

## Commitment to fairness and quality

We aim to be brave, decent and imaginative<sup>8</sup> in everything we do and have a longstanding commitment to high standards of product quality.

We want to ensure that the people who buy our books, newspapers and services have multiple ways to access the best education and information we can provide, and we work hard to make that happen.

**Pearson Education** puts a lot of work into verifying the measurable impacts of our learning products, helping to improve the results – and in many cases, life chances – of millions of young people the world over.

The leader page of the **Financial Times** is published under the motto ‘without fear or favour’, reflecting its editorial integrity and independence in providing business people with up to the minute, reliable news from Karachi to Kansas.

**Penguin**, home to some of the best loved brands in publishing, keeps up our exemplary record for choosing innovative, challenging authors and designs to engage and stimulate our readers.

We adhere to external editorial codes like those upheld by the Press Complaints Commission, and we have our own code of business conduct<sup>9</sup>, whistle-blowing and standards policies.

<sup>8</sup> See also: [Our way](#) on our website

<sup>9</sup> See ‘Sustainable business practice – Managing labour standards, human rights and risks’, p9 for link to full Code of Business Conduct

## Commitment to fairness and quality continued

### Pearson Education

Pearson Education is helping revolutionise the way teachers teach and students learn. We do our research to find out how students learn best, which systems are most practical for educators and parents, and which formats will be the most user-friendly for our broad range of customers. Innovations in online products mean that we are now able to deliver tools that allow pupils and teachers to work out personalised learning plans, enable parents and guardians to monitor their child's progress, and users to manage that information from any location, including from mobile internet devices. We have partnered with independent research bodies to scrutinize the performance of our products, and we've asked the children and adults using them to let us know where we could be doing better. Our Student Advisory Board enables our company leaders to receive guidance from students about existing and future products, and on services they feel will help other students to succeed. The 2008/09 Board is made up of ten students representing a wide range of talents and backgrounds, each of whom has been paired with a Pearson executive for mentoring and support. This year, the Board has been working on environmental issues and an image archiving initiative, which gives students the opportunity to contribute their photographs and artwork for use in Pearson products.

 Learn more at [www.pearsonstudents.com](http://www.pearsonstudents.com)



### Activity summary

Students made **statistically significant gains in reading fluency and improvement in language acquisition** pre-test to post-test in an independently evaluated study<sup>10</sup> we conducted to measure the impact of the English Language materials of Pearson Education School's highly successful Reading Street programme.



 Learn more at [www.pearsonschool.com](http://www.pearsonschool.com)

Maskew Miller Longman, the **only publisher with titles in 60 languages in southern and central Africa**, scooped up Sefika's Best Large Education Publisher of the Year Award in 2008 for the third year in a row, while Pearson Education South Africa also won the Best Small Education Publisher of the Year Award in the same ceremony.

In the UK, **Edexcel's ResultsPlus now enables teachers to compare their school or college results on Edexcel tests against the national average**, compare results by type of centre, sort results by teaching group or gender and make detailed observations about students' performance. Students can get a detailed breakdown of their performance online, with question by question analysis and a Gradeometer showing graphically how close they are to the grade boundary.

 Learn more at <http://resultsplus.edexcel.org.uk/home/>



<sup>10</sup> See the full independent efficacy study from Magnolia Consulting.

## Commitment to fairness and quality continued

### Snapshots

**enVisionMATH** A video profiling the number 1 maths programme in the US in 2008 – students who used the programme demonstrated a significant improvement in mathematical achievement during the school year, according to an independently evaluated study<sup>11</sup> conducted by Pearson to measure the programme's impact in its first year.



 Learn more at [www.youtube.com](http://www.youtube.com)

**Poptropica** A demonstration of the online island world created by Pearson to entrance young people in a vibrant world of exploration, knowledge and old-fashioned fun – but without any of the dangers of some social networking sites. Since its launch in September 2007, Poptropica has had more than 35 million unique users.

 Learn more at [www.poptropica.com](http://www.poptropica.com)



**MyLabs** These innovative online learning programmes help millions of students in subjects such as mathematics, creative writing, sciences, Spanish, economics and IT training. Having begun exclusively in the US, MyLabs has now been rolled out to over 65 countries. Students have registered for the MyLabs and Mastering programmes at a furious pace, bringing the number of people using this tool to over 4.3 million for 2008, a 48% increase over 2007.

 Learn more at [www.youtube.com](http://www.youtube.com)



### The FT Group

The *Financial Times* newspaper and the FT.com website continue to provide extensive news, comment and analysis for the business community. The newspaper is printed at 24 print sites across the globe, had a daily circulation of 435,319<sup>12</sup> in December 2008, and a readership of approximately 1.3 million people worldwide. A new Middle East edition was added to the current global roster of US, UK, Asia and Europe editions. We've seen record numbers of people visiting FT.com in 2008: the site attracted 7.1 million unique users, generating almost 72 million page views<sup>13</sup> and over one million registered users, as people sought out our experts' explanations and opinions in this turbulent climate. We relaunched FT.com in 2008, giving our users greater access than ever to our journalists through interactive forums, video interviews and regular experts' video slots.



### Activity summary

We **launched a free student subscription offer on Facebook<sup>14</sup> in March 2008**, allowing over 12,000 students to access FT.com internationally through Facebook university groups, where only current students will see the offer.

Students who use the application are invited to share it with their friends and the application will identify which friends are eligible to sign up.



Our refreshed website gave our users the opportunity to watch videos, join interactive online forums and share information.

**Launched in November 2008, the FT Alphaville Long Room** is an exclusive comment and analysis arena, where finance professionals are invited to share their research and offer thoughts on the work of others.

The *Financial Times* **landed a major sponsorship deal with General Electric to produce a three-part campaign on the impact of climate change**, which ran from May to December 2008.

<sup>11</sup> See the full [independent efficacy study](#) conducted by PRES Associates Researchers

<sup>12</sup> [ABC figures](#), December 2008

<sup>13</sup> [ABC electronic figures](#), March 2008

<sup>14</sup> See the FT's free subscription Facebook application [here](#)

## Commitment to fairness and quality continued

### Snapshots

**The Business of Carbon Management** In a departure from the traditional print format, this report, launched in October 2008, featured a series of videos, slideshows and interactive graphics.

 Learn more at [www.ft.com/pp/bizcarbon](http://www.ft.com/pp/bizcarbon)



**Financial Times on Facebook** The extremely popular Facebook profile for the FT, giving Fans free access to up-to-date news links, event information and videos, and the opportunity to ask questions of FT staff.

**FT Climate Change Challenge** Launched in November 2008 alongside Hewlett-Packard and sustainable development organisation Forum for the Future, this global competition will seek out the most exciting innovations to reduce emission and make us more resilient to the changes ahead.



FT Climate Change Challenge

**A few words from...** Rob Grimshaw

“FT readers want a ‘trusted guide’ through the turmoil of the credit crisis and the FT has been able to fulfil that role in print and online. FT.com has brought the story to life in a number of innovative and accessible ways, with a redesigned FT.com and new video, mobile and multimedia channels.”



**Rob Grimshaw**, Managing Director, FT.com

### The Penguin Group

Penguin has a proud history of protecting freedom of speech and finding the authors able to define an age or reflect modern ideas of contemporary society – from D.H. Lawrence’s *Lady Chatterley’s Lover*, Chinua Achebe’s *Things Fall Apart* or Salman Rushdie’s *The Satanic Verses*, right through to Khaled Hosseini’s *The Kite Runner*, Hannah Pool’s *My Father’s Daughter* or Al Gore’s *The Assault on Reason*. We are the premier sponsor of the 2009 PEN (poets, playwrights, essayists, editors, and novelists) American Center’s World Voices festival<sup>15</sup> in New York. We adhere to high standards of publishing around the world, taking care to protect the efforts of our authors and our copyright and trademarks. Our strong commitment to diversity in publishing means we support a range of initiatives in several countries aimed at promoting diversity in the book world and seek out new titles and imprints that will also appeal to particular cultures and age groups. We support and encourage local publishing, especially in local languages, extending our commitment to making great literature accessible to as wide an audience as we can. We’re also working hard to bring titles by writers from

countries such as India and South Africa to the European audience. We’ve continued our efforts to make books and reading available to as many people in as many formats as possible: our inroads into the world of digital print have moved forward further in 2008, with our eBook titles supplying the ideal mobile format for travelling readers.



 Learn more at [www.penguinbooksindia.com/lostflamingoes](http://www.penguinbooksindia.com/lostflamingoes)

### Activity summary

Many of our authors, of fiction and non-fiction, chose to **raise awareness of contemporary regional and global crises and events in 2008**, such as three-time Pulitzer prize-winning author Thomas L. Friedman’s *Hot, Flat and Crowded*, and *Panic! The Story of Modern Financial Insanity* from the international bestselling author and ex-trader Michael Lewis.

We achieved the **first simultaneous global release of a Chinese novel in English in March 2008** when Man Asian Literary Prize 2007 winner *Wolf Totem* by Jiang Rong was published.

 Learn more at [www.penguin.co.uk](http://www.penguin.co.uk)



<sup>15</sup> PEN is the world’s oldest and largest human rights and literacy organisation.

## Commitment to fairness and quality continued

**Penguin Canada, UK and US have signed on with Ingram Digital Group<sup>16</sup>** for the warehousing and distribution of eBooks and eAudiobooks in Canada, setting the stage for future growth in digital publishing. We plan to publish 70 indigenous books in 2009.

### Snapshots

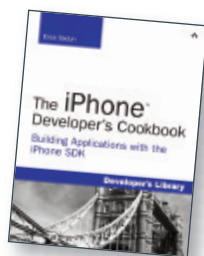
**Celebra imprint** Penguin US launched this new imprint, which will translate one-third of its list into Spanish for those authors with strong platforms in Spanish-language media. The new imprints will publish books for mainstream readers that will also resonate with the large Hispanic population in the US.

**Extraordinary Canadians** Penguin Canada unveiled the most ambitious set of biographies ever published in the nation, featuring original cover art by leading Canadian artists and illustrators. The series will draw attention both to key historical Canadian figures and to contemporary writers and artists, and the jackets have been acknowledged for potential inclusion in a future National Portrait Gallery in Canada.

 Learn more at <http://us.penguin.com>



**Penguin 2.0** Penguin Online launched this new digital publishing programme with Penguin Personalized and Penguin Mobile in December 2008. The collection of services allows readers to customize and access material in new ways online.



<sup>16</sup> See full press release [here](#).

### Focus on: MULTI-FORMAT RELEASE

As time goes on, people, particularly the younger generations, are becoming comfortable reading and learning in a multitude of formats. For a smooth product release in multiple formats, a fair number of people need to be creative, agile and to work well together to tight deadlines. One example of our success in this area is the iPhone Developer's Cookbook.

This title released first in e-format in early October 2008, initially as an eBook without Digital Rights Management technology (i.e. transferable to all eReader formats), then through **Safari Books Online**, then in **Kindle**, and soon thereafter in print. A summary of what happened in the first few weeks of publication follows below.

#### As a stand alone eBook sold on Pearson Technology Group (PTG) websites:

We sold 1,301 copies of the eBook direct from InformIT in first six days of publication

We took back orders of 80 copies of the print book direct from **InformIT** in same time. It was the #1 eBook for PTG for 2008, despite only being released in October

#### As a Kindle edition on Amazon

It was #182 of all Kindle books at Amazon

It was #1 in the computer category

#### As a print book at Amazon, in popularity

It was #308 bestseller for all books at Amazon

It was # 1 in Computers and Internet → Mac OS category

It was #1 in Computers and Internet → Networking → Telephony

#### As an online book at Safari

It was #1 most popular book in Safari for all titles

### FAST FACTS

The workforce at Penguin Australia offers the highest level of editorial and design support in the country, winning a record number of awards – 120 shortlistings with 50 winners. Pearson Education US is helping to fund the AccessText Network – a comprehensive, national online system that will make it easier for students with print-related disabilities, such as blindness, low vision, and cognitive or physical impairments, to obtain the textbook files they need for their college courses.