

GCSEPOD IN NUMBERS –
1500 SCHOOLS IN 30 COUNTRIES SUBSCRIBE.
STATISTICAL BACKGROUND:

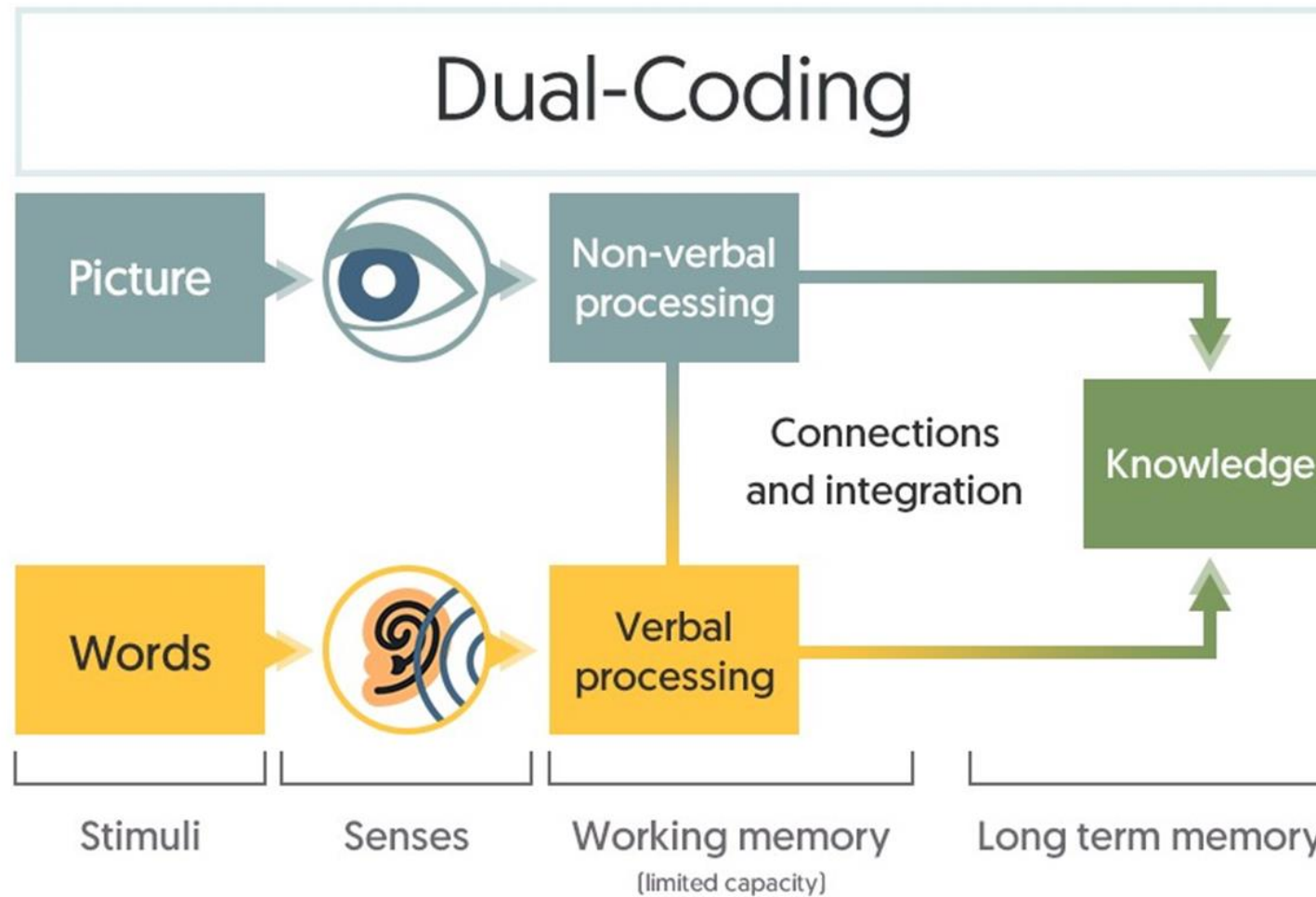


ABOUT GCSEPOD

- GCSEPod helps students acquire robust subject knowledge for each IGCSE/GCSE course they are studying
- Our content is closely mapped to the exam boards and presented as 3-5 minute 'Pods', our unique audio visual format, packed full of the facts students need to achieve the best results
- In the last 18 months, we've published a wide range of IGCSE content and continue to publish more all the time
- Launched in the UK in 2010, 1500 schools in 30 countries now use GCSEPod
- GCSEPod won Best Secondary Content at the BETT Awards 2018 – the Oscars for Education Technology.
- We won the same award in 2015, and were finalists in 2019.
- GCSEPod helps students progress and improve results: see more details below



The Science behind GCSEPod



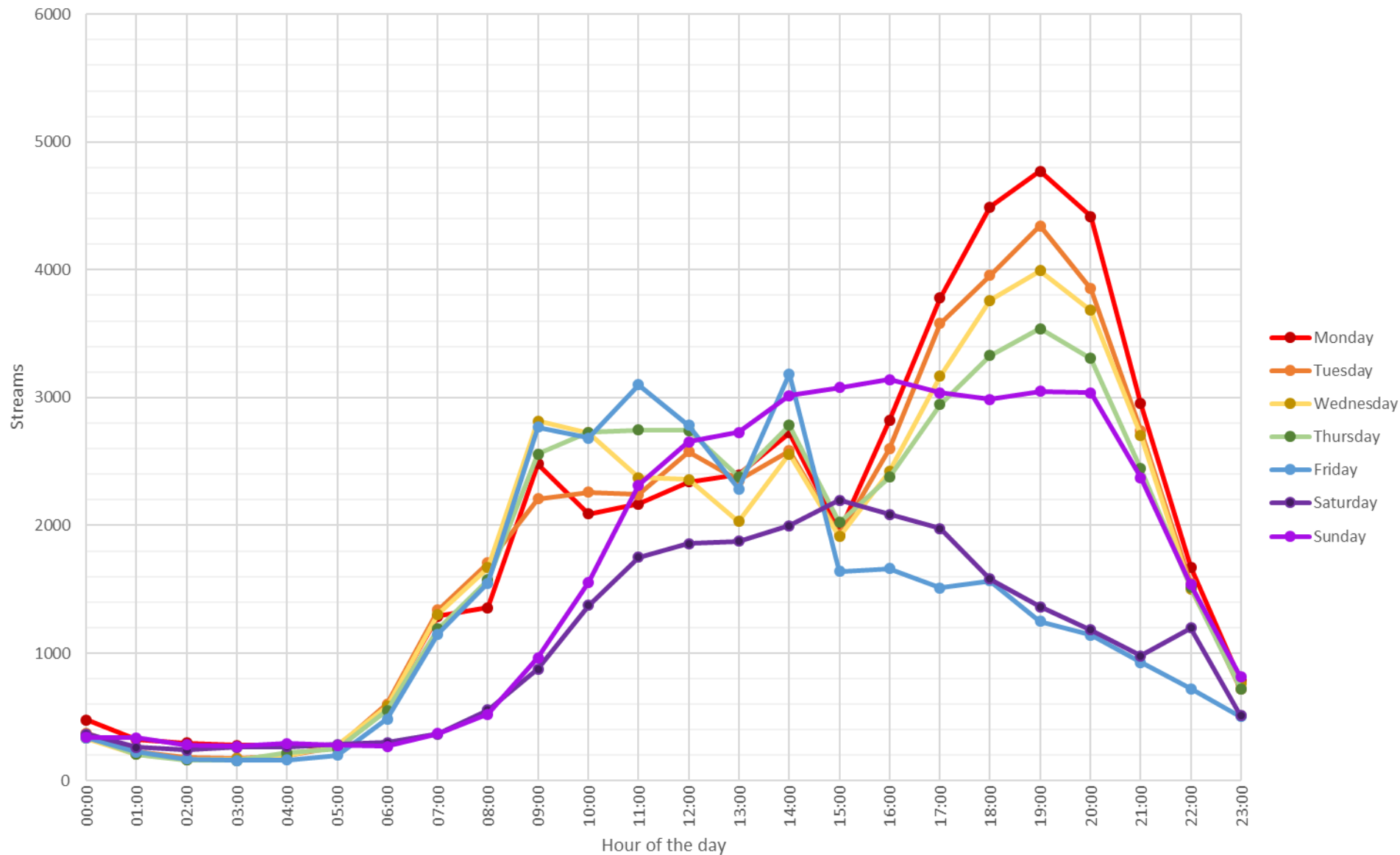
2017/18 USAGE

KEY FACTS

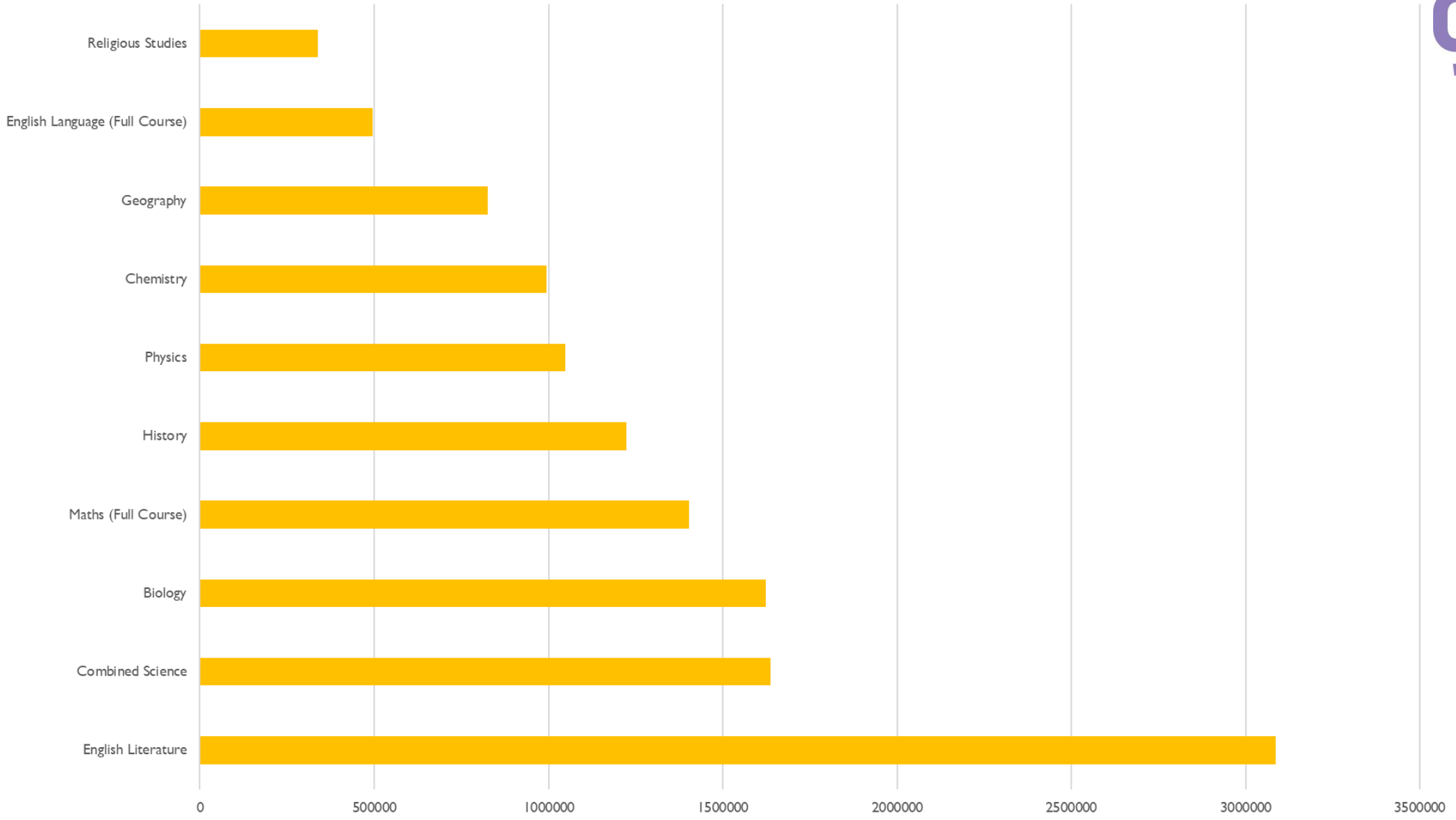
- Students streamed **13,5827,326** Pods between 1st September 2017 and 31st August 2018
- That's **79%** increase from last year's **7,572,581!**
- The most popular time for using GCSEPod was 18:00, and the least 03:00
- In May, our busiest month, users watched **2,558, 573** pods
- 65,354 assignments were published by teachers
- 2018/19 usage to Jan 31st: **4,800,000**, compared to **4,100.000** last

Weekend Usage	After School Usage	Before School Usage	Out of School Usage	In-School Usage
23.1%	35.5%	10.0%	68.7%	31.3%

Average Usage by Hour (Spring Term) - 68.7% Outside of School Hours



Top 10 Subjects in 2017/18



TESTIMONIALS FROM INTERNATIONAL SCHOOLS AND STUDENTS

- We massively outperformed our predicted grades and our analysis shows that the subjects that performed the best correlated with those where the GCSEPod usage was highest. The students enjoy using it and it shows.
- Good news: our last group of students secured brilliant results in their final physics exams, thanks to GCSEPod
- Parents have been completely amazed by what GCSEPod has to offer. GCSEPod provides a lot of extra support to students and is particularly useful for students that are travelling a lot or involved in lots of other extracurricular activities. They can simply listen to the Pods in the car to keep up with school work.
- Of the 10 students with the highest GCSEPod English Language usage, 8 achieved a 7-9 grade, 8 achieved higher than their redirected grade (4 by 2 grades) and the remaining 2 were in line with school predictions. Great stuff!
- GCSEPod helped me so much during my GCSEs. It helped me understand the lesson after my classes in school. It was an easy form of revision because I could listen to it everywhere; in the car ride on the way to school or after school, during revision, in your room. GCSEPod helped me achieve my goal and I am forever grateful.



IMPACT

It's always difficult to isolate the effect of one resource alongside the influence of great teaching and a host of other initiatives. However a measure recently introduced in the UK gives some powerful evidence about the impact of GCSEPod on both student attainment and progress.

PROGRESS 8 AND ATTAINMENT 8 AN INTRODUCTION FOR INTERNATIONAL SCHOOLS

- In 2016, new accountability measures were introduced into schools in England
- Both are scored on student performance, using average grades across a selection of 8 subjects for the GCSE cohort
- Attainment 8 (A8) measures the actual GCSE grade performance compared to similar students nationally
- Progress 8 (P8) measures the average actual performance against predicted grade at age 11, compared to similar students nationally
- There is a clear correlation between high GCSEPod usage, length of time used and Progress 8 scores.
- The longer schools subscribe, the better the impact:

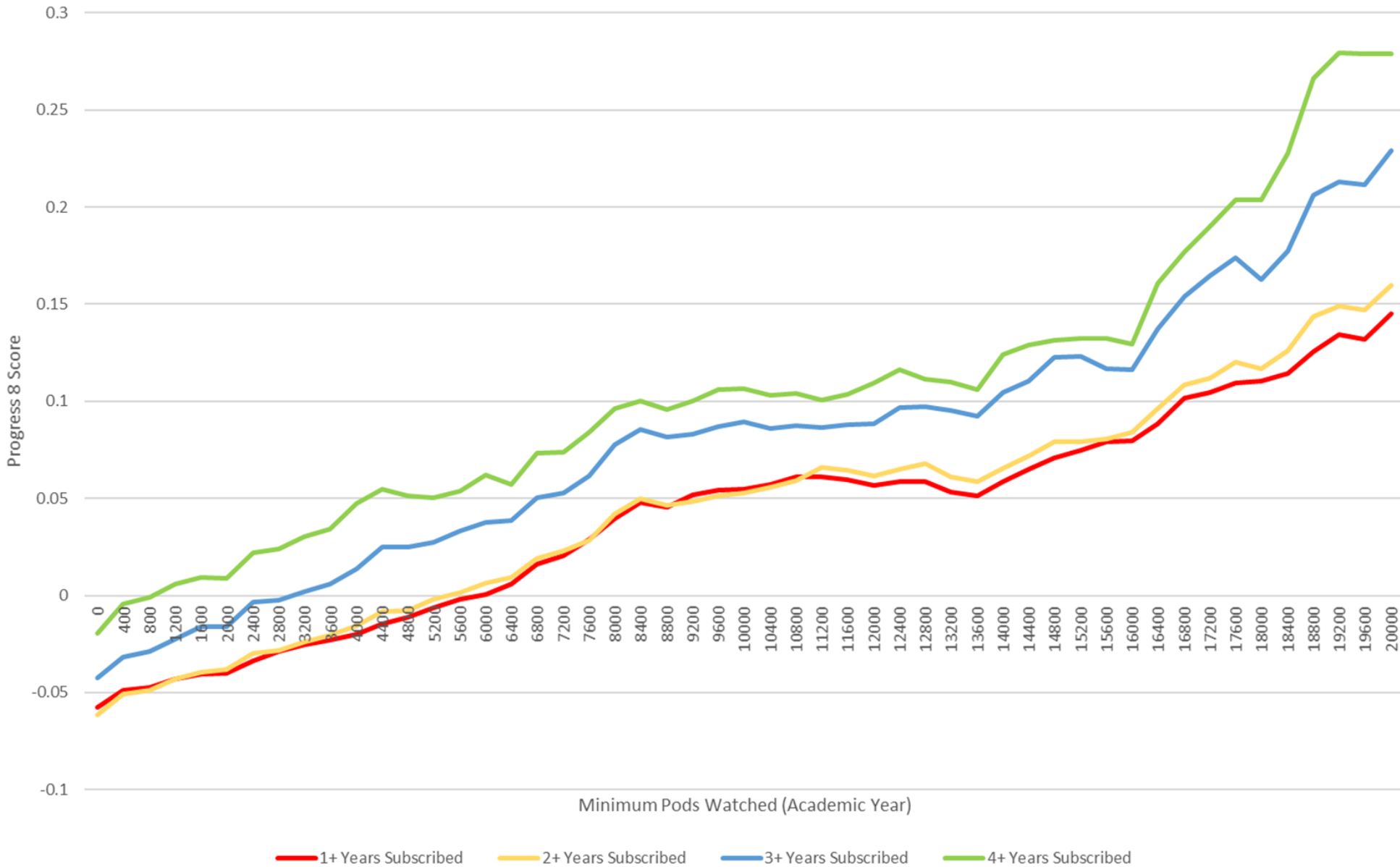


WHY IS THIS ALSO IMPORTANT FOR STUDENTS IN INTERNATIONAL SCHOOLS?

- The latest UK GCSE Specifications are far more rigorous than previously and the level is now very similar to IGCSE/International GCSEs. What works for GCSE students works for IGCSE students.
- Some international schools are now using P8 and A8 to measure their students' GCSE/IGCSE performance.
- *“Our analysis shows that the subjects that performed the best correlated with those where the GCSEPod usage was highest”* Rebeca Coulter, King’s School al Barsha



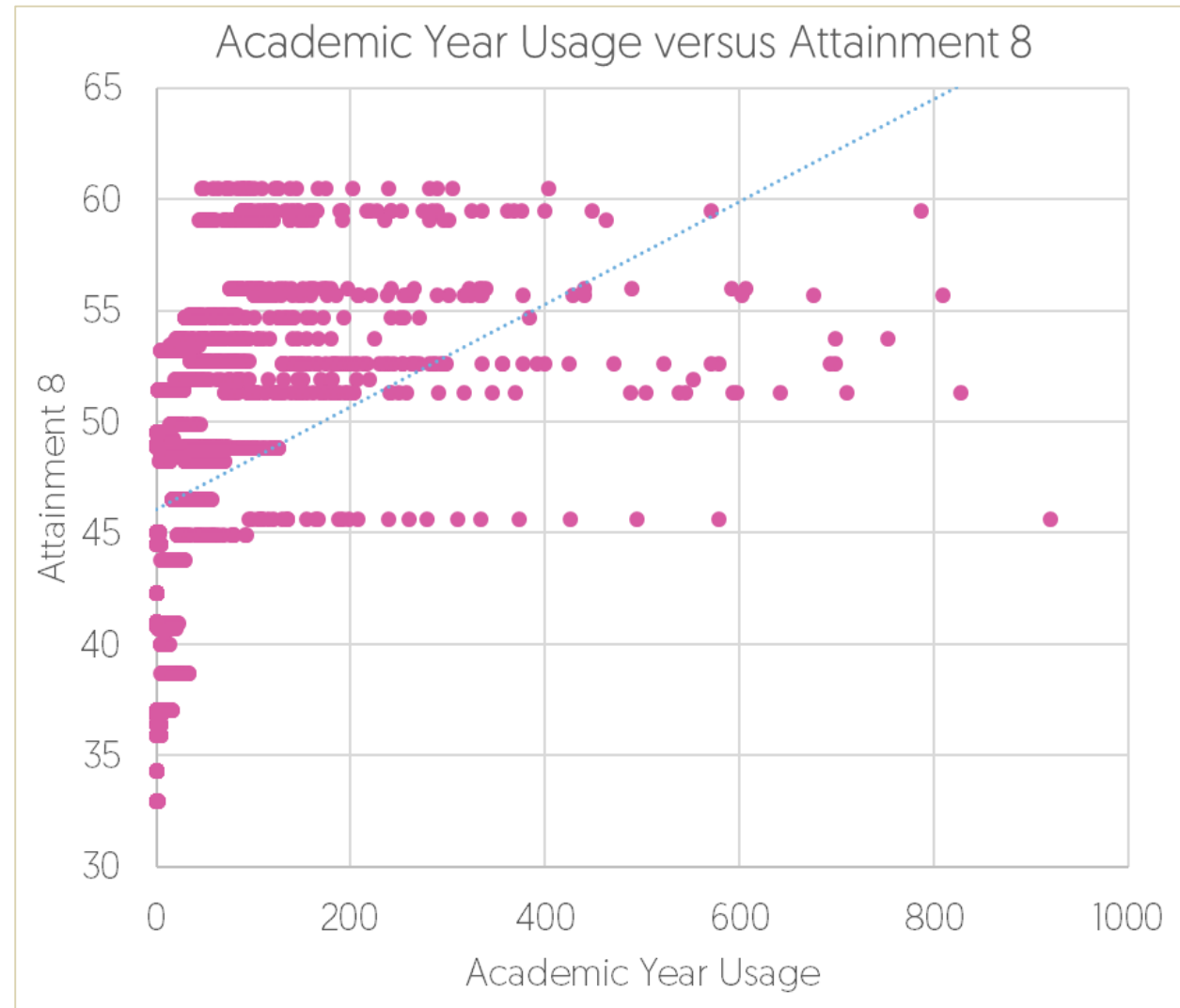
Progress 8 Scores in 2018 for Schools Subscribing for Different Lengths of Time (Academic Year Usage)



- Clear correlation between pods used per school and progress in that school, compared to others.
- The longer the subscription, the better the impact

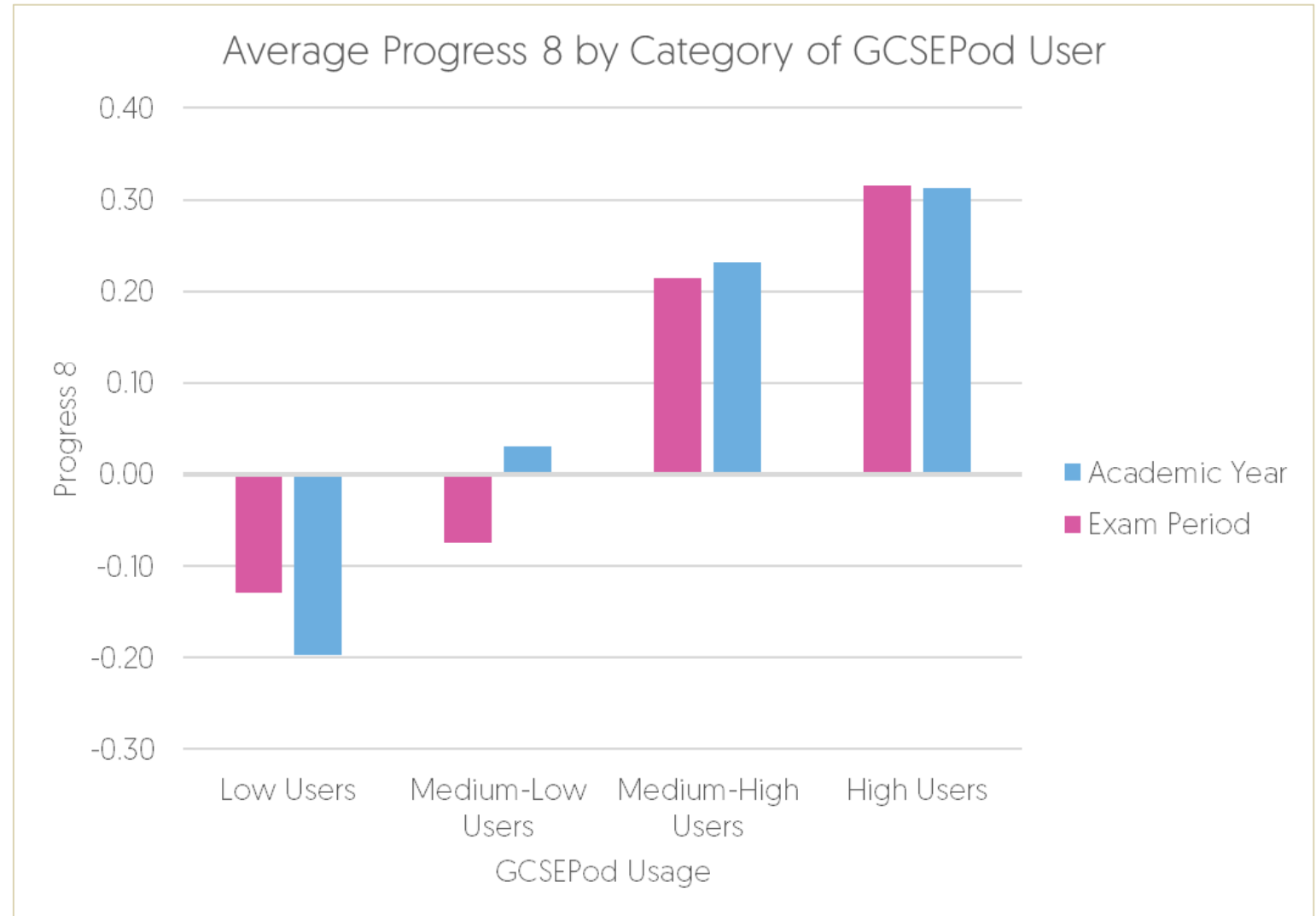
THE IMPACT OF GCSEPOD – THE EVIDENCE

- On average, the students who used GCSEPod the most, achieved 12 Attainment 8 points more than the lowest users.
- As can be seen from this graph, there appears to be a positive relationship between Attainment 8 and GCSEPod Usage.



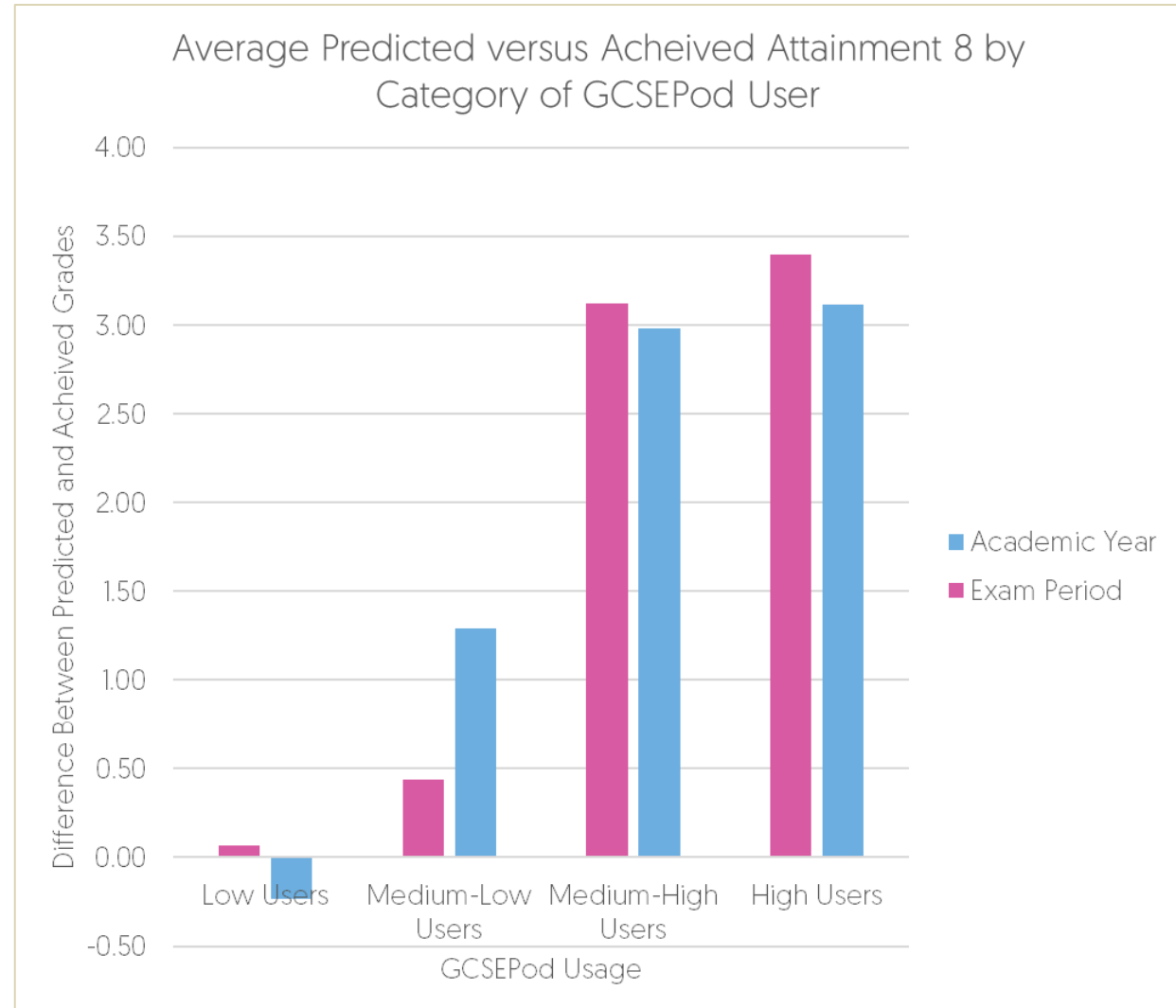
THE IMPACT OF GCSEPOD – THE EVIDENCE

- On average, the students who used GCSEPod the most, achieved 0.51 progress 8 scores higher than the lowest users.
- As can be seen from this graph, there appears to be a positive relationship between Progress 8 and GCSEPod Usage.



THE IMPACT OF GCSEPOD – THE EVIDENCE

- Students that used GCSEPod the most, on average received 3 grades higher than they were predicted.
- As can be seen from this graph, students who used GCSEPod the most were more likely to exceed their predicted grades.



FOR MORE INFORMATION, CONTACT
GILL KEY,
DIRECTOR – INTERNATIONAL SALES
GILL.KEY@GCSEPOD.COM
OR VISIT WWW.GCSEPOD.COM

