

The background is a dark blue grid of 20 video thumbnails. Each thumbnail contains a play button icon and a video player interface with a progress bar and volume icon. The thumbnails depict various educational topics: a person's face, cartoon fish, a toucan bird, a cluttered desk, a geometric diagram of a rectangle, a clock showing 12:00, a map of Africa, a mechanical device, a woman's portrait, a cartoon character, mathematical formulas, a landscape, a person reading, a globe, a group of people, a toucan bird, a human head profile, a person in a lab, a person in a lab, a person in a lab, a person in a lab, a person in a lab, a person in a lab, a person in a lab, a person in a lab, a person in a lab, a person in a lab.

booclips

**MAKE LEARNING MORE CAPTIVATING
WITH VIDEO**

Prepared for _____
January 23rd , 2020

Video in the classroom
isn't what it used to be.

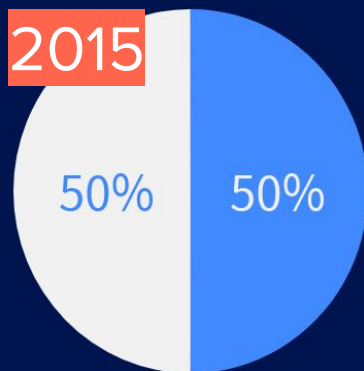
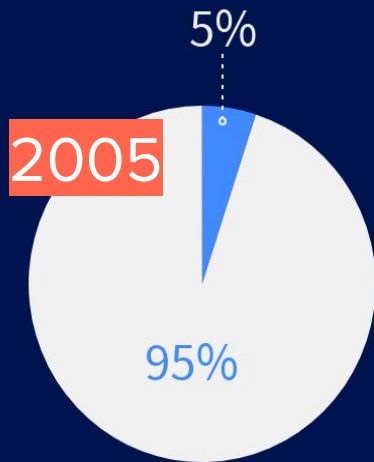


Today ...

Video is the king of edtech in the classroom.

—COMMON SENSE MEDIA, 2019

- Video-streaming services are the most commonly used type of digital tool in the classroom ([SOURCE](#))
- 82% of teachers see students' demand for video in education increasing ([SOURCE](#))
- Over half of Millennials and GenZers prefer to learn through video ([SOURCE](#))
- 89% of higher ed faculty use online video services ([SOURCE](#))
- In higher ed, video is the 3rd most popular software type in use ([SOURCE](#))



PRINT



DIGITAL

“Amid industry disruption and uncertainty, successful publishers must focus on providing unmatched value to schools.”

(SOURCE)



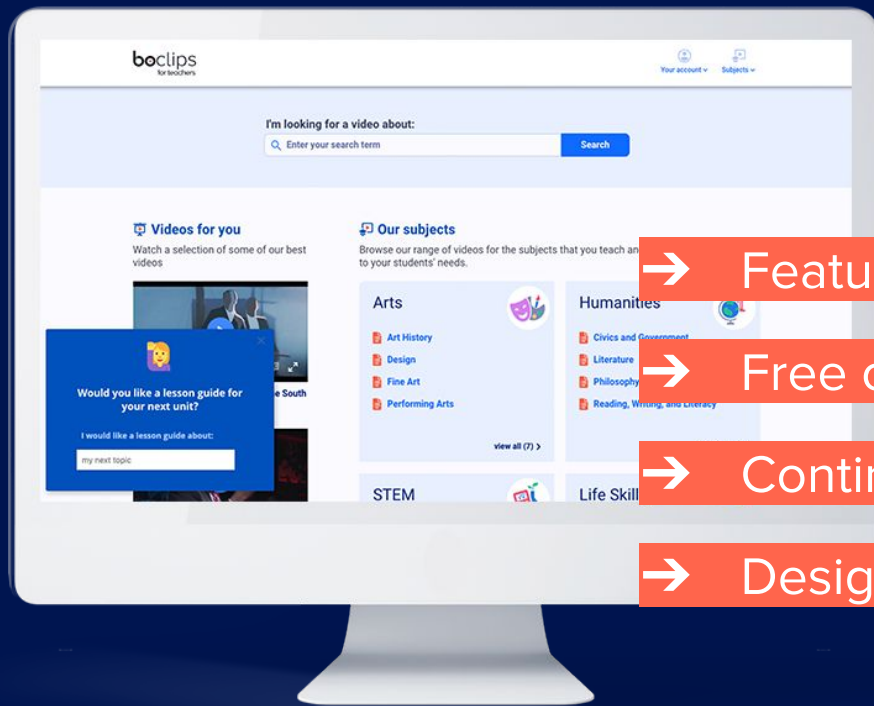
How?

- Providing digital natives the same engaging qualities of their favorite apps
- Providing quality, vetted products to complement OER
- Helping schools meet a variety of standards
- Helping teachers become more effective
- Ensuring accessibility of materials
- Supporting technology w/ customer support

The **answer** is video. The **solution** is:

boclips

for teachers



→ Featuring 1m+ curated educational videos

→ Free of distractions and copyright hassles

→ Continuously updated

→ Designed by teachers, for teachers



Banning comments won't fix
YouTube's paedophile problem. Its
algorithm is totally broken

Disabling comments on all videos of minors on YouTube is using a blunt instrument

Is A YouTube COPPAocalypse Coming? FTC
Rules Could Start Demonetizing Creators
In 2020

“While YouTube is packed with
information and tutorials, it can
also be a dangerous place for
students with misinformation
running rampant.”

—MICHAEL SYKES
AXIOS

“Working at YouTube on
recommendations, I felt I was the bad
guy in Pinocchio: showing kids a
colorful and fun world, but actually
turning them into donkeys to maximize
revenue.”

—GUILANNAUME CHALOT
FORMER YOUTUBE ENGINEER

YouTube under fire for
recommending videos of kids with
inappropriate comments

Long Reads

Children's YouTube is still churning
out blood, suicide and cannibalism

Children's search terms on YouTube are still awash with bizarre and sometimes






175+
content
partners

Distraction-free and topical

**Copyright
cleared**



How Boclips for Teachers stacks up

	 for teachers	 YouTube YouTube Learning	 Infobase Learn360	 SAFARI MONTAGE Video Streaming Library	 Discovery EDUCATION Streaming Plus
REFRESH RATE	DAILY	DAILY	PERIODICALLY	PERIODICALLY	PERIODICALLY
LIBRARY SIZE	1m+	500k	130k	16k	87k
CONTENT PROVIDERS	175+	1k+	< 800	70+	50+

When given the right tools, school leaders, teachers, and students can make video a vital, engaging part of their education experience.

With our videos and technology, Boclips can help ____:

**Provide a unrivaled
video solution**

to K12 and HE
classrooms with
exclusive streaming
rights

**Increase market
share**

of 5m primary and
secondary, 2m
post-secondary, and
400k workforce

Sell a new solution

with a proven
demand
(11k users and
counting!)

**Minimize
encroachment**

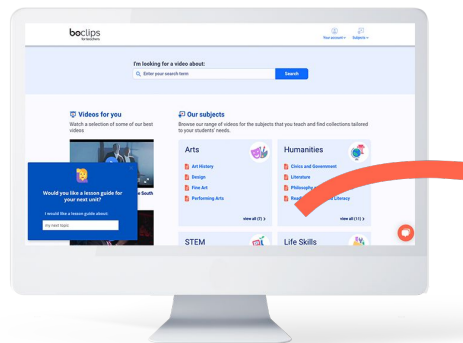
from competitors by
providing analogous
streaming service

How _____ can deliver videos via Boclips into schools

1.

RESELL BOCLIPS FOR TEACHERS

directly to _____ clients



WHAT WE GIVE YOU

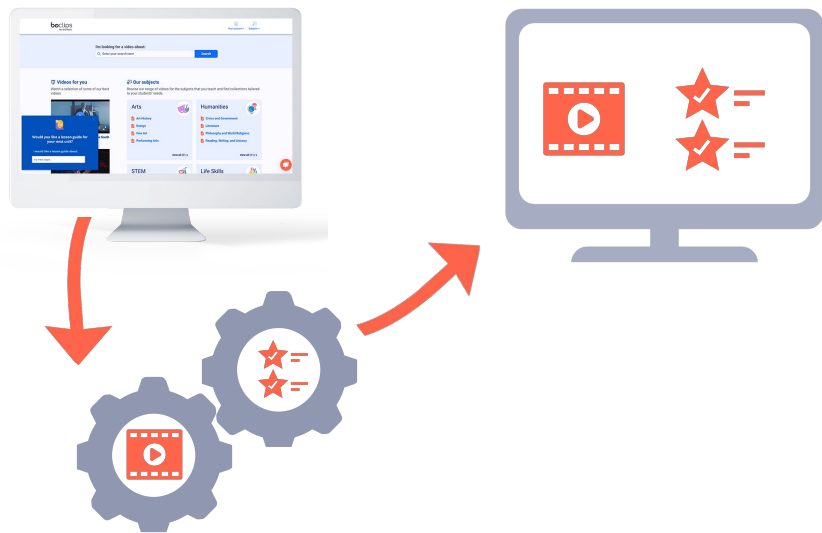
- Sales enablement and marketing tools to support acquisition
- Single sign-on (SSO) and technical integration
- Onboarding, training, customer support, and customer success for accounts

BENEFITS

- Immediate go-to-market
- No (or minimum) development needed?
- Set pricing models
- Revenue share

How _____ can deliver videos via Boclips into schools

2. **USE BOCLIPS API** to build customized learning experiences around our videos and features



WHAT WE GIVE YOU

- Robust API documentation so your dev team can tailor our educational services for your customers
- Consultancy services
- Curation support

BENEFITS

- Integrate to all _____ properties
- Exclusive rights in Canada
- Flexible pricing models
- Integration considerations
- Cost per user

How _____ can deliver videos via Boclips into schools

3. TAKE A HYBRID APPROACH

Start with Boclips for Teachers then begin slowly using API to develop a customized experience

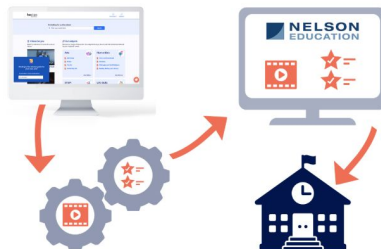
PHASE 1

Resell Boclips for Teachers



PHASE 2

Use Boclips API



WHAT WE GIVE YOU

- Quick start with our ready-to-go product
- SSO
- In the background we start engineering work
- We create tailored experiences within your products with shared user profiles, collections...

BENEFITS

- We can add value from day 0
- We can come up with new video based ideas as we go
- At all times, all the information for both our product and your features is consolidated and cohesive

Download customers



Integration customers



Ministry of Education
SINGAPORE



“Amid industry disruption and uncertainty,
successful publishers must focus on
providing unmatched value to schools.”

[\(SOURCE\)](#)

How publishers provide value:

- Providing digital natives the same engaging qualities of their favorite apps
- Providing quality, vetted products to complement OER
- Helping schools meet a variety of standards
- Helping teachers become more effective
- Ensuring accessibility of materials
- Supporting technology w/ customer support



boclips

boclips

www.boclips.com

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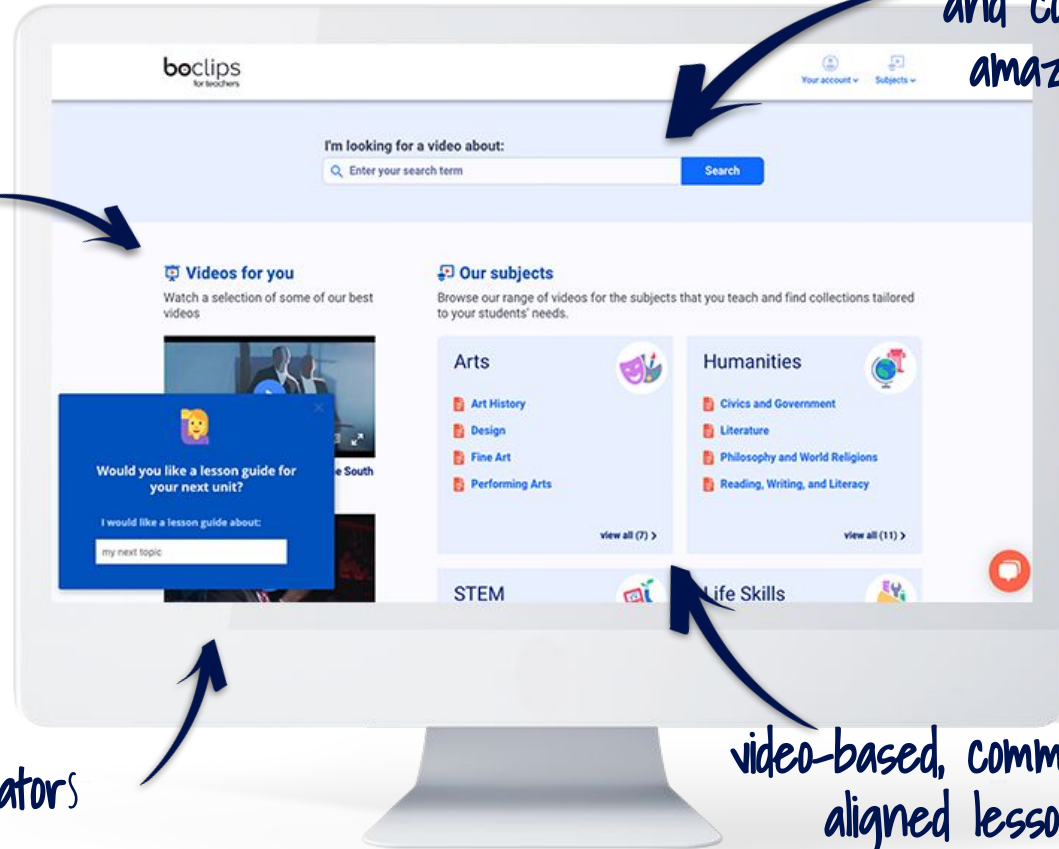
Appendix

FEATURE COMPARISON

		 YouTube	 Infobase		
TEACHER-RATED CONTENT	●				
BEST-FOR TAGS	●				
US CURRICULUM/STANDARDS-ALIGNED	●		●	●	●
SUPPLEMENTARY TEACHING RESOURCES	●		●	●	●
RESULTS FILTERED BY AGE, SUBJECTS, & DURATION	●		●	●	●
GOOGLE CLASSROOM INTEGRATION	●	●	●	●	●
CUSTOM SEGMENTED SHARING	●	●			
VIDEO COLLECTIONS	●	●	●	●	●
STUDENT ACCOUNTS & TRACKING	●		●	●	
SUBJECT AND AGE TAGGED CONTENT	●				

smart search for videos
and collections and
amazing filters

personalized
content based
on profiles

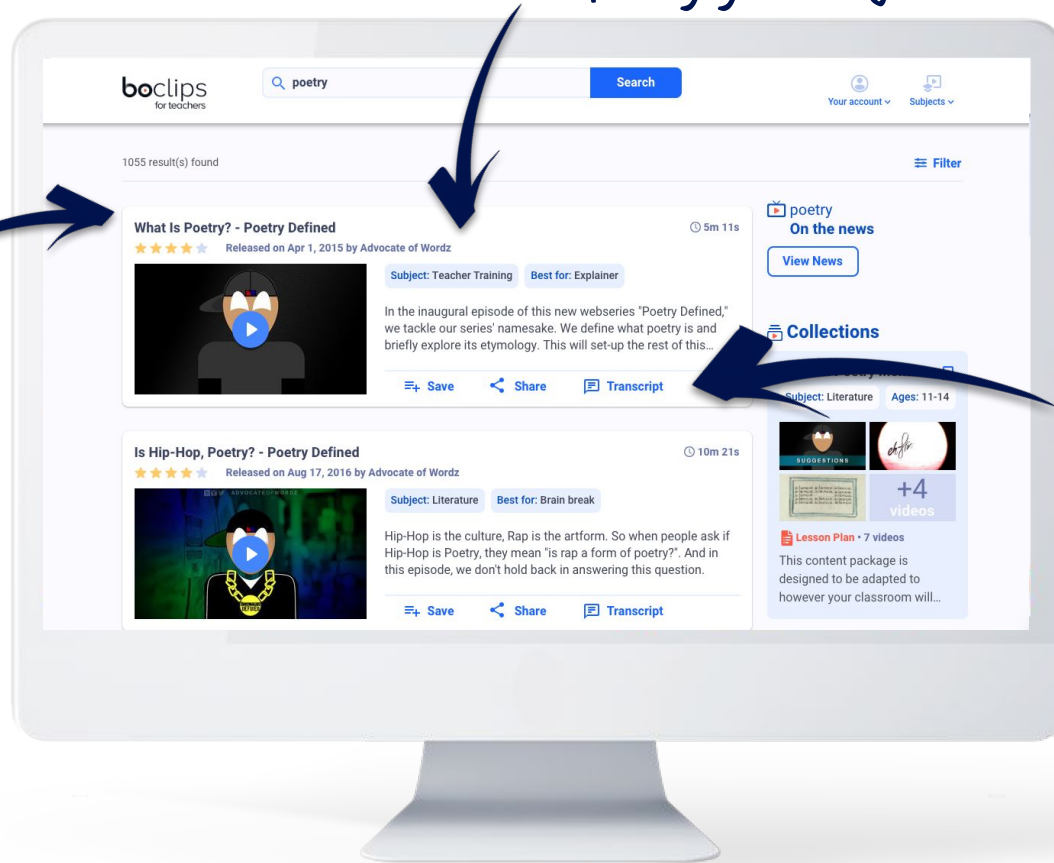


proposed by actual educators

video-based, common-core
aligned lesson plans

pedagogical subjects & tags!

educator
curated ratings



downloadable
transcripts and
all sorts of
integrations and
tools to share
your own
collections

I'm looking for a video about:

Enter your search term

Search

Videos for you

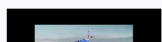
Watch a selection of some of our best videos



UN Global Goal 4: Quality Education (Ages 5 - 11)



TED-Ed: Fresh water scarcity: An introduction to the problem - Christiana



Our subjects

Browse our range of videos for the subjects that you teach and find collections tailored to your students' needs.

Arts

- Art History
- Design
- Fine Art
- Performing Arts

view all (7) >

Humanities

- Civics and Government
- Literature
- Philosophy and World Religions
- Reading, Writing, and Literacy

view all (11) >

STEM

- Biology and Life Science
- Computer Science
- General Science
- Mathematics

Life Skills

- Career Preparation
- Early Childhood
- Health and Nutrition
- Social and Emotional Learning

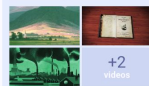
Arts > Art History



Video collections

Romanticism and the Future

Subject: Literature Ages: 14-16



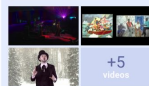
+2 videos

Lesson Plan - 3 videos

The Romantic movement emerged in both art and literature as a response to industrialization, creating a yearning for the...

Art, Abolitionism, and Activism

Subject: Fine Art Ages: 14-18



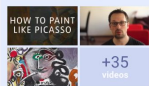
+5 videos

Lesson Plan - 3 videos

In the era of Abolitionism, anti-slavery activists and artists documented the reality of enslavement and made art to change the...

Picasso

Subject: Art History Ages: 9+



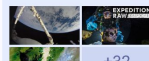
+35 videos

28 videos

Spending most of his adult life in France, and arguably the most important artist of the 20th century, these videos explore his...

Impossible Field Trips

Subject: Geography and Earth Sciences Ages: 7+



+22 videos

Art

Subject: Art History



+12 videos

Romanticism

Subject: Literature Ages: 11+



+12 videos

Content

- Over 100,000 classroom-ready video clips
- Video formats include animations, lectures, short documentaries, breaking news, and historic moments
- Cross-curricular coverage for all grades and age levels (K12)
- Features exclusively short-form videos (most under 10 minutes) to improve engagement and focus

Teacher collaboration and peer support

- Teacher ratings on videos (1-5 stars) promote popular content
- Best-for tags allow teachers to indicate how they would use with their class: brain break, hook, experiment, context builder, review, explainer
- Customizable collections allow teachers to create, save, and share video collections, which are browseable by subject
- Closed teacher Facebook community gives other teachers the ability to learn from each other

Boclips support & resources

- Video-first lesson plans
- Knowledge base of help articles
- Live and recorded webinars
- Video how-tos
- Downloadable Video Learning Strategies
- Online chat & email support

Search & filter

- Filter video results based on subjects
- Transcript-bolstered search improves search results

Sharing & integration

- Integrates with Google Classroom
- Teachers can share links to individual videos with students or use those links with any learning management system
- Videos stream on video player
- Segmented playback allows teachers to share only the part of the video that's relevant

Accessibility

- Instructional videos feature built-in transcripts and closed captioning
- Content supports SEM learning, ELL, SEMH, ADHD, and other areas of need

Technical

- Browser-based platform eliminates the need for special hardware or software
- Responsive design ensures compatibility with any device (computer, tablet, or phone)
- Videos can be accessed on demand 24/7 from any location
- Google and Microsoft single sign-on

What makes Boclips unique?



Bringing the world's best educational videos safely into the classroom.

Video-streaming services have become the most popular type of digital tool K-12 teachers use with students, making educational video platforms the “king of edtech” in today’s classroom.¹ Despite the proven benefits of video for learning and engagement² and students’ demand for more video,³ free video services like YouTube and Netflix have raised important issues around content quality and the harmful nature of inappropriate comments and ads, as well as fair use and copyright. Traditional paid platforms like Discovery Education, Safari Montage, and Infobase alleviate these concerns, but they come with their own challenges and limitations: dated content, smaller video repositories, expensive hardware, and intensive onboarding, to name a few.

Only Boclips provides teachers access to the largest educational video library available on the market today so teachers can discover, curate, and use videos safely in their lessons. All 2 million+ video clips in the Boclips’ platform are copyright-cleared, ad-free, and sourced from over 150+ providers to support learning objectives across subject areas and age levels. The platform makes it easy for educators to organize, rate, share videos to maximize in-class and student-usage measures. As a web-based app, Boclips does not require additional hardware or software and provides onboarding support and materials to get teachers up and running with minimum effort.

NOTES

1. [Common Sense Media](#)
2. [IUP](#)
3. [Kaltura](#)

Original

boclips

WORLD OF VIDEO

Prepared for Nelson Education

January 23rd , 2020

What we know

6-9hrs

the average time 8-18
year olds spend
consuming digital media
each day

[Common Sense Media](#)

20.9hrs

the average time
13-24-year-olds spend
watching online videos
each week

[Defy Media](#)

47%

of GenZ students spend
over 3 hours a day on
video platforms daily

[Pearson](#)

80%

the amount of internet
traffic expected to be
online videos by 2020

[Cisco](#)

Educational video is **valued by teachers** ...

90%

of educators
agree or
strongly
agree that
video plays a
critical role in
education¹

92%

of educators
believe video
helps them to
be more
effective
teachers²

... and has  **proven pedagogical power.**



Introduce complex concepts



Provide real-world context



Reinforce ideas

¹[Kaltura](#) ²[Corporation for Public Broadcasting](#)

What We Offer

The Boclips for Teachers video platform provides teachers with the content, tools, and strategies they need to use video in the classroom safely, easily, and with maximum effectiveness. Packed with over 1 million high-quality videos and an array of standards-aligned resources, our flexible platform empowers teachers to enrich lessons with video whenever, however, and wherever they see fit.



World Class Videos

With over 1 million educational videos from the world's leading content producers, our videos are hand-selected by teachers FOR teachers and aligned to global curricula.



Teacher Friendly Features

Our videos are searchable by subject, age level, and curriculum to save teachers time, while our platform allows teachers to share, edit, and store videos.



Distraction Free Content

Specifically designed for educational purposes, our videos are free from advertising and inappropriate content to keep the focus on deepening students' learning.



Worry-Free Viewing

With a closed platform that safeguards security and privacy and rights-ready content, teachers can now use videos in the classroom with complete peace of mind.

Our Value Proposition to Nelson



Nelson Growth

Increase market share
~ 5 million students in Primary
and secondary
~2 million in post secondary
~400k in workforce training

Increase Price

How sensitive our your
client with OER, competitors,
etc.

Sell new solutions

Offer the market a new
solution that already has proven
demand (+Boclips)



Differentiator

Boclips can provide and
unrivaled solution in the
education streaming space.

130+ publishers, 1 million
videos, and a tested and
proven solution to bring
engaging and safe video
resources into the
classroom



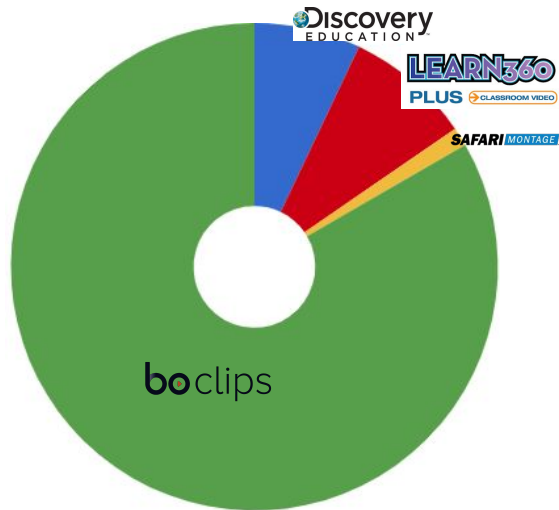
Minimize Encroachment

Increasingly organizations
like Discovery, Safari
Montage and Infobase are
targeting market expansion
into Canada.

By providing an analogous
streaming service you can
keep you clients before
they even begin to have
these dialogs

How We Compare

There are many resources for video to the classroom, from Youtube to Netflix, but the challenge becomes how do you get the right resources at the right price. Often the video libraries available come with a price to enter and a variety of additional costs and packages that significantly complicate the solutions and limit users access to only a subset of required videos



Dynamic Content: Unlike our competitors Boclips content is updated daily by new content and content partners.

Boclips User : "Content is student-safe, organized and your lessons are planned. What could be better?"

- Our Current Reach Pilot for first 6 months with over 10000 teachers
- Currently 7 District design partners supporting
 - 276 Schools
 - 12,351 Teachers
 - 181,467 Students

Our Business Model

At Boclips, we are different. Our company was founded to address the challenge of video access and use in the classroom, not to provide another bloated video based curriculum solution. We believe school leaders, teachers and students, when given the right tools can make video a more important and engaging part of their education experience.

There are three key pillars to Boclips that delivers on this mission and provides value to the end users which focus on currency, relevancy and choice



Content

Always adding new
content partners

Nightly uploads

Never stale



Technology

Built on standards

Enterprise level search

Responsive Design



Curation

We provide lexile and
subject level alignment

Tools for you to curate and
share

Video based lesson plans
to get started

Nelson + Boclips

We envision a partnership that provides significant content value and helps Nelson support its digital vision. Steven Browns vision of “**...new technologies and giving kids the choice to learn how they want to learn**” is exactly what we believe and we can help Nelson deliver on it. On dynamic library of world wide content delivers the type of instructional and news video that your consumers demand and have come to expect in their learning journey.



Reseller

- Immediate go to market
- Exclusive rights in Canada
- Set pricing models
- Revenue Share



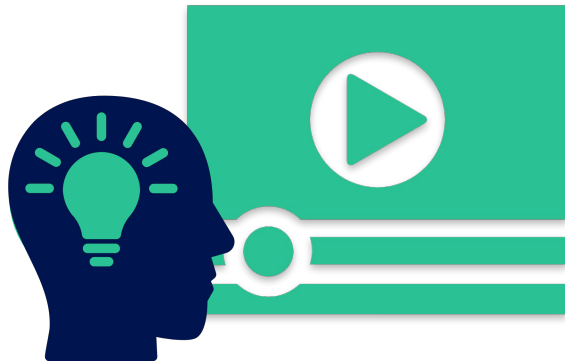
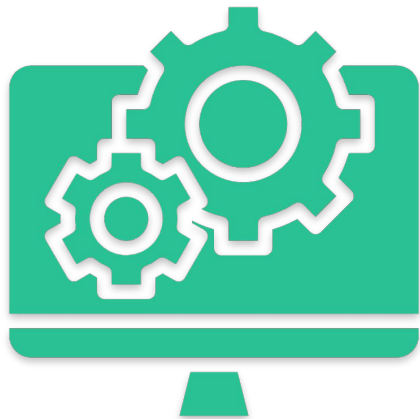
API Integration

- Ability to integrate to all Nelson properties
- Exclusive rights in Canada
- Flexible pricing models
- Integration considerations
- Cost per user

Imagine a world

1

You use our API documentation to build a customized learning experience for your users around video.



2

Through our API integration, you gain **instant access** to Boclips' video repository

boclips

2m+
Clips

160+
Brands

40+
Subjects

3

Your users watch safe, rights-ready videos from our library without ever leaving your platform.



Integrate & stream videos

Seamlessly integrate our videos into your digital resources with our API or LTI. Your users can play videos from our library without leaving your learning environment.

Features and benefits

- 100% rights-ready videos delivered via API or LTI
- On-demand access to our entire library of 1m+ rights-ready videos
- Access to current events and news, updated daily
- Education-focused, open-source video player
- Content performance insights
- Closed captioning and transcripts*

**Add-on service*

Pricing

- Flexible: Pay per view or pay upfront

YouTube under fire for recommending videos of kids with inappropriate comments

Natasha Lomas @riptari / 3 months ago



WIRE



WIRE

Technology | Science | Culture | Gear | Business | Politics | More

Policy

What is Article 13? The EU's divisive new copyright plan explained

Article 13 of the EU's new copyright directive has sparked huge controversy online, with YouTube campaigning strongly against the proposal. We explain why

By MATT REYNOLDS
15 Apr 2019



YouTube

Banning comments won't fix YouTube's paedophile problem. Its algorithm is totally broken

Disabling comments on all videos of minors on YouTube is using a blunt instrument to tackle a precise problem

Home | Millionaires | Creators Going Pro | Insights | Data | Cover Stories | YouTube | Branded En



Videos? Yes.
Curation? No.
Quality control? No.
Distraction free? No.

Is A YouTube COPPAcalypse Coming? FTC Rules Could Start Demonetizing Creators In 2020

Conclusion