

PEARSON PLC  
Form 6-K  
June 27, 2008

**UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549**

**FORM 6-K**

**REPORT OF FOREIGN PRIVATE ISSUER  
PURSUANT TO RULE 13a-16 OR 15d-16 UNDER  
THE SECURITIES EXCHANGE ACT OF 1934**

For the month of June 2008

**PEARSON plc**  
(Exact name of registrant as specified in its charter)

N/A

(Translation of registrant's name into English)

**80 Strand  
London, England WC2R 0RL  
44-20-7010-2000**  
(Address of principal executive office)

Indicate by check mark whether the Registrant files or will file annual reports  
under cover of Form 20-F or Form 40-F:

Form 20-F  X

Form 40-F

Indicate by check mark whether the Registrant by furnishing the information  
contained in this Form is also thereby furnishing the information to the  
Commission pursuant to Rule 12g3-2(b) under the Securities Exchange Act of 1934

Yes

No  X

This Report includes the following documents:

1. A press release from Pearson plc announcing ' Pearson Education: new segmental analysis'

27 June 2008

**PEARSON EDUCATION:  
NEW SEGMENTAL ANALYSIS**

Pearson will announce its interim results for the six months ended 30

June 2008 on Monday 28 July 2008. The results will include a new segmental analysis of our education business, and we are today providing details of last year's financial results on this new basis.

Earlier this year, we announced that Will Ethridge had been appointed CEO of Pearson's North American Education businesses and John Fallon CEO of Pearson's International Education businesses. Consistent with this change, we will be reporting our financial performance in education in the following segments:

- **North American Education**

(school and higher education instructional materials, assessment, technology and services in the US and Canada);

- **International Education**

(school and higher education instructional materials, assessment, technology and services in Europe, the Middle East, Africa, Asia and Latin America; and worldwide English Language Teaching materials); and

- **Professional**

(worldwide technology and business publishing; worldwide professional assessment and certification).

Our 2007 results under this new segmental analysis are as follows:

| <b>£ millions</b>        | <b>Half<br/>y<br/>ear<br/>2007</b> | <b>Full y<br/>ear<br/>2007</b> |
|--------------------------|------------------------------------|--------------------------------|
| <b>Sales</b>             |                                    |                                |
| North American Education | 599                                | 1,667                          |
| International Education  | 292                                | 735                            |
| Professional             | 104                                | 226                            |

**Education** **995 2,628**

**Adjusted operating profit**

|                          |          |            |
|--------------------------|----------|------------|
| North American Education | (14)     | 273        |
| International Education  | 3        | 92         |
| Professional             | 11       | 27         |
| <b>Education</b>         | <b>0</b> | <b>392</b> |

Our segmental analysis of the Financial Times Group and Penguin is unchanged.

**ENDS**

**For more information:**

Luke Swanson/ Simon Mays-Smith/  
Charles  
Goldsmith

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**Note to editors:**

Our 2007 results, as reported under the previous segmental analysis, were as follows:

| <b>£ millions</b>                | <b>Half year<br/>2007*</b> | <b>Full year<br/>2007*</b> |
|----------------------------------|----------------------------|----------------------------|
| <b>Sales</b>                     |                            |                            |
| School                           | 665                        | 1,537                      |
| Higher Education                 | 195                        | 793                        |
| Professional                     | 135                        | 298                        |
| <b>Education</b>                 | <b>995</b>                 | <b>2,628</b>               |
| FT Publishing                    | 164                        | 344                        |
| Interactive Data                 | 168                        | 344                        |
| <b>FT Group</b>                  | <b>332</b>                 | <b>688</b>                 |
| <b>Penguin</b>                   | <b>367</b>                 | <b>846</b>                 |
| <b>Total sales - continuing</b>  | <b>1,694</b>               | <b>4,162</b>               |
| <br>                             |                            |                            |
| <b>Adjusted operating profit</b> |                            |                            |
| School                           | 42                         | 203                        |

|   |           |            |
|---|-----------|------------|
| Higher Education                              | (51)      | 161        |
| Professional                                  | 9         | 28         |
| <b>Education</b>                              | <b>0</b>  | <b>392</b> |
| FT Publishing                                 | 23        | 56         |
| Interactive Data                              | 45        | 97         |
| <b>FT Group</b>                               | <b>68</b> | <b>153</b> |
| <b>Penguin</b>                                | <b>18</b> | <b>74</b>  |
| <b>Adjusted operating profit - continuing</b> | <b>86</b> | <b>619</b> |
| Discontinued                                  | 7         | 15         |
| <b>Total adjusted operating profit</b>        | <b>93</b> | <b>634</b> |

\*r  
e-stated to reflect the February 2008 disposal of the Data Management (Scanners) business as discontinued.

**SIGNATURE**

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned, thereunto duly authorized.

PEARSON plc

Date: 27 June, 2008

By: /s/ STEPHEN JONES

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Stephen Jones  
Deputy Secretary