

# Lynda.com FY 18 & Future

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# Lynda.com Results FY 18

## Active users

6886

Total Users

2432

New Users

## Certificate of Completion

7785

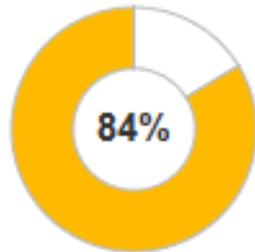
Courses

## Total Hours of Video Viewed

24192<sup>h</sup>

Hours Viewed

## Percentage of Users Who Logged In



84%

5766 / 6886 users

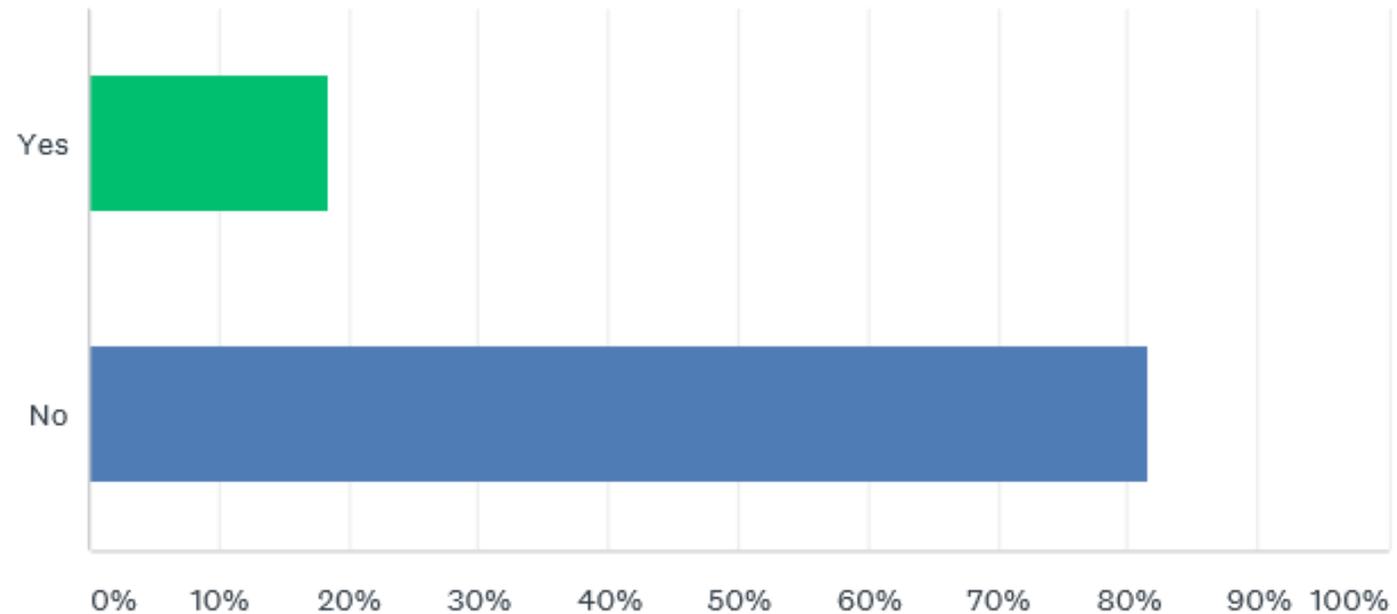
# Lynda.com Contract Renewal Recommendation

Term of contract	# of licenses	Cost Increase	Additional licenses above 9000	Upgrade
36 months	9000	Slight rise - subject to review by finance team	If the enterprise were to go above 9000 licenses it would not affect customer cost.	Lynda.com to upgrade us at no cost to LinkedIn learning in 2019

# Customer Responses + Survey

- ▶ In order to continue offering Lynda we need to renew the contract for the right size of licences which will mean an increase on the price. Hypothetically, would a price increase of 10 or less dollars per license significantly affect the amount of users in your agency?

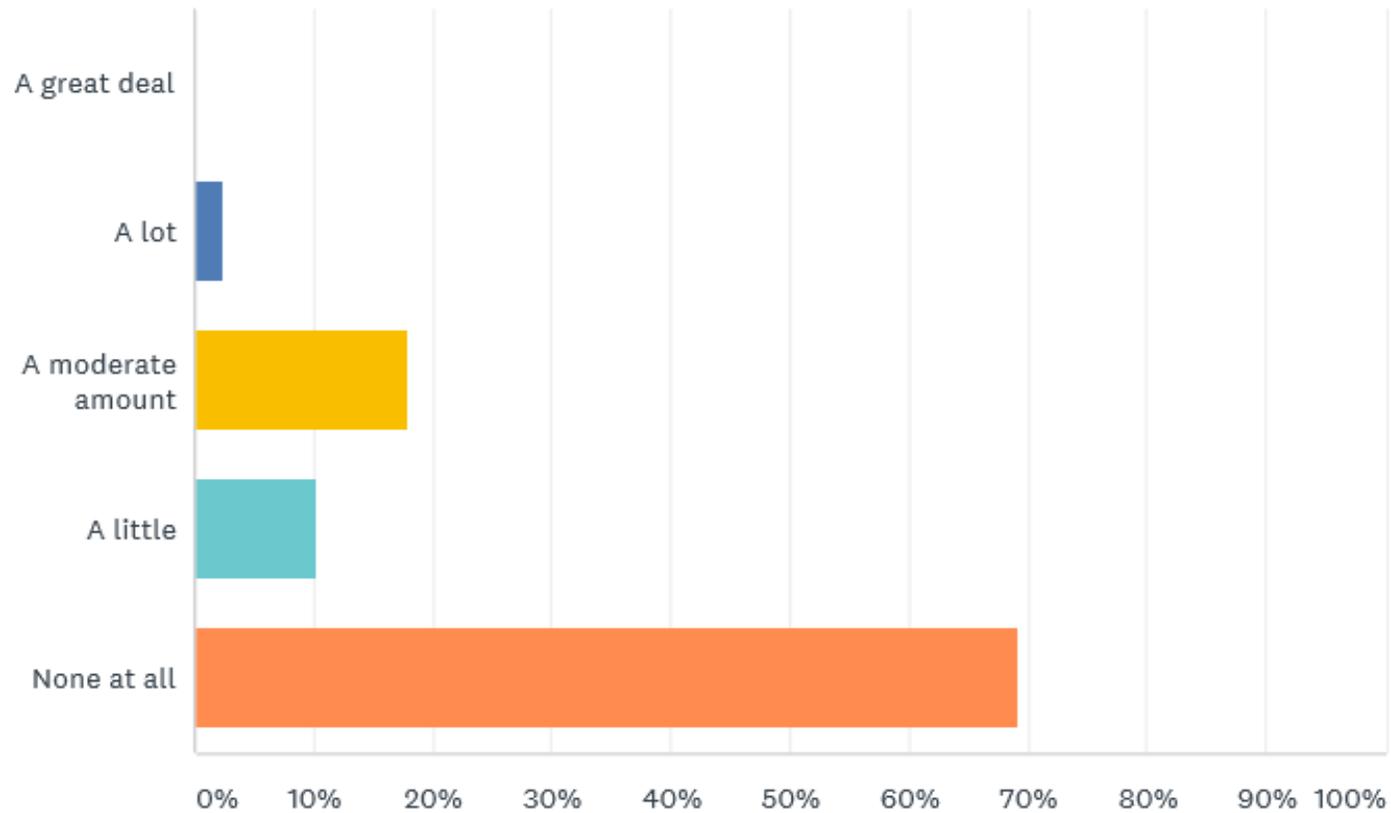
Answered: 38 Skipped: 2



# Customer Survey Responses

- ▶ Is the subscription term of December to December, versus the fiscal year, a factor in the amount of subscribers in your agency?

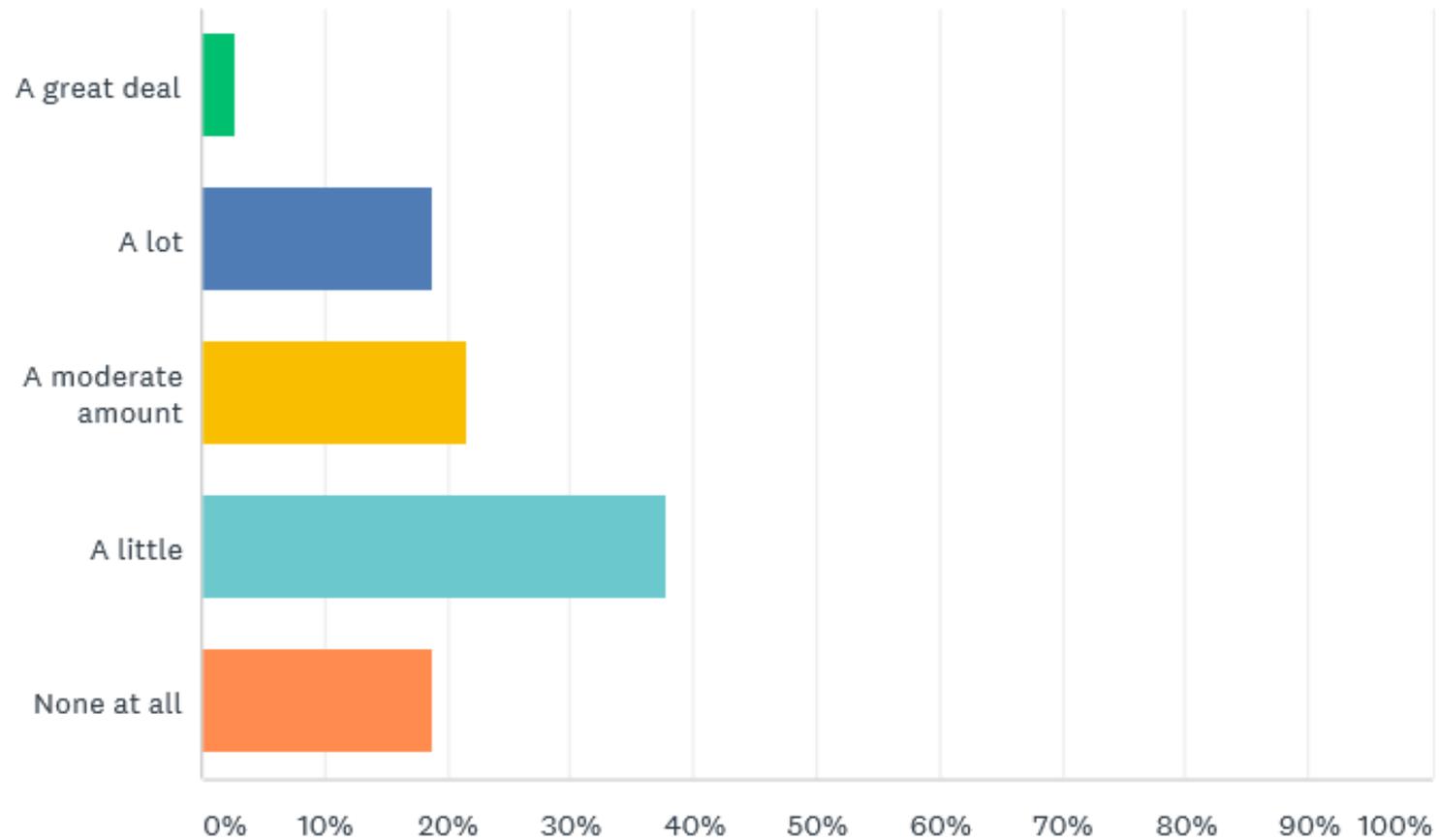
Answered: 39 Skipped: 1



# Customer Survey Responses

- ▶ Do you anticipate more Lynda.com subscribers in the coming years?

Answered: 37 Skipped: 3



# Customer Survey Responses

- ▶ How much value do you believe Lynda.com has for the subscribers in your agency?

Answered: 40 Skipped: 0

