



gcsepod
education on demand

27 subjects

Inspiring IGCSE and GCSE content,
every piece created, not curated, by
our award-winning publishing team

95% renewal rate • Trusted globally • Est. 2010

The Impact of GCSEPod



GESS
EDUCATION
AWARDS
FINALIST
2020

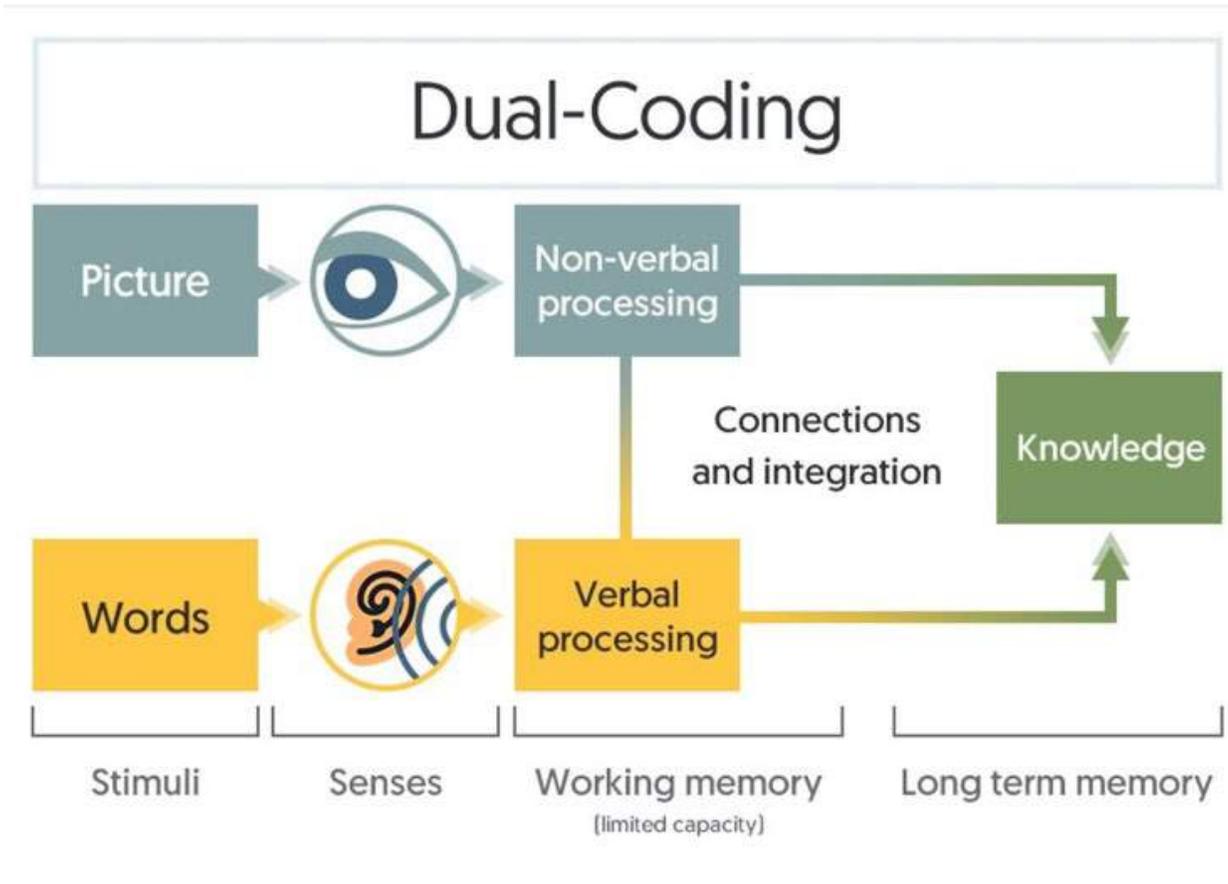


About GCSEPod - 1,600 schools worldwide, 40+ countries, est. 2010

- 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



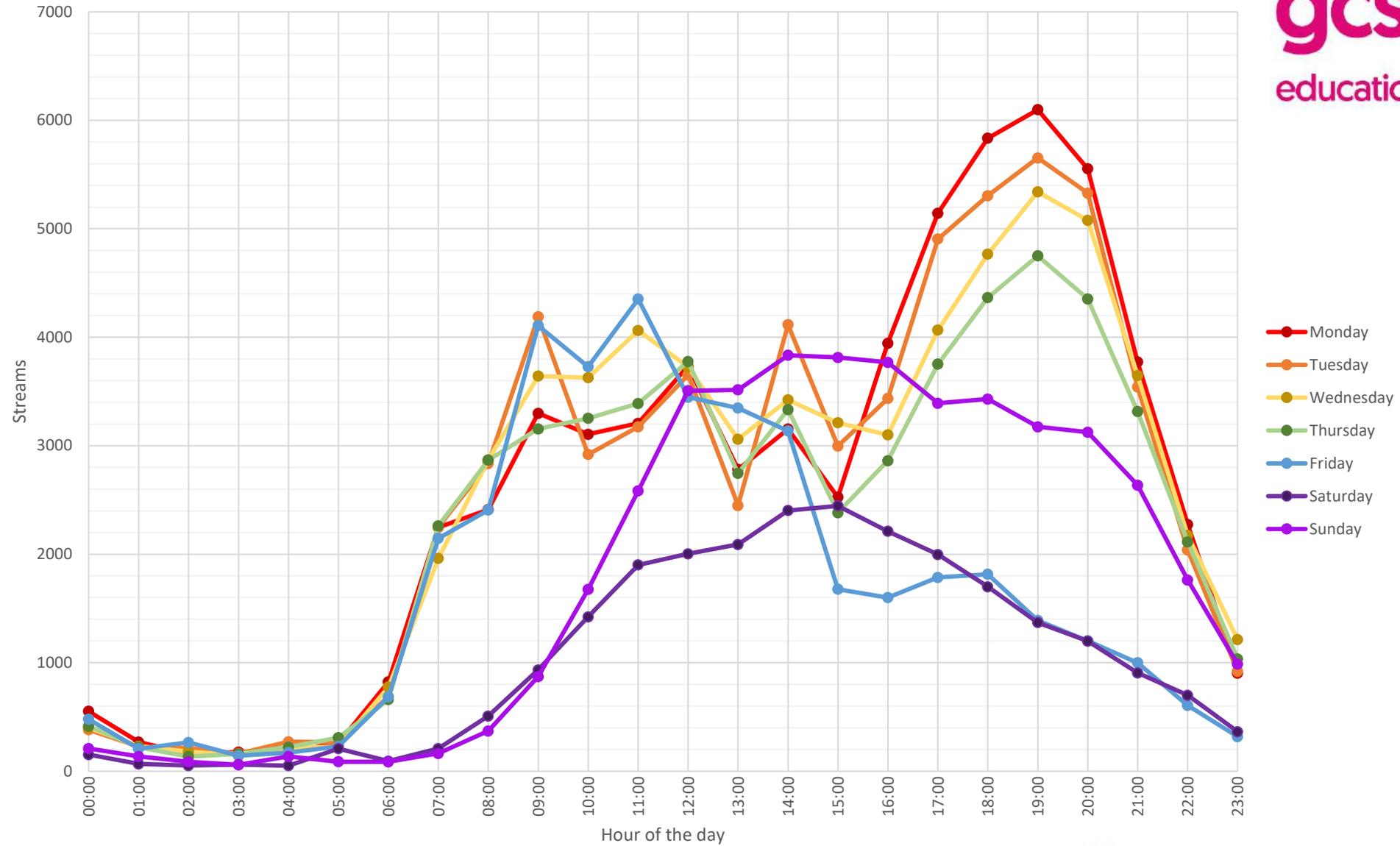
When learning, combining two senses, in this case hearing and sight helps to stimulate deeper connections and embed learning long term.

This in turn also supports easier recall within an exam situation.

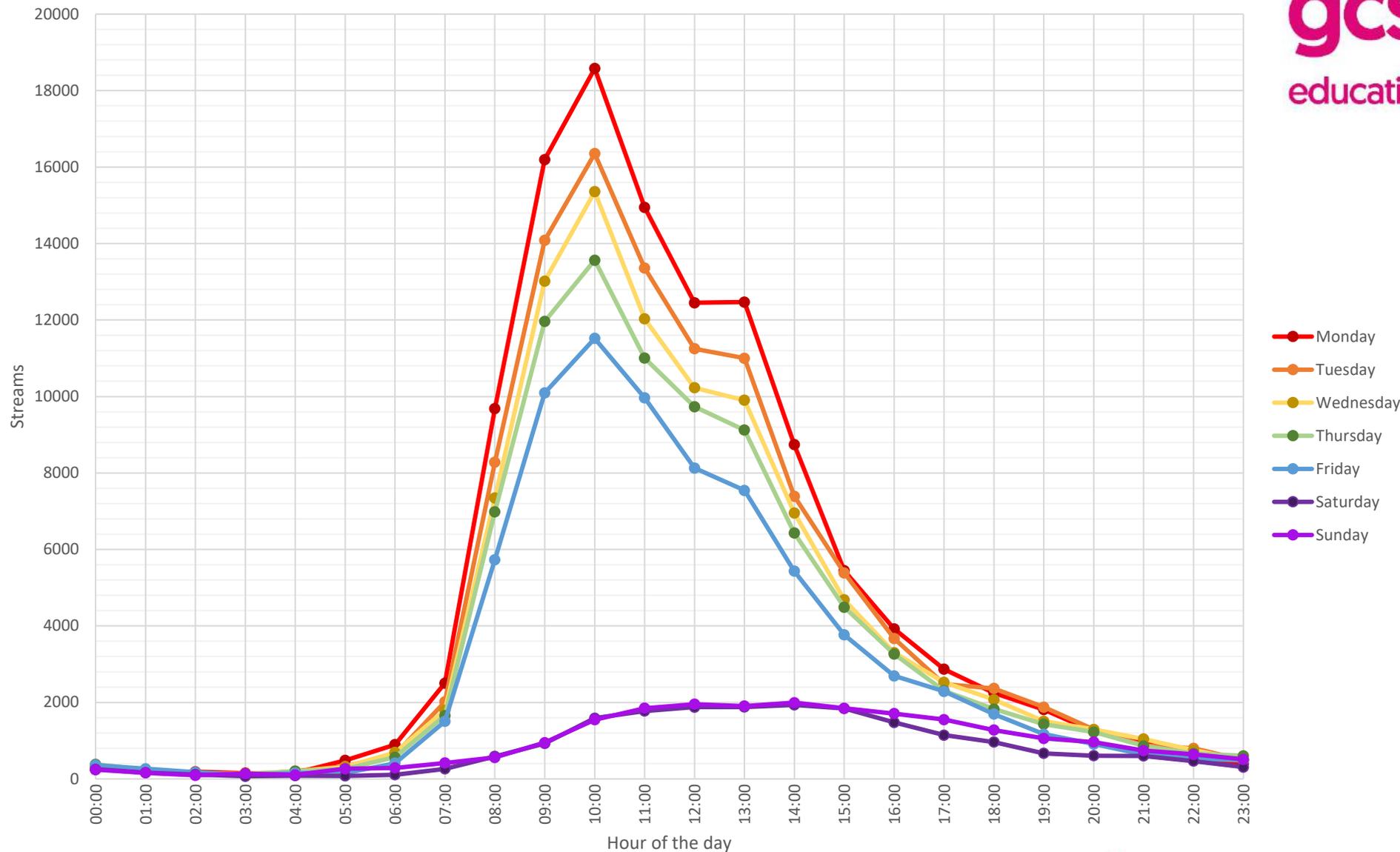
2019/20 Usage Key Facts

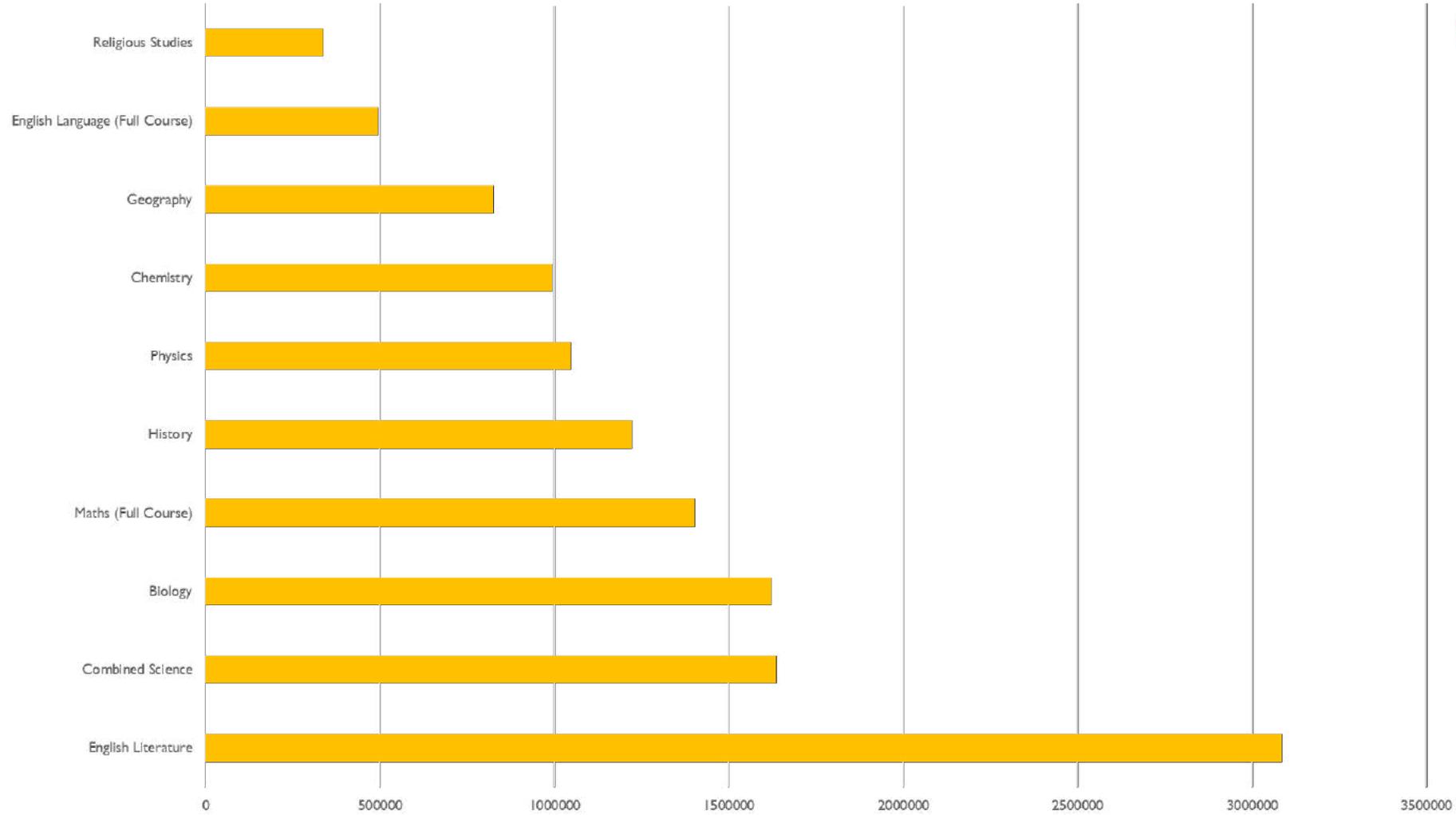
- Students streamed **11,059,992** Pods between 1st September 2019 and 30th April 2020
- That's **35%** increase from last year's **8,179,162!**
- Pre-lockdown, the most popular time to watch was **18:00**, and the least **03:00**
- Post-lockdown, the most popular time to watch is **10:00**, and the least **03:00**
- Pre-lockdown, **71%** usage outside school
- **95%** schools resubscribe

Pre-Lockdown Usage: A Sample



Lockdown Usage: A Sample





Evidence of Impact



Progress 8 and Attainment 8: An introduction for international schools

Isolating the effect of one resource alongside the influence of great teaching and a host of other initiatives is always difficult. However, a new UK Government accountability measure introduced in 2016 provides powerful evidence about the impact of GCSEPod on both student attainment and progress in schools

Progress 8 and Attainment 8 are measures of 'value added' to student learning over the period they are a school, based on average national figures for similar cohorts for 8 subjects.

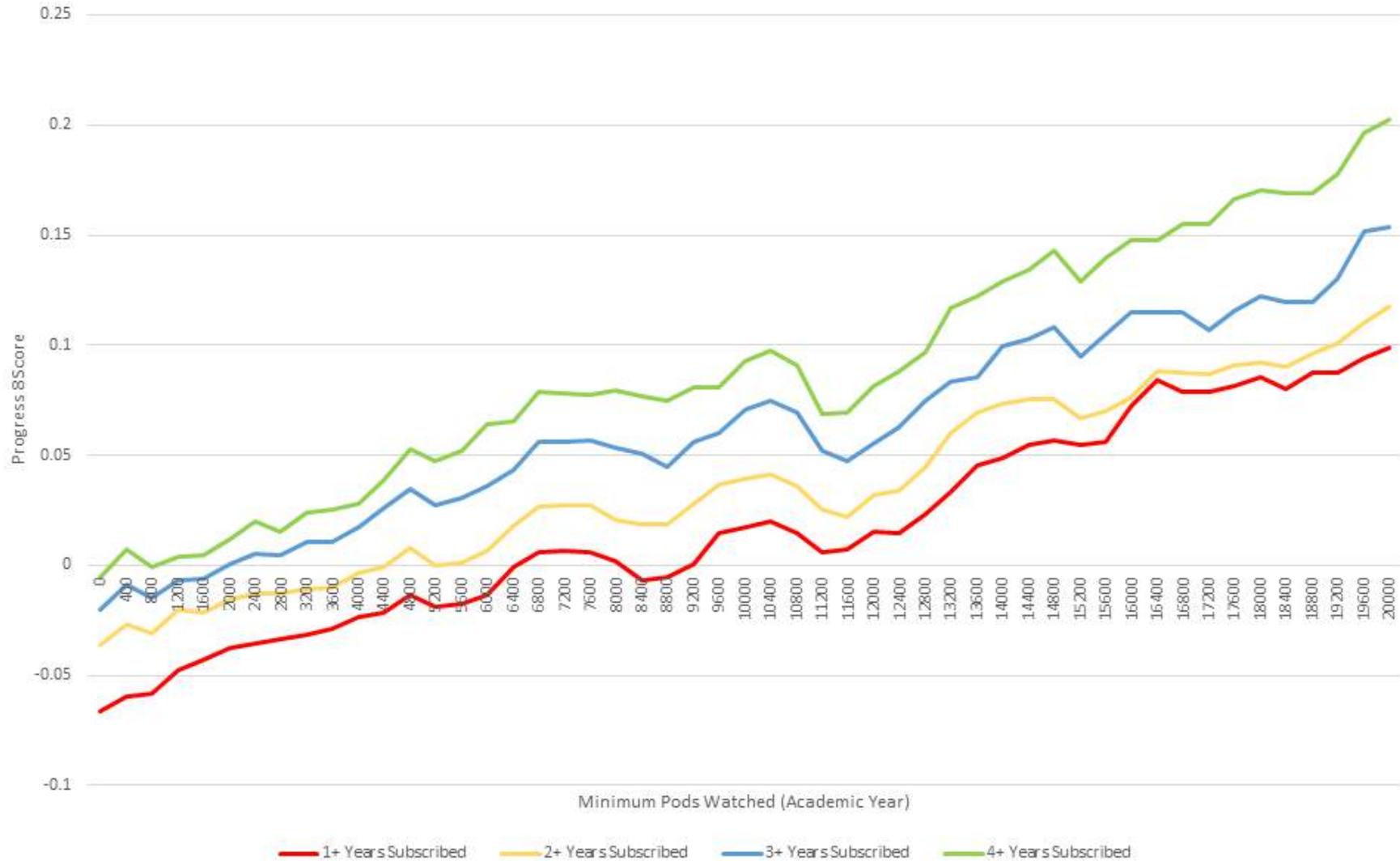
A '0' grade Progress 8 or Attainment 8 score for a secondary school shows that pupils make expected progress for their cohort, or have achieved better exam results .

A grade higher than 0 means that the students make better than average progress or achieve higher exam results, and vice versa for negative grades.

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 also 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 2019 for Schools Subscribing for Different Lengths of Time (Academic Year Usage)



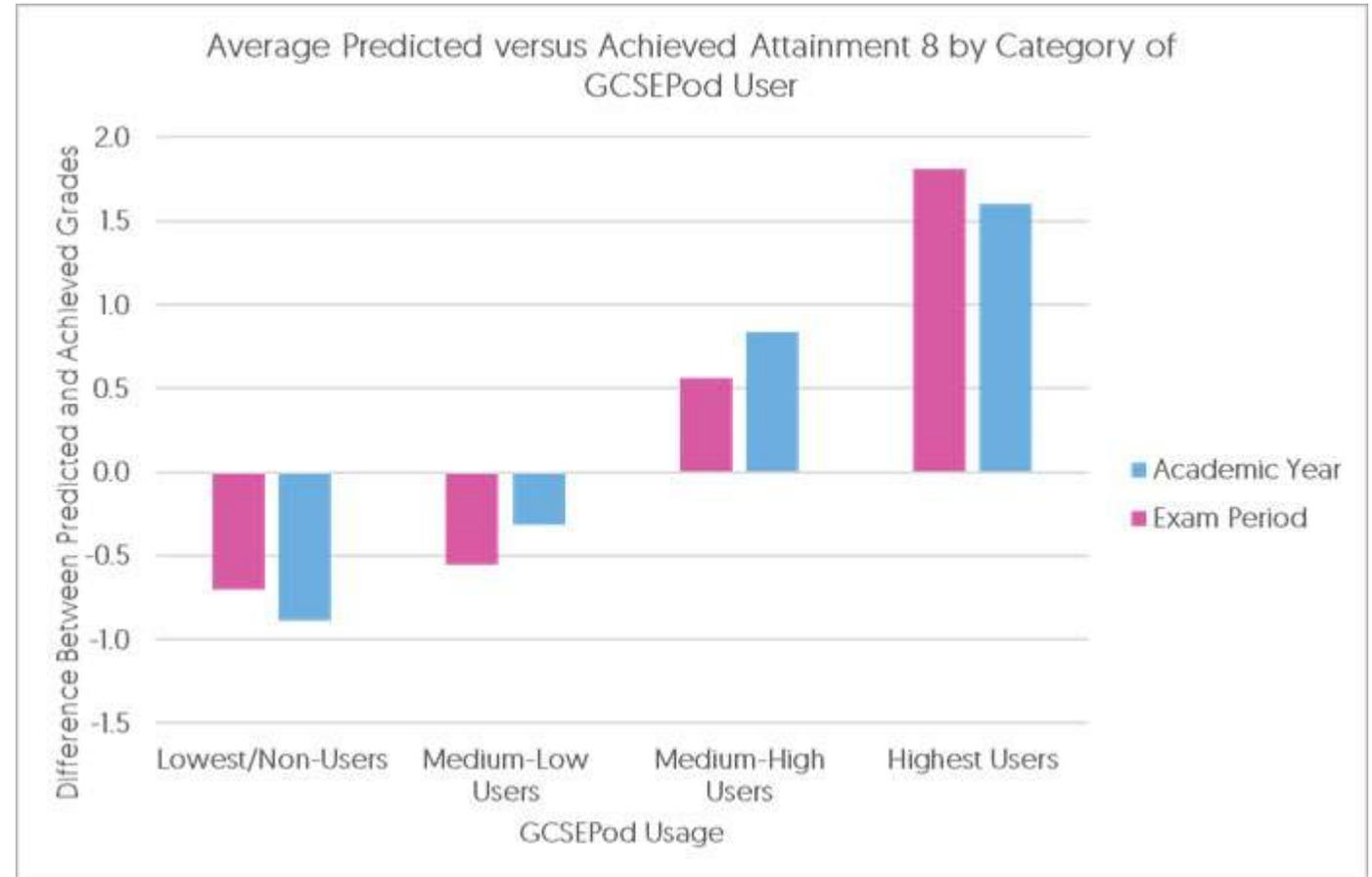
- Based on data from 2,251 students (11 Schools)
- There is a clear correlation between high GCSEPod usage, length of time used and Progress 8 scores.
- The longer the subscription, the better the impact

Continued...

This graph suggests higher GCSEPod users are more likely to exceed their predicted grades by a larger margin than those who used GCSEPod less, especially those users in the top two quartiles of usage.

This is particularly evident over the whole academic period. High academic year usage yielded a greater impact than high usage over the exam period.

On average, students who used GCSEPod the most received 3 grades higher across their subjects than predicted.



Don't just take our word for it...

“

"GCSEPod is a great platform that offers students an enhanced learning experience and provides them with long-term memory capabilities through individual audio-visual Pods."

Benjamin Atkins, Deputy Headteacher
Sunmarke School, Dubai

”

“

I can't speak highly enough about how helpful the GCSEPod team are. Most importantly, and teachers and students have found the resources relevant, excellent, and easy to use."

Ian Lee, IGCSE Coordinator
Yew Chung International School of
Shanghai

”

“

"The support from the GCSEPod team was first class. The students really embraced it. Analysis of mock exam results shows that there is a correlation between GCSEPod and positive VA."

Richard Strafford, Director of Computing and IT,
The British School of Barcelona

”

“

Playlists give a clear, structured lesson plan to work through at students' own pace and I can pinpoint pupils who may need more advanced tasks or additional support on a specific topic

James McAleese, Secondary Head
GEMS Winchester School, Furairah

”

“

"Easy, manageable, intuitive and marketed perfectly for teenagers"

Daniel Boyle, IT Teacher,
Doha College, Qatar

”

“

"I have looked at many different online platforms and I have never, ever, seen anything like GCSEPod. The interface is so appealing and the attention to detail is amazing.

Sapna Sawani SLT Member
Universal School Kemayoran, Indonesia

”

The Impact of GCSEPod – Student Testimonials

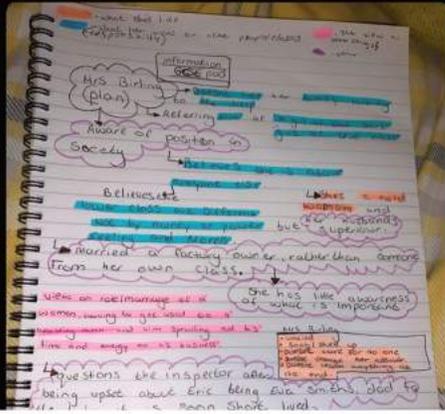
Anti-SocialAF
@anti_socialAF

Doing art coursework and learning physics equations from @GCSEPod #GCSE2019 @ParkSchSocial Might actually get through these exams 😊

11:53 AM · May 19, 2019 · Twitter for iPhone

Joshua Blackham
@MrJBlackham

Email: "Sir, I didn't know much so I used @GCSEPod".
Weekend made.



Handwritten notes in a spiral notebook, featuring colorful highlights and diagrams. The notes include phrases like 'Mrs Birling (plan)', 'Aware of position in Society', and 'Believes that...'. There are also some mathematical or scientific notes with diagrams.

Linda Parsons
@DigiLin

Super excited to be attending the @GCSEPod 3.0 launch in #Dubai today. Next year we are hoping to get every subject involved! Which subjects love #gcsepod at your school? @Misssrauf @MrAdamMasters



Video player showing the word "READY?" in colorful letters. The video has 77 views and a duration of 0:02 / 0:35.

3:49 AM · May 2, 2019 · Twitter for Android

Xavier Project
@XavierProj

Good luck to our GCSE students from Nairobi who are at the examination centre ready to sit their first maths iGCSE paper! Huge thanks to @GCSEPod for supporting them #WithRefugees #EducationForAll



A group of students sitting on a bench in an examination center. One student is standing and pointing towards the camera.

Tom Hollins
@TheLexmeme

Replying to @LorraineAbbott7 and @GCSEPod

Can honestly say, as a student who used GCSEPod, it is an excellent resource. Helped me to smash my B-grade targets into As and A*s. Super helpful for students across the grade spectrum!

2:04 PM · Jun 21, 2019 · Twitter for iPhone

Exam Help!
@gcserevisionn

Just finished all my set tasks on @GCSEPod ✨ This app is amazing and it has helped me so much!!

7:12 pm · 01/04/2020 · Twitter for iPhone

Jade
@jadecoral

Replying to @LitdriveUK and @GCSEPod

GCSE Pod is brilliant!! Especially for introducing the poetry anthologies and then for revising them! 🙌

@GCSEPod

10:46 AM · May 6, 2019 · Twitter for iPhone

Anti-SocialAF
@anti_socialAF

@GCSEPod is probably going to save my exams, can not recommend it enough. #GCSEs2019

6:06 AM · Apr 5, 2019 · Twitter for iPhone



**For more information or a
firm quotation, please
contact us at:**

info@gcsepod.com