 weeks

Unique Users Worldwide

Since 52 weeks ago



Total pageviews

Since 52 weeks ago

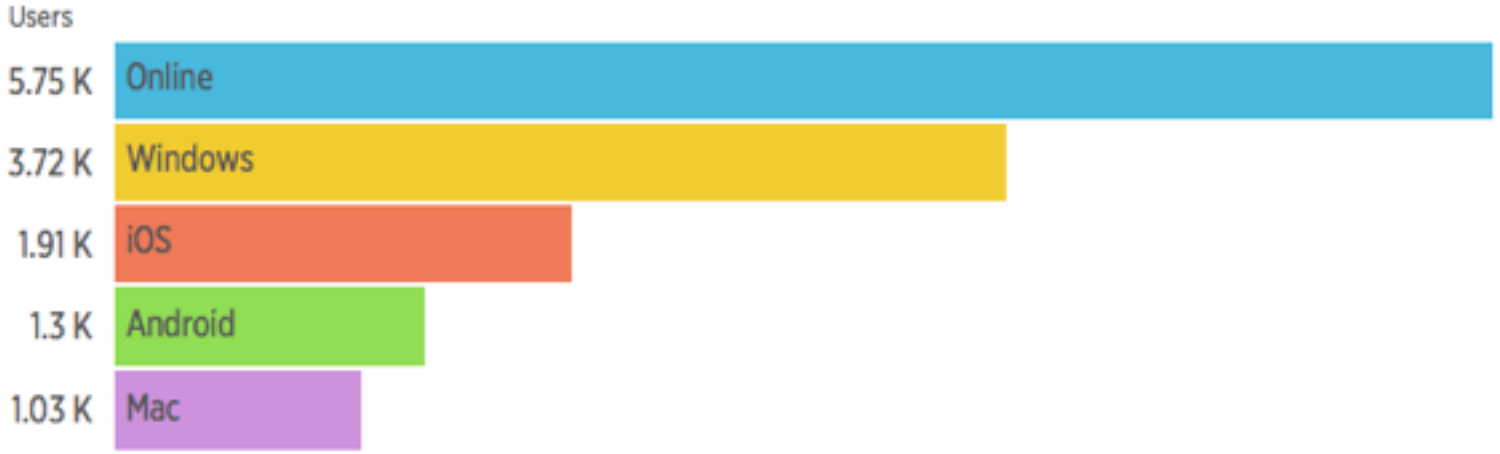
Pages Printed

Since 52 weeks ago

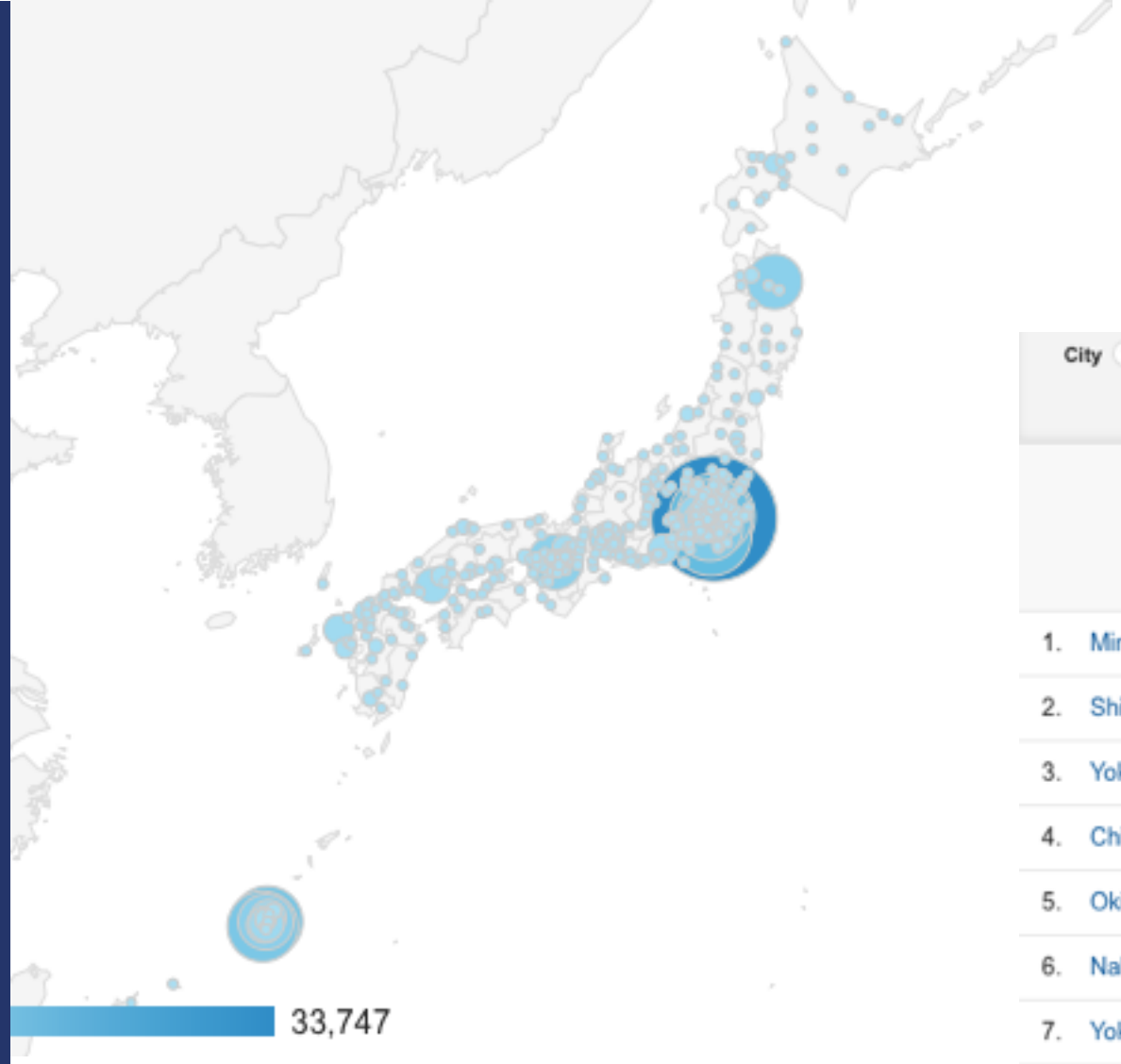
1%

Unique Users

Since 52 weeks ago



JAPAN

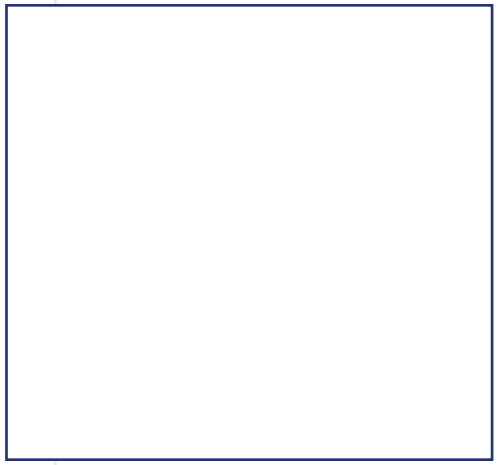


Last 52 weeks

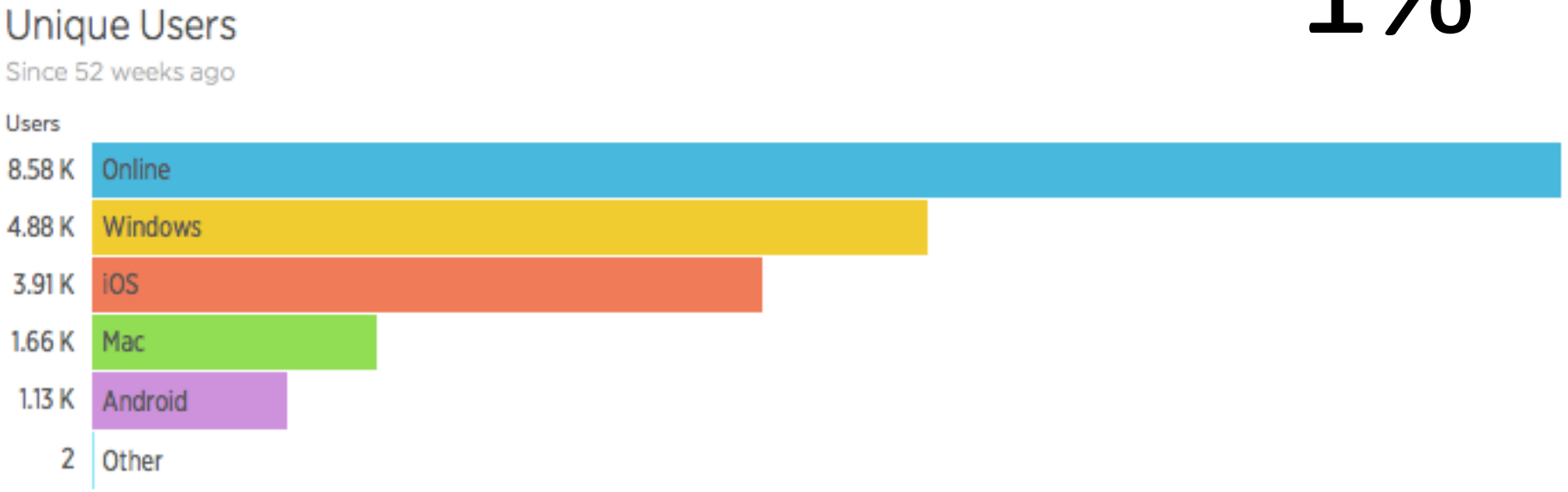
City	Sessions	% New Sessions	Avg. Session Duration
	200,726 % of Total: 0.25% (80,519,623)	19.74% Avg for View: 17.66% (11.79%)	00:19:13 Avg for View: 00:14:55 (28.87%)
1. Minato	33,747 (16.81%)	22.22%	00:27:43
2. Shinjuku	14,860 (7.40%)	23.31%	00:20:13
3. Yokosuka	14,296 (7.12%)	15.61%	00:15:20
4. Chiyoda	12,285 (6.12%)	16.04%	00:23:25
5. Okinawa	10,466 (5.21%)	11.40%	00:15:08
6. Naha	9,709 (4.84%)	14.65%	00:14:58
7. Yokohama	8,792 (4.38%)	26.46%	00:14:27
8. Chatan	6,399 (3.19%)	13.11%	00:15:09
9. Misawa	6,304 (3.14%)	9.93%	00:13:52
10. Osaka	5,895 (2.94%)	30.92%	00:18:05

JAPAN

Last 52 weeks

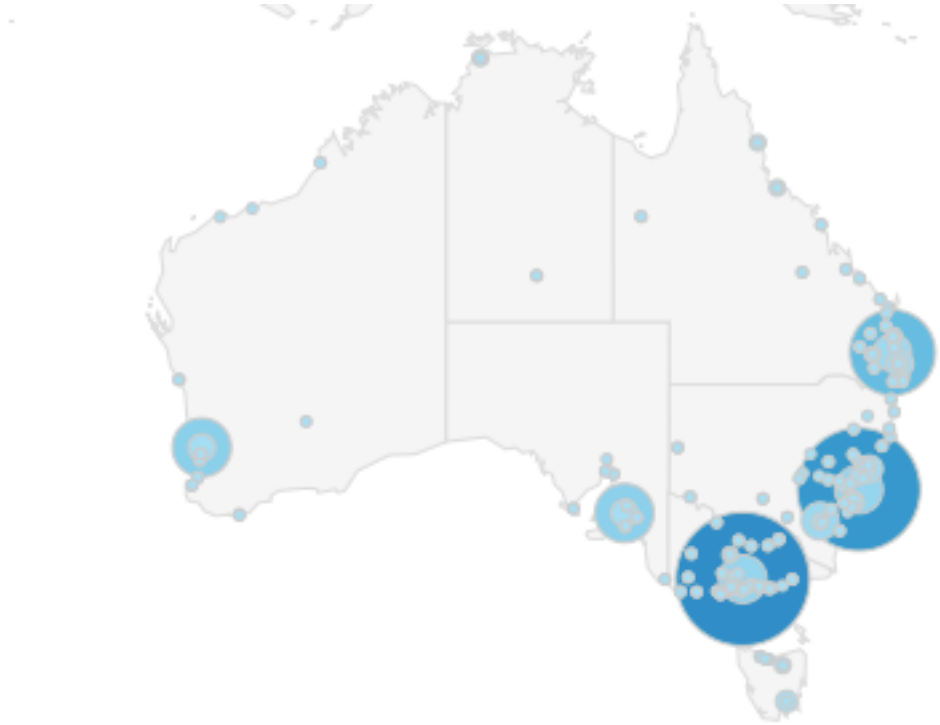


1%



AUSTRALIA

Last 52 Weeks



651,563

City	Sessions	% New Sessions	Avg. Session Duration
	2,209,371 % of Total: 2.74% (80,519,623)	16.43% Avg for View: 17.66% (-6.99%)	00:15:32 Avg for View: 00:14:55 (4.15%)
1. Melbourne	732,342 (33.15%)	14.88%	00:15:12
2. Sydney	642,836 (29.10%)	17.16%	00:15:39
3. Brisbane	313,349 (14.18%)	16.68%	00:15:31
4. Perth	141,083 (6.39%)	17.10%	00:15:41
5. Adelaide	136,725 (6.19%)	17.15%	00:16:13
6. Canberra	53,927 (2.44%)	20.08%	00:16:17
7. Gold Coast	29,852 (1.35%)	17.55%	00:16:11
8. Newcastle	24,075 (1.09%)	18.53%	00:16:13
9. Wollongong	14,044 (0.64%)	21.85%	00:14:22
10. (not set)	9,791 (0.44%)	13.38%	00:15:31

AUSTRALIA

Last 52 Weeks

Unique Users Worldwide

Since 52 weeks ago

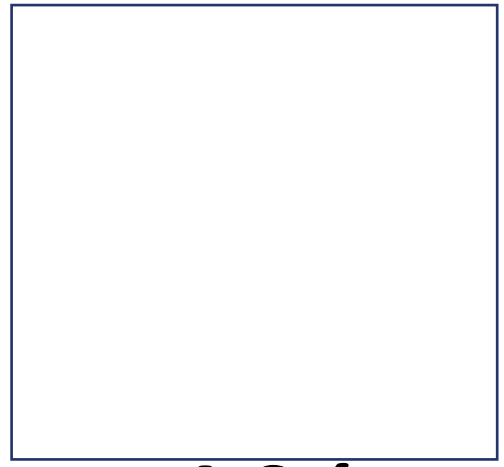
Users

Total pageviews

Since 52 weeks ago

Pages Printed

Since 52 weeks ago

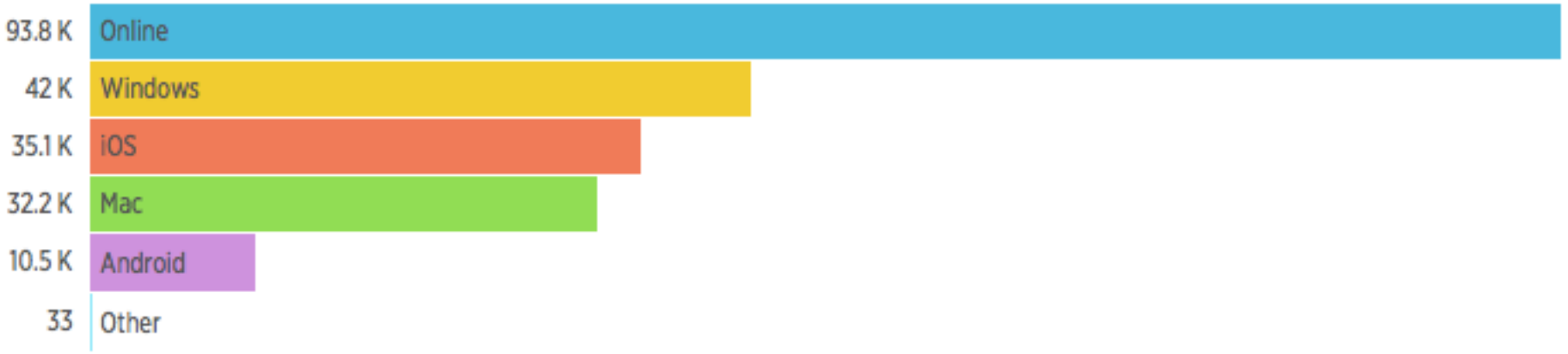


1%

Unique Users

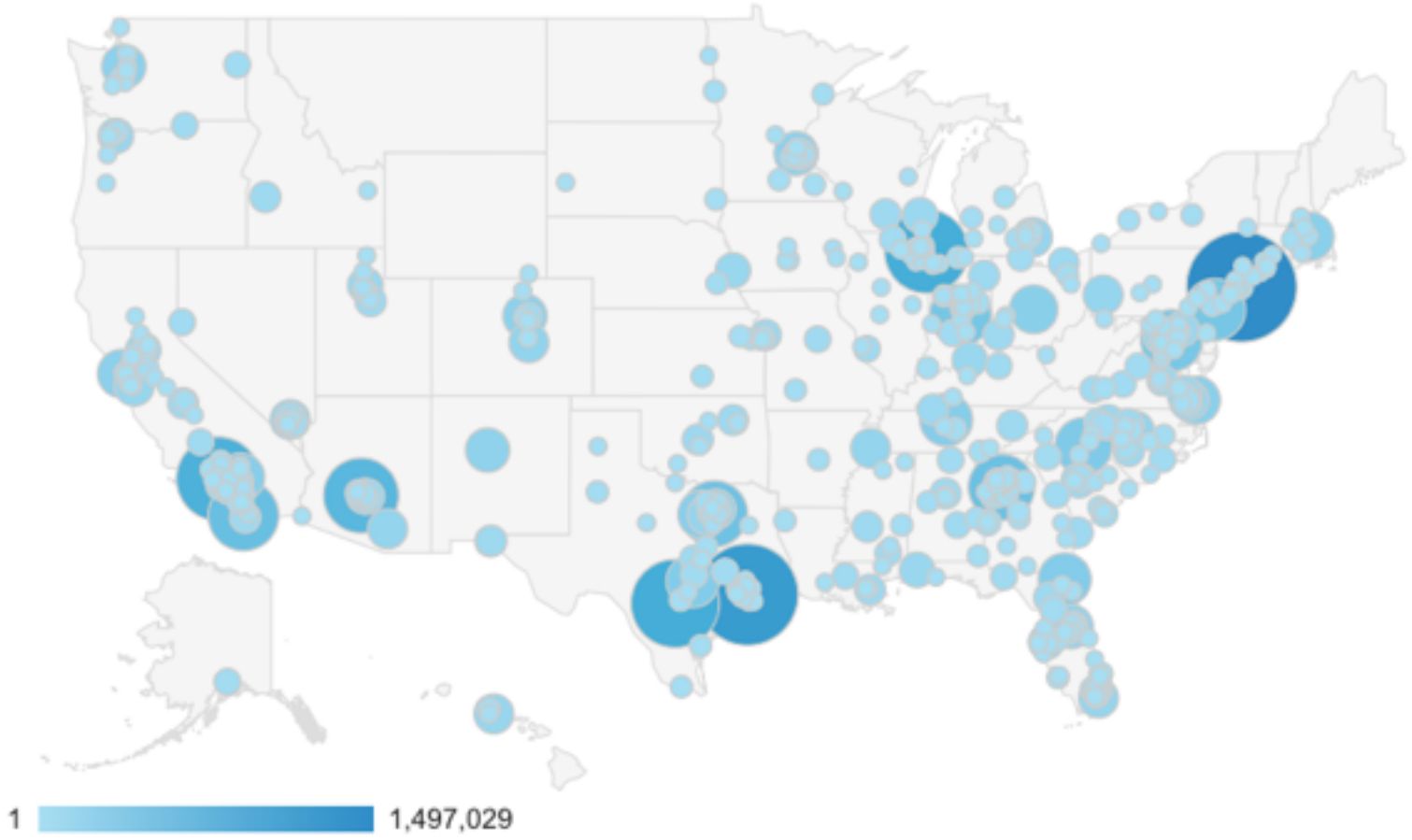
Since 52 weeks ago

Users



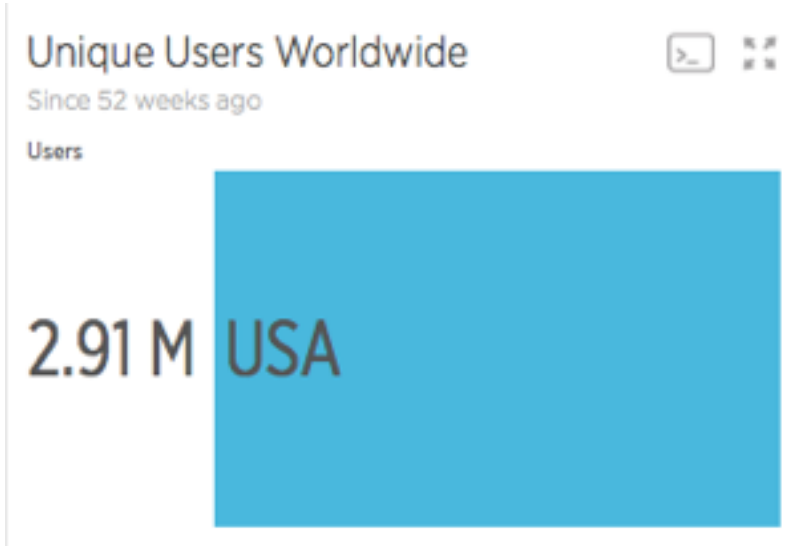
USA

Last 52 Weeks



USA

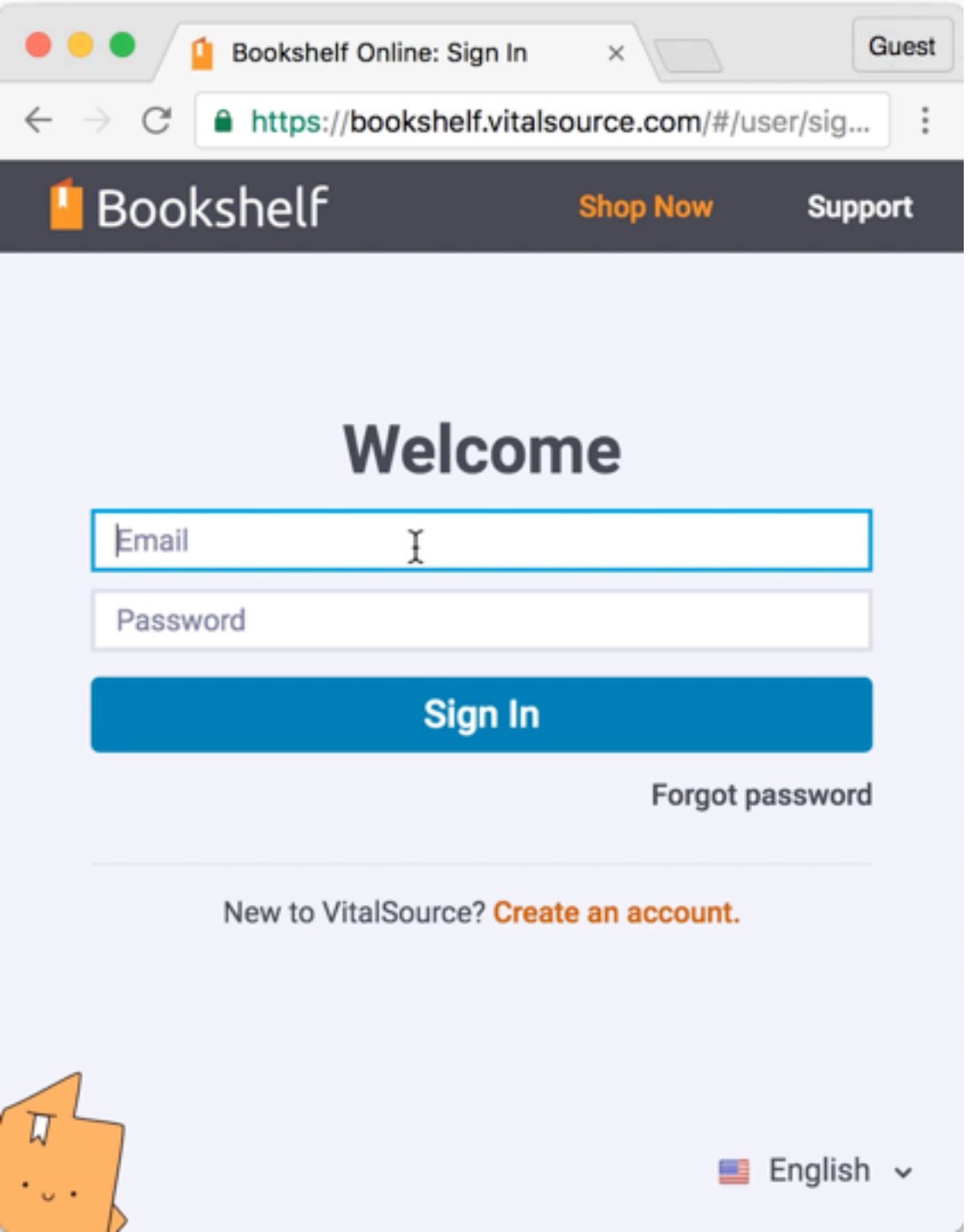
Last 52 Weeks



0.3%

VitalSource™

How is VitalSource leveraging Caliper?



VitalSource™

Let's consider a brief learning interaction.

hint: there will be a quiz

Book

Page View

Learner

Chapter 2

Did you notice all the data?

Logout

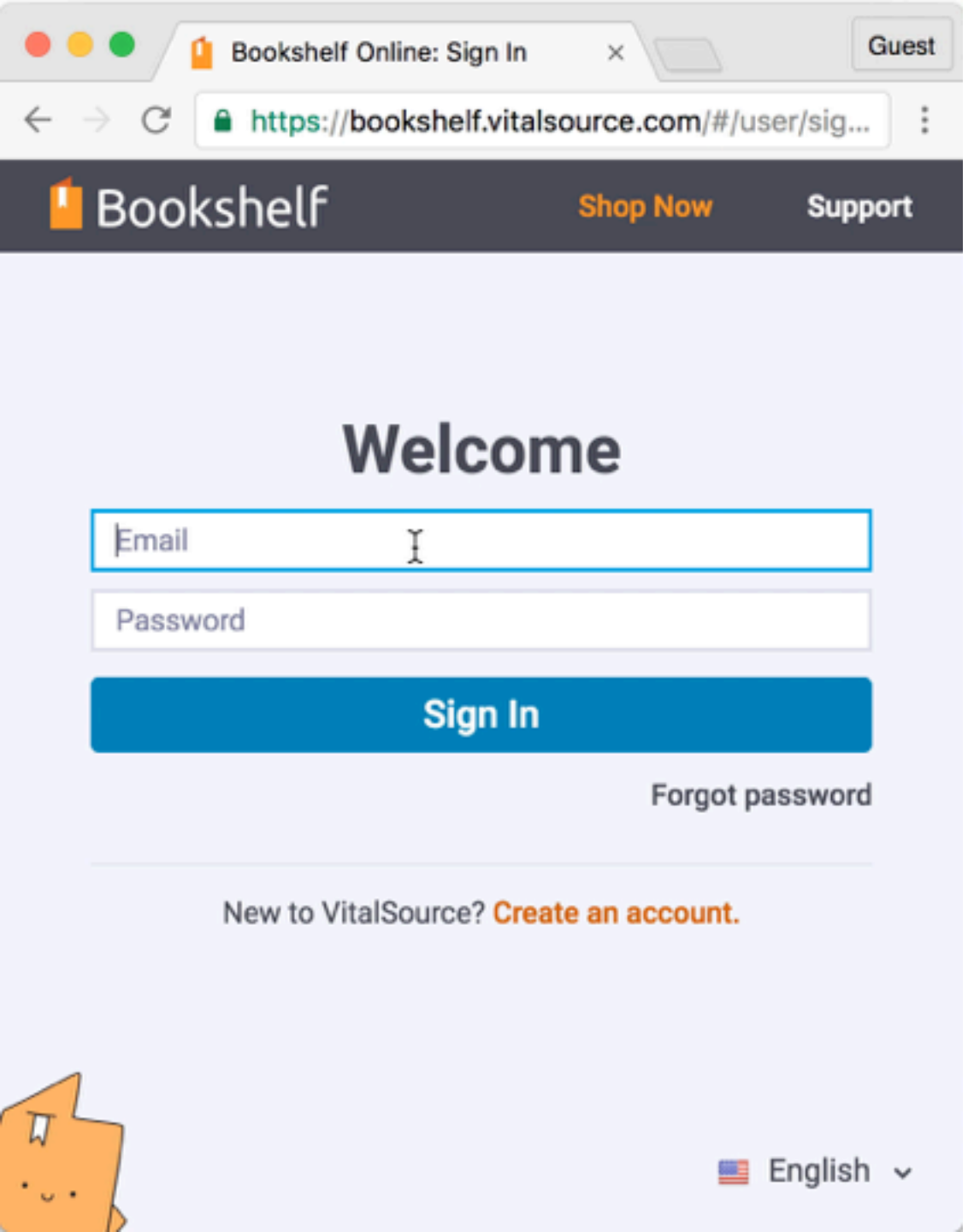
Highlight

Login

Note

VitalSource™

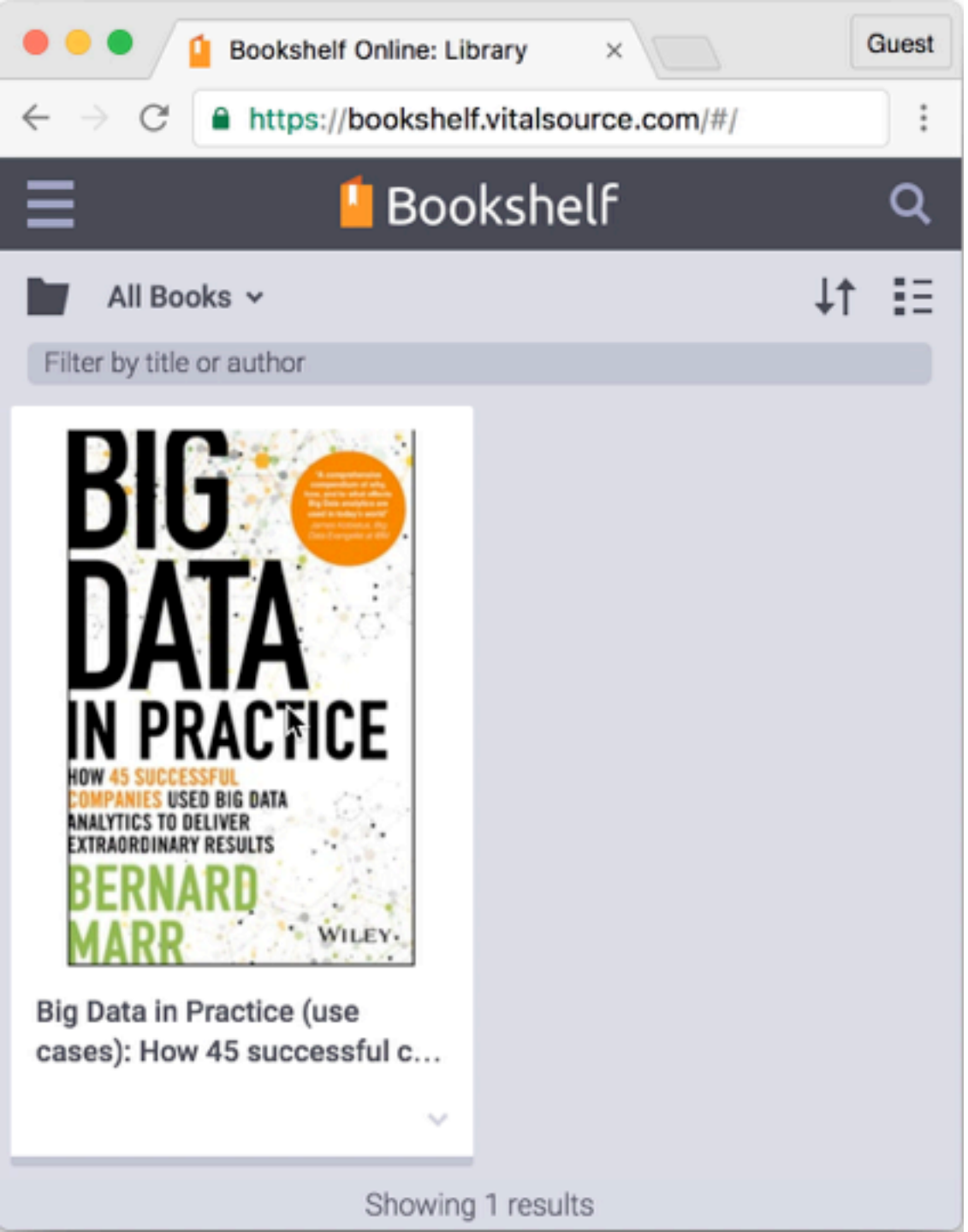
Let's take a closer look.



Login

sessionEvent: logged in

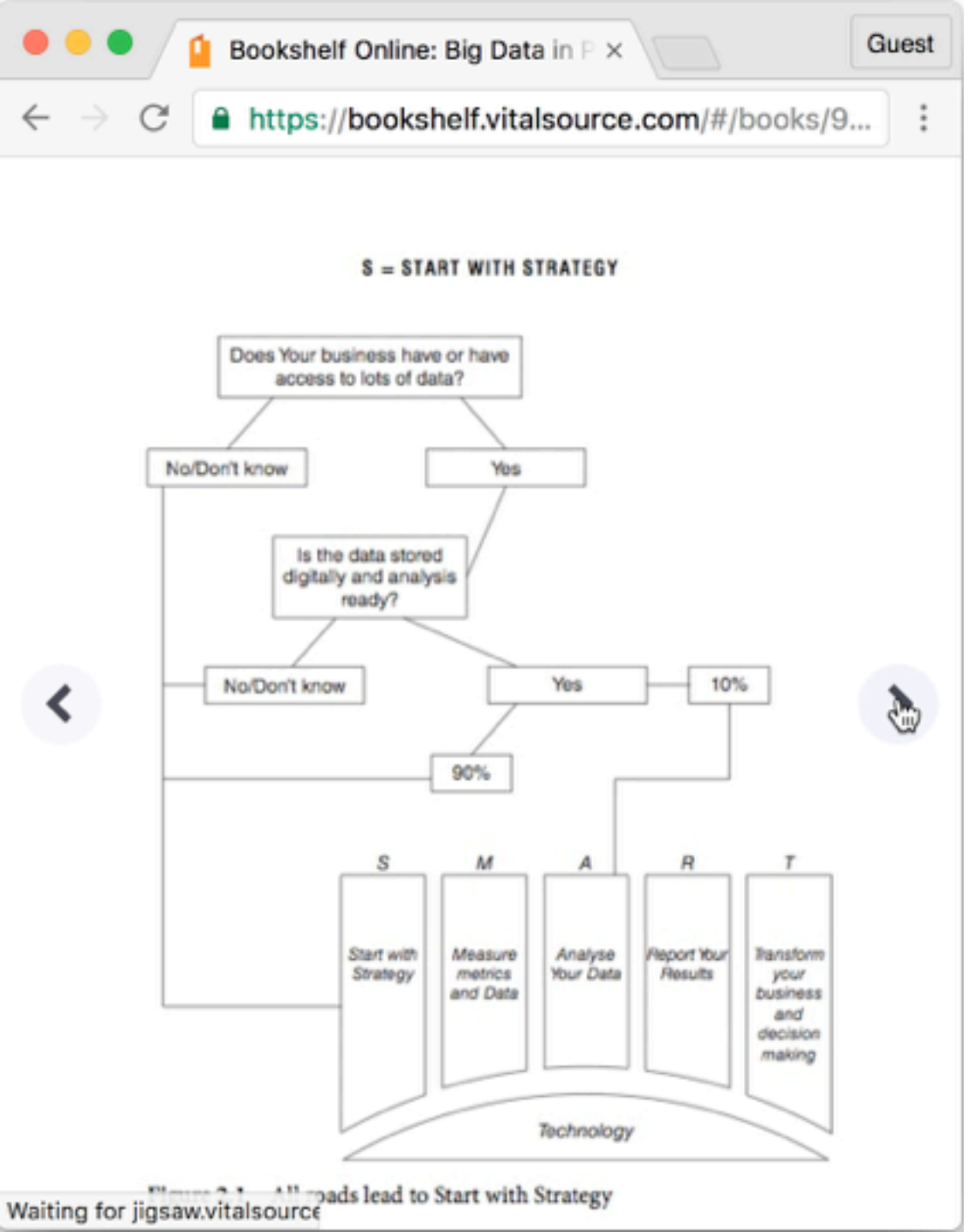

```
{
  "@context": "http://purl.imsglobal.org/ctx/caliper/v1/Context",
  "@type": "http://purl.imsglobal.org/caliper/v1/SessionEvent",
  "actor": {
    "@id": "https://api.vitalsource.com/users/demo"
  },
  "action": "http://purl.imsglobal.org/vocab/caliper/v1/action#LoggedIn",
  "object": {
    "@id": "https://bookshelf.vitalsource.com",
    "name": "VitalSource Bookshelf",
    "@type": "http://purl.imsglobal.org/caliper/v1/SoftwareApplication"
  },
  "eventTime": "2016-01-31T15:01:01.001Z",
  "edApp": {
    "@id": "https://bookshelf.vitalsource.com",
    "name": "VitalSource Bookshelf",
    "@type": "http://purl.imsglobal.org/caliper/v1/SoftwareApplication"
  }
}
```



Page Views

readingEvent: viewed

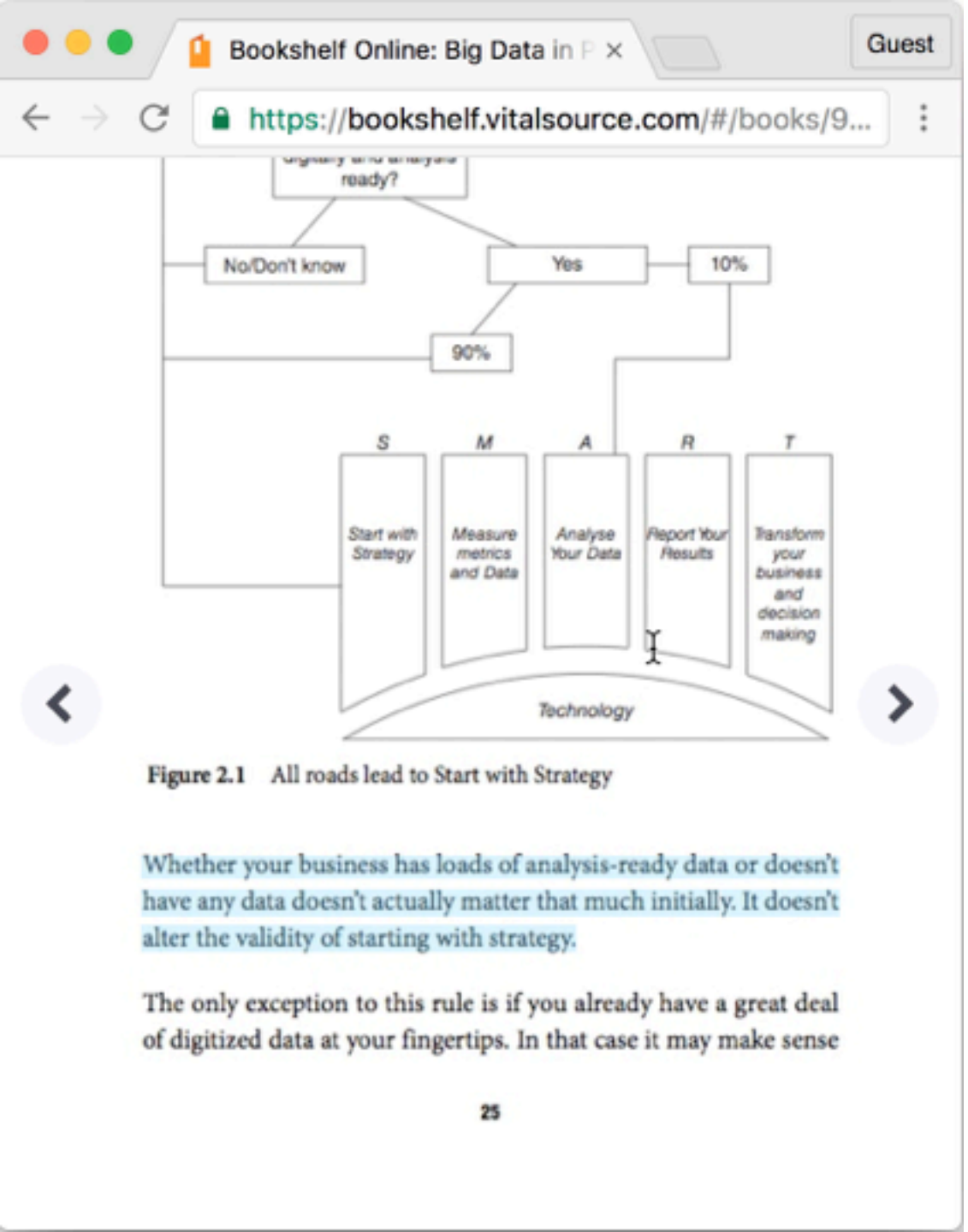
```
{
  "@context": "http://purl.imsglobal.org/ctx/caliper/v1/Context",
  "@type": "http://purl.imsglobal.org/caliper/v1/ReadingEvent",
  "actor": {
    "@id": "https://api.vitalsource.com/users/demo"
  },
  "action": "http://purl.imsglobal.org/vocab/caliper/v1/action#Viewed",
  "object": {
    "@context": "http://purl.imsglobal.org/ctx/caliper/v1/Context",
    "@id": "https://api.vitalsource.com/products/9781119231417/23",
    "@type": "http://www.idpf.org/epub/vocab/structure/#bodymatter"
  },
  "eventTime": "2016-01-31T15:01:20.001Z",
  "edApp": {
    "@id": "https://bookshelf.vitalsource.com",
    "name": "VitalSource Bookshelf",
    "@type": "http://purl.imsglobal.org/caliper/v1/SoftwareApplication"
  }
}
```



Highlights

annotationEvent: highlighted


```
{
  "@context": "http://purl.imsglobal.org/ctx/caliper/v1/Context",
  "@type": "http://purl.imsglobal.org/caliper/v1/AnnotationEvent",
  "actor": {
    "@id": "https://api.vitalsource.com/users/demo"
  },
  "action": "http://purl.imsglobal.org/vocab/caliper/v1/action#Highlighted",
  "object": {
    "@id": "https://api.vitalsource.com/products/9781119231417/25",
    "@type": "http://www.idpf.org/epub/vocab/structure/#bodymatter"
  },
  "generated": {
    "@id": "https://api.vitalsource.com/users/demo/annotations/1",
    "@type": "http://purl.imsglobal.org/caliper/v1/HighlightAnnotation",
    "dateCreated":  "2016-01-31T15:01:01.001Z",
    "annotated": "https://api.vitalsource.com/products/9781119231417/25"
  },
  "eventTime":  "2016-01-31T15:01:50.001Z",
  "edApp": {
    "@id": "https://bookshelf.vitalsource.com",
    "name": "VitalSource Bookshelf",
    "@type": "http://purl.imsglobal.org/caliper/v1/SoftwareApplication"
  }
}
```



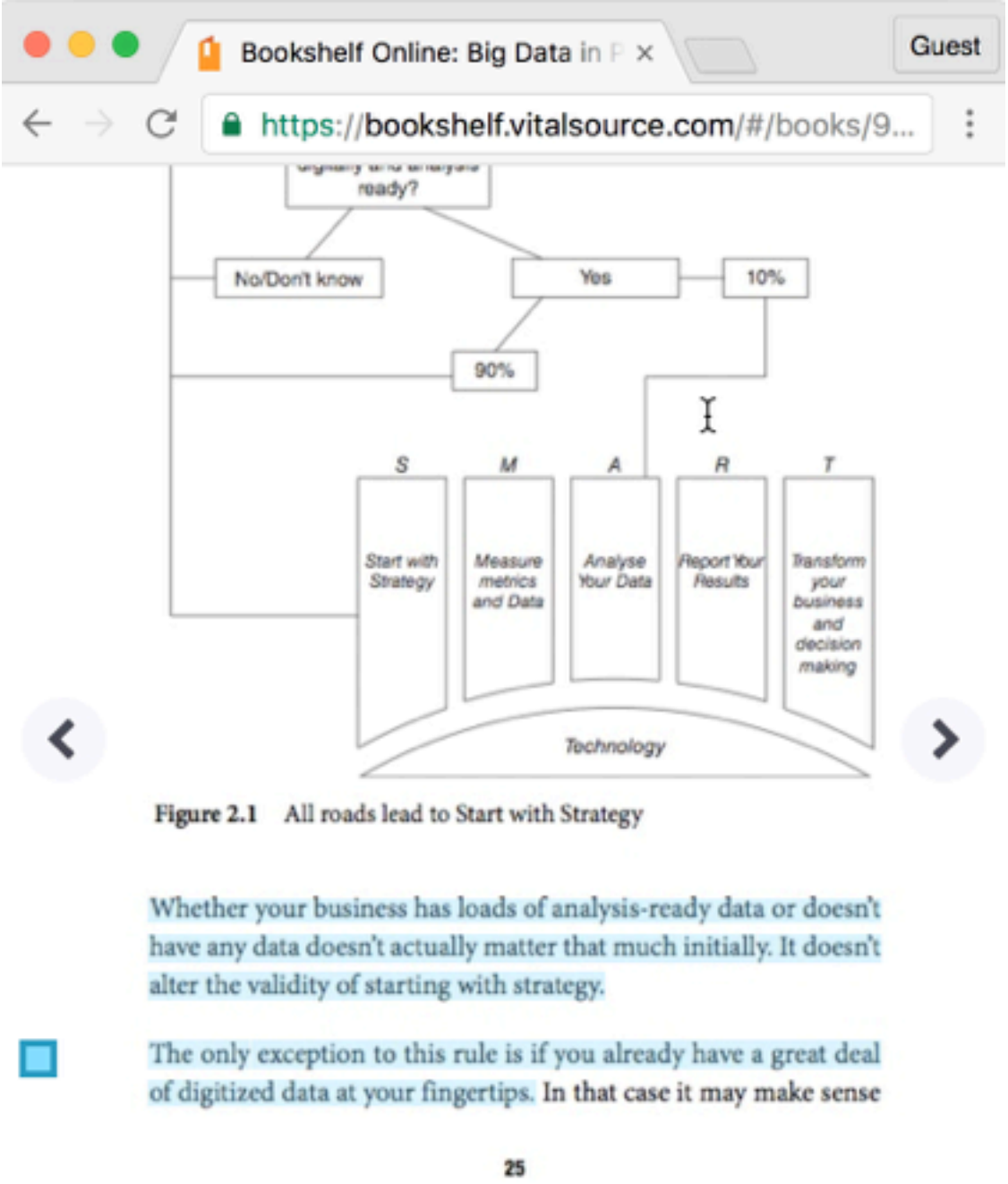
Notes

annotationEvent: noted (proposal)


```
{
  "@context": "http://purl.imsglobal.org/ctx/caliper/v1/Context",
  "@type": "http://purl.imsglobal.org/caliper/v1/AnnotationEvent",
  "actor": {
    "@id": "https://api.vitalsource.com/users/demo"
  },
  "action": "http://purl.imsglobal.org/vocab/caliper/v1/action#Noted",
  "object": {
    "@id": "https://api.vitalsource.com/products/9781119231417/25",
    "@type": "http://www.idpf.org/epub/vocab/structure/#bodymatter"
  },
  "generated": {
    "@id": "https://api.vitalsource.com/users/demo/annotations/2",
    "@type": "http://purl.imsglobal.org/caliper/v1/HighlightAnnotation",
    "dateCreated":  "2016-01-31T15:01:01.001Z",
    "annotated": "https://api.vitalsource.com/products/9781119231417/25"
  },
  "eventTime":  "2016-01-31T15:01:55.001Z",
  "edApp": {
    "@id": "https://bookshelf.vitalsource.com",
    "name": "VitalSource Bookshelf",
    "@type": "http://purl.imsglobal.org/caliper/v1/SoftwareApplication"
  }
}
```

Logout

sessionEvent: logged out




```
{
  "@context": "http://purl.imsglobal.org/ctx/caliper/v1/Context",
  "@type": "http://purl.imsglobal.org/caliper/v1/SessionEvent",
  "actor": {
    "@id": "https://api.vitalsource.com/users/demo"
  },
  "action": "http://purl.imsglobal.org/vocab/caliper/v1/action#LoggedOut",
  "object": {
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    "name": "VitalSource Bookshelf",
    "@type": "http://purl.imsglobal.org/caliper/v1/SoftwareApplication"
  },
  "eventTime": "2016-01-31T15:02:05.001Z",
  "edApp": {
    "@id": "https://bookshelf.vitalsource.com",
    "name": "VitalSource Bookshelf",
    "@type": "http://purl.imsglobal.org/caliper/v1/SoftwareApplication"
  }
}
```
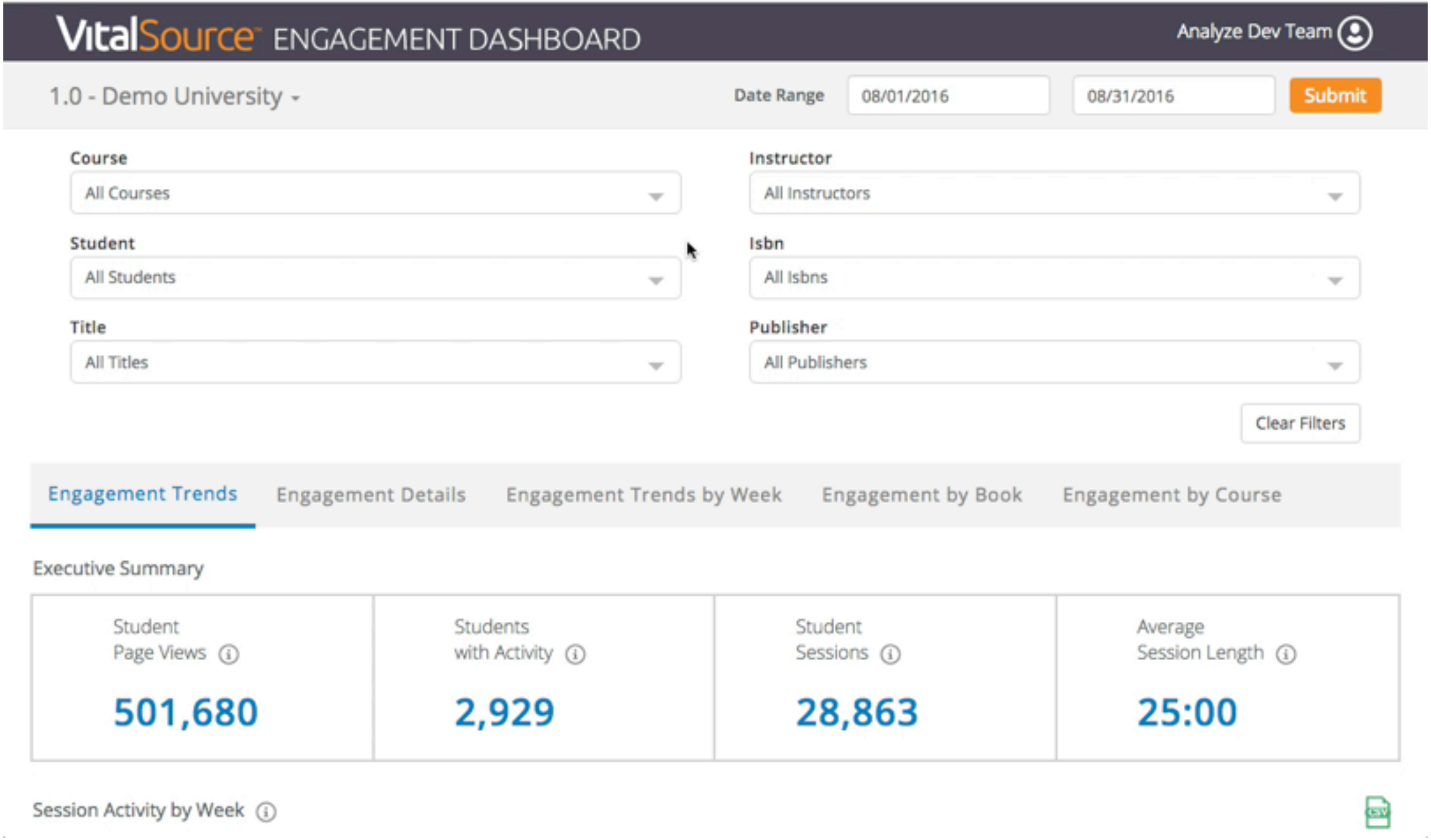

All of this is sent near-realtime.

VitalSource™

What can you do with all of this data?

We built the VitalSource Engagement Dashboards.


VitalSource ENGAGEMENT DASHBOARD
Analyze Dev Team
1.0 - Demo University
Date Range
08/01/2016
08/31/2016
Submit
Course
All Courses
Instructor
All Instructors
Student
All Students
Isbn
All Isbns
Title
All Titles
Publisher
All Publishers
Clear Filters
Engagement Trends
Engagement Details
Engagement Trends by Week
Engagement by Book
Engagement by Course
Executive Summary
Student Page Views
501,680
Students with Activity
2,929
Student Sessions
28,863
Average Session Length
25:00
Session Activity by Week

VitalSource™

How is VitalSource leveraging Caliper?

VitalSource™

Data can help make students successful.

Why are #s important?

87% of students feel they'd get better grades with interactive texts, compared to traditional course materials

89% of students admit that cost was an important factor in deciding to avoid or delay getting course materials.

45% admit that avoiding or delaying the purchase negatively impacted their grades.

VitalSource™

How does data help?

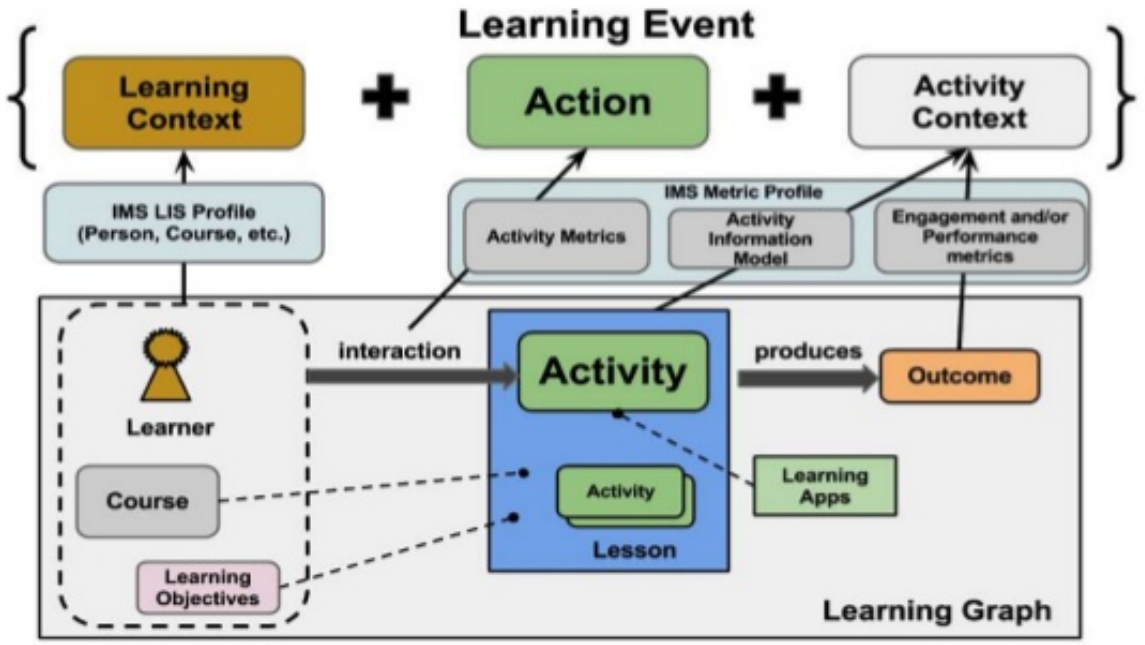
The more data the better

- Correlate activity with success
- Build profiles of at-risk behaviors
- Intervene early (you have three weeks)
- Build scaffolding support programs
- Increase retention
- Increase success

The place for caliper

IMS GLOBAL Learning Consortium

Caliper Events



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13

VitalSource™

Let us help you decide which you need

	Engagement Dashboards	Data Feeds
Data Universe	All Bookshelf Events	Caliper-supported Events
Granularity	Book, Student, Day*	Clickstream, Page-level
Update Frequency	Daily	Near Real-time
Supporting Metadata	Included in Reports	Available via API
Delivery Mechanism	Web Portal	Caliper-formatted JSON

*User-level data is limited to user-creators, integration terms.
For more information, see our privacy policy.

Thanks.

William Chesser
VitalSource Technologies
wc@vitalsource.com

VitalSource™