

Our licensing opportunities & business models

You can make your content available for license through GGfL in any number of the ways below to suit your business needs:

GGfL Library

Your content can be part of GGfL's subscription-based, multi-publisher libraries of high quality, disaggregated (i.e. single, stand alone) digital learning resources targeted at educators and students in different education settings and in markets worldwide.

Discrete collections

Publish yourself, co-publish with GGfL, and/or be part of multi-publisher collections of single or multimedia digital learning resources organized around specific subjects and targeted at specific educators and their students. Depending on the option you choose, you can suggest the license price to the end user.

Courseware pack

If you publish your own courseware, then GGfL can extend its reach through its already established integrations and partnerships with learning platforms as well as through its own Learning Platform. You can suggest the license price to the end user.

Per asset licensing

Our GGfL On Demand web service allows your learning resources to be licensed to end users both on a subscription and on a per resource basis.

Increased access

If you already offer your own digital learning resources to end users via an e-commerce website, then you can extend the reach of your site to GGfL's end users using GGfL's single sign-on (SSO) solution.

In addition, we can restrict use of your content in GGfL services by geographic territory or market segment.



A trusted and worldwide partner

As part of Cambridge University Press, you can be assured that you are dealing with an established and proven company in GGfL. The Press itself has developed a reputation as a world-leading academic and educational publisher and is the oldest printer and publisher in the world, celebrating its 425th anniversary in 2009. As a department of the University of Cambridge, the Press's purpose is to advance learning, knowledge and research worldwide, all of which are embodied in the aims of GGfL.

GGfL has access to the Press's established worldwide network of offices in 39 countries as well as its sub-distribution channels which cover nearly every country in the world.

Contact us

To find out how you can get involved, or to request further information about GGfL and our services, you can contact us at the following:

- Phone: +44 (0) 1223 325887
- E-mail: content@globalgridforlearning.com
- Global Grid for Learning
Cambridge University Press
University Printing House
Shaftesbury Road
Cambridge
CB2 8BS
England
- www.globalgridforlearning.com



Our Content Provider Programme

www.globalgridforlearning.com

Global education markets are becoming increasingly digital.

However, the investment required to exploit market opportunities worldwide is significant. Localisation, correlation with education standards, infrastructure, systems integration and distribution partnerships are just some of the challenges facing content providers in the education sector.

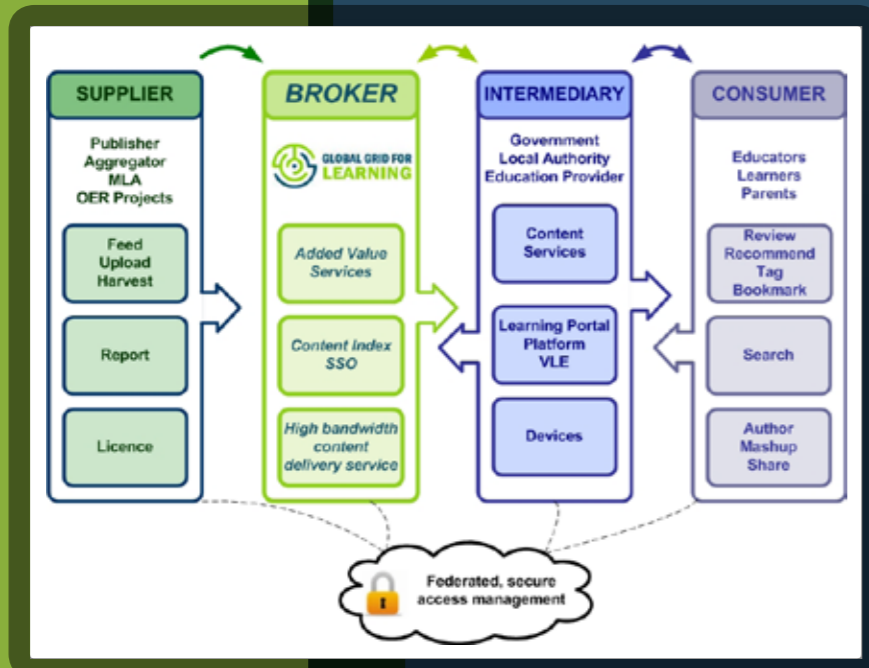
Cambridge University Press, one of the biggest and most trusted names in publishing, has developed a complete global digital distribution solution for content providers to education markets worldwide – Global Grid for Learning.

For more information, visit us at www.globalgridforlearning.com

Who we are

Global Grid for Learning (GGfL) is a service from Cambridge University Press aimed at connecting educators and students at all stages in education to a single source of high quality, educationally relevant, digital learning resources from multiple content providers. In so doing, GGfL's goal is to become the leading content broker for education markets worldwide.

At the heart of our strategy is the GGfL Library, the GGfL Learning Platform, and our web service, GGfL On Demand. Through these services, GGfL is working to bring the open content movement and the commercial publishing industry together to provide universal, affordable and equitable access for educators and their students to a diverse range of high quality, digital learning resources.



Our role in education markets

What we offer

- ❖ **Easy access** to high quality, classroom-safe, digital learning resources
- ❖ **Copyright-cleared learning objects**, video clips, audio files, images and text documents that are ready to incorporate into lessons, activities and coursework
- ❖ **Professionally developed learning resources** sourced from trusted providers, including some of the leading brands in educational publishing
- ❖ **An easy-to-use search** giving educators and students instant access to the content they need
- ❖ **Interoperability** with the most commonly used ICT software and infrastructure in education markets worldwide giving educators and students access to the content they need, when they need it and through whatever educational software or device they choose to access it

- Learning Objects
- Video
- Audio
- Images
- Documents



Global distribution
GGfL's content services represent quick, easy and low risk ways for you to generate incremental revenues from education markets that you might not otherwise be able to access.

Reduced costs in accessing education markets worldwide
GGfL manages all the distribution and sales activities and can deliver your content to thousands of its end users through our existing software integrations and distribution partnerships.

Repurpose and reuse content
GGfL's services enable you to repurpose or reuse existing and legacy content and expose it to new education markets worldwide.

Single service solution
GGfL reduces, and in some cases eliminates, the need to support multiple metadata and system interoperability standards.

Marketing
GGfL can also help you raise the profile of your content brand(s) within education markets worldwide by:

- displaying logos along with content in search results
- spotlighting content providers in our brochures and on our websites
- seasonal promotion through our sites' homepages and blog

Open and equal platform
Open source resources can be made available through www.globalgridforlearning.org, for which there is no charge.

