

# Key Indicators in DIGITAL EDUCATION and MOBILE SERVICES FOR KIDS

Ferdinand Habsburg / Da Vinci Media Founder & CEO

**Da Vinci** 



# FUTURE OF JOBS: RELEVANCE OF STE(A)M

- 65% of kids today will be employed in jobs that do not exist today
- The jobs will be mostly in STEM related fields
- At current, neither traditional nor digital media have embraced this challenge for our society
- In particular, students are not being taught computational thinking to solve real world problems



*»I think if you had to make a choice, it's more important to learn coding than a foreign language. I know people who disagree with me on that. But coding is a global language; it's the way you can converse with 7 billion people.«*

**McKinsey Global Institute:  
JOBS LOST, JOBS GAINED:  
WORKFORCE TRANSITIONS  
IN A TIME OF AUTOMATION  
Dec 2017**



# JOBS LOST GAINED CHANGED

Automation will bring big shifts to the world of work, as AI and robotics change or replace some jobs, while others are created. Millions of people worldwide may need to switch occupations and upgrade skills.

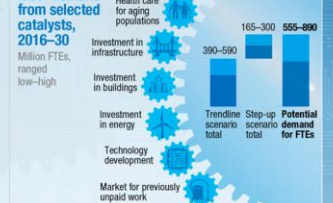
## Scenarios for automation adoption, 2016-30

Under midpoint scenario, % of work hours with potential to be automated



Workers displaced under midpoint automation scenario: **400M**

## Scenarios for labor demand from selected catalysts, 2016-30



## Jobs of the future: some occupations will grow, others will decline, and new ones we cannot envision will be created



## Workforce transitions



## Priorities for policy makers and business leaders

- ECONOMIC GROWTH**  
Ensuring robust demand growth and economic dynamism; economies that are not expanding don't create jobs
- SKILLS UPGRADE**  
Upgrading workforce skills, especially retraining midcareer workers, as people work more with machines
- FLUID LABOR MARKET**  
The shifting occupational mix will require more fluid labor markets, greater mobility, and better job matching
- TRANSITION SUPPORT**  
Adapting income and transition support to help workers and enable those displaced to find new employment

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# WILHELM VON HUMBOLDT: BILDUNG FÜR ALLE

- **Democratization and affordability of access to education**

MOOCs like Coursera and EdX have opened the wide access, Babbel & Khan Academy Kids demonstrate the shift in digital learning patterns.

- **Currently, the public sector can only partially provide solutions in the near future**

In many countries, schools are failing our children. They were designed for a manufacturing era, not an information era / economy. In Germany, for instance, we expect it would take 10 years to properly embrace digital learning; the private sector is filling the gap; big educational conglomerates are stuck with legacy issues; innovation is coming from new companies.

Wilhelm von Humboldt (1767 – 1835) was a German philosopher and linguist, who made important contributions to the theory and practice of education, which impacted the educational system in Germany, USA and Japan.

- **Is current curriculum still relevant?**  
All digital skills are learnt outside of school; applied sciences are underrepresented; teachers and parents are struggling to embrace resources for digital learning.
- **YouTube** is de facto replacing teacher, homework helpers and partly even schools: **one click away from the answer!**
- It's about: **Data Visualization**, **Systems Thinking**, **Experiential Problem Solving** **Advanced Mathematics** & **Logic Coding**.



# FLIPPED CLASSROOM: IT IS HAPPENING

In future, homework / interpretation will be done with the teacher, whilst learning the topics will be exposed to pupils with video, games or similar

- Traditional educational companies and teachers have something in common: there is a huge supply-demand gap for quality education.
- Learning based stimulation will begin to replace teachers & formal schools.
- Gamification of learning processes and connected centers of experiential learning will motivate children in new ways.
- In Singapore, spending on Private Tuition for kids has doubled since 2014 to SG \$ 1 Billion in 2017.

*Adaptive software can replace 75% of what a teacher does. No, apps can't replace teachers, but in terms of the way teachers spend their time, adaptive software—whether minor or major in scale—can automate the bulk of these tasks. Ideally, this would free teachers for more human and emotionally complex interactions, provided strategic adjustments are made.*



# LOVING LION PARENTS REPLACE TIGER MOM: THE IMPORTANCE OF SOFT SKILL LEARNING

- In the Singapore context, it's the 'Loving Lion' new-age parents who are concerned about helping their children pursue their passions and build character. They go beyond academic results to provide a happy environment for their kids. \*

\* Source: 2016 Institute of Policy Studies, Survey of 1500 Singaporean and PR parents. 30% of respondents belonged to 'Loving Lion' category.



*Education is a big challenge now. If we do not change the way we teach, we will be in trouble. The things we teach our children now, are the things of the past 200 years. It is knowledge based. We cannot teach our kids to compete with machines, they are smarter. We have to teach them something unique, so a machine can never catch up with us. Values, believing, independent thinking, teamwork, care for others, music, arts. Everything we teach should be different from machines.»*

Jack Ma, Founder of Alibaba,  
at World Economic Forum Davos,  
Jan 2018



**VIDEO IS THE FUEL FOR THE  
EDU REVOLUTION,  
AND IT IS TRANSFORMING  
THE LEARNING EXPERIENCE**



# MOBILE DEVICES & KIDS: THE NEW TOBACCO?

- **Two Major Apple Shareholders Push for Study of iPhone Addiction in Children:**

Apple, they said, would enhance long term shareholder value and showcase it's innovative spirit if it offered parents more tools to manage their children's wired life.

- **Silicon Valley Parents send their kids to Montessori schools:** they encourage imagination through play until brain is fully developed, and often they keep the children away from digital devices until age of 14.



# MOBILE DEVICES & KIDS: THE NEW TOBACCO?



Snapchat turns conversations into streaks, redefining how our children measure friendship.



Instagram glorifies the picture-perfect life, eroding our self worth.



Facebook segregates us into echo chambers, fragmenting our communities.

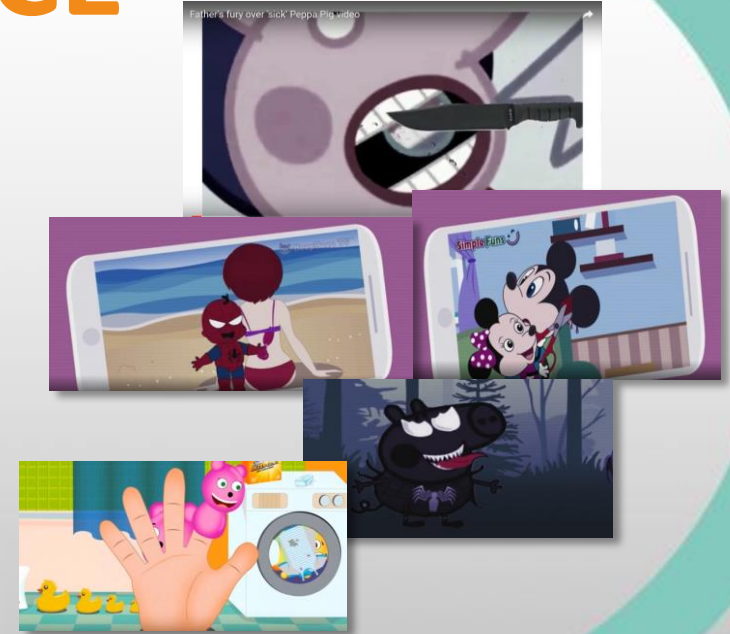


YouTube autoplays the next video within seconds, even if it eats into our sleep.

# YouTube is among kids' favorite brands

## BUT IT IS NOT A SAFE PLACE

- Something is terribly wrong with many “kids” videos on YouTube Kids
- YouTube Kids has some dark corners: a great number of YouTube videos aimed at children contain creepy, disturbing, violent and sexual content. Some even border on child abuse.
- On YouTube Kids, there is no real and honest curation, because the business model is about maximizing ad revenue.
- According to a recent survey, YouTube is bigger distraction to children's homework than television



“Facebook, Twitter, Instagram, Google have produced amazing products that have benefited the world enormously. But these companies are also caught in a zero-sum race for our finite attention, which they need to make money. Constantly forced to outperform their competitors, they must use increasingly persuasive techniques to keep us glued. They point AI-driven news feeds, content, and notifications at our minds, continually learning how to hook us more deeply—from our own behavior. Unfortunately, what's best for capturing our attention isn't best for our well-being.” Tristan Harris

## MOBILE DEVICES & KIDS: THE NEW TOBACCO?

# CHOICE PARALYSIS

CURATION IS NEEDED | QUALITY OVER QUANTITY | THE DIGITAL ATTENTION CRISIS

# KEY INDICATORS in Digital Education

- High demand for digital educational product (both soft skill as well as curriculum based) across the globe
- Lower sensitivity on consumer side for premium pricing in education than in entertainment (Byju's, ABC Mouse)
- There is an abundance of sources, but little curation / bundling / aggregation
- STEM is the only curriculum which is globally relevant
- Consumers are spending on digital education product in addition to the public offering
- There is an increase pressure on public sector to embrace digitalization of the educational sector
- There is a gap between demand and supply





# Da Vinci Kids

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INNOVATION LABS

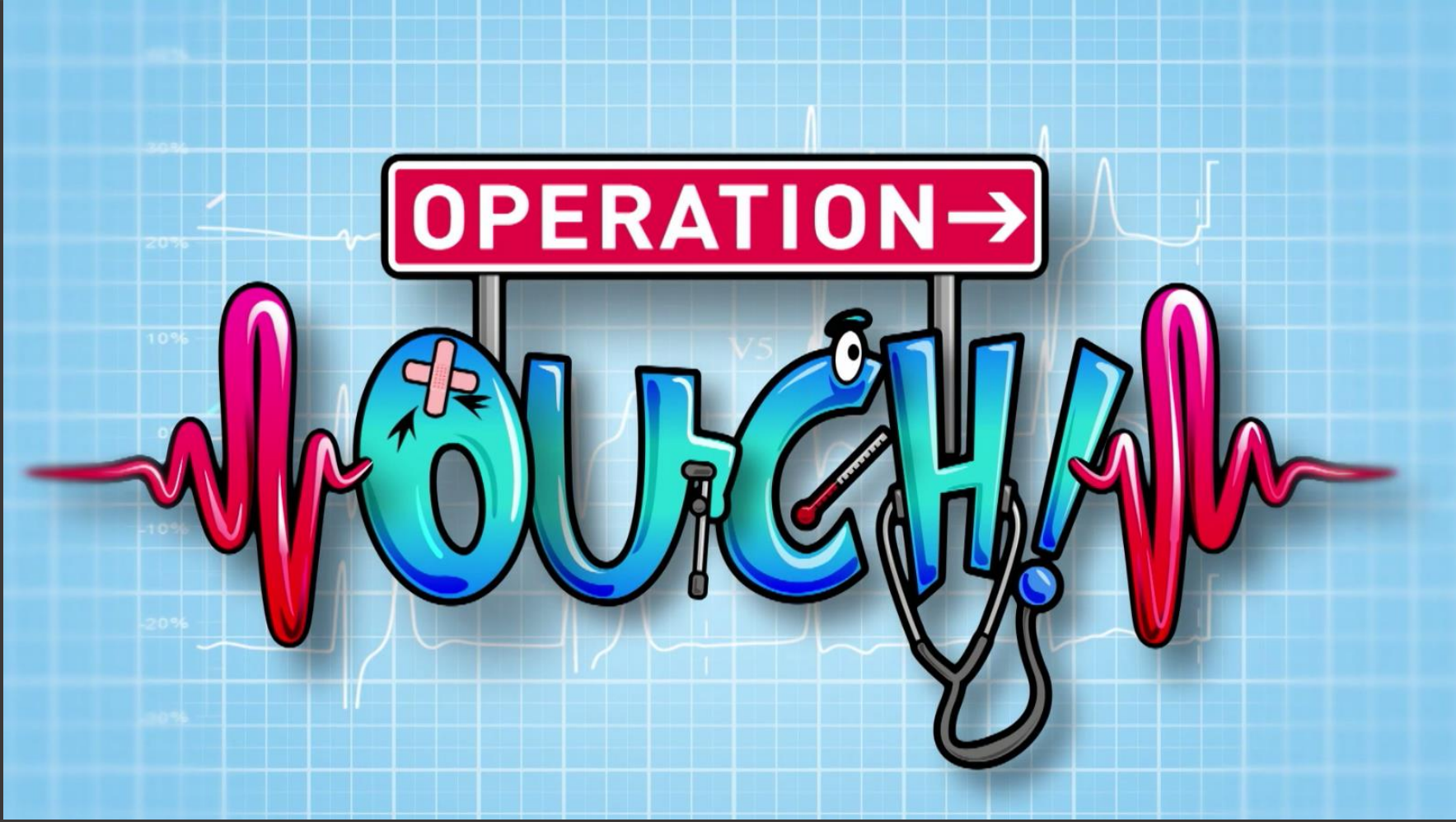






OPERATION →

NO TOUCH!



# About Da Vinci Media

- Berlin based company with offices in Warsaw, Istanbul and Singapore
- Core expertise of the company is creating, curating and distributing fun educational videos for children, with a focus on Soft Skill learning and STEM learning
- Operates Da Vinci Learning, an educational TV channel reaching 35 Mio subscribers and families in 19 different languages in Europe, Asia and Africa
- Operates Da Vinci Kids (<https://www.davincikids.tv/>) , an SVOD product with fun educational videos for children
- Developing a video based app for children to learn STEM



# Da Vinci

Da Vinci Media GmbH  
Mehringdamm 55  
10961 Berlin, Germany

Switchboard: +49 (0)30 40 50 46 8-0

Fax: +49 (0)30 40 50 46 8-16

Email: [fhabsburg@davincitv.net](mailto:fhabsburg@davincitv.net)



Thanks

