



The Power of Partnership

Harnessing technology to reach new audiences

Martin Bean

Vice-Chancellor, The Open University

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Secrets of a Successful Partnership



- Aligned benefit is crucial
- Ignite passion and excitement
- Don't bite off more than you can chew





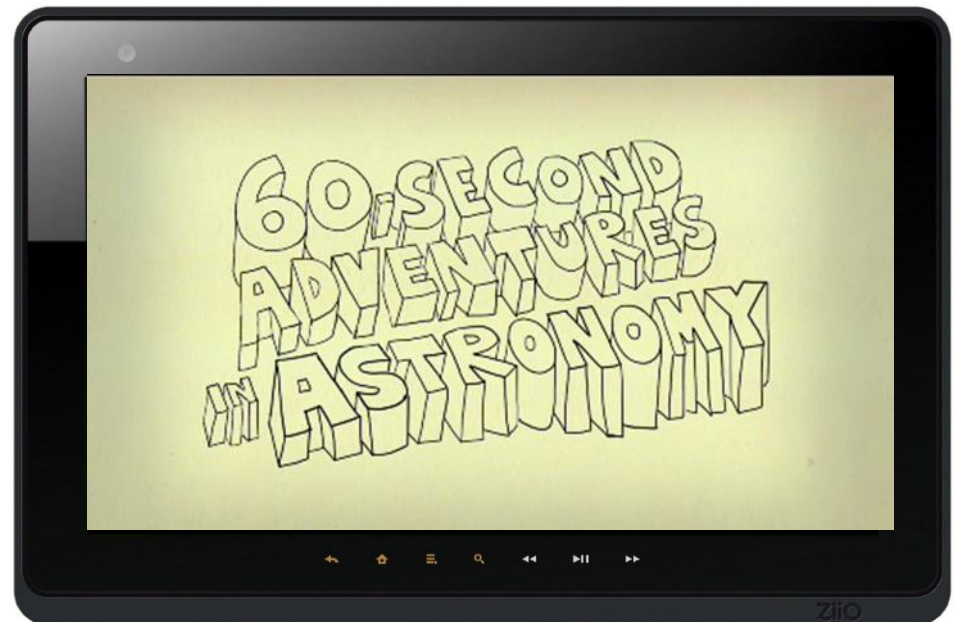
- 100 million views of OU programmes in the UK annually
- Incredible wide range of channels and subjects
- More than 1 billion viewing or listening events internationally each year
- Typically 1 million UK viewers respond to the *OU call to action* after watching a programme
- 44% of the adult viewing population watched at least one episode of *Frozen Planet* in the series



YouTube



- Largest presence on YouTube EDU in Europe
- 1,645 videos that have received 14 million video views by 7.5 million visitors
- Over 65,500 subscribers to our YouTube content, more than any other UK educational institution
- 84% of video views are from outside the UK

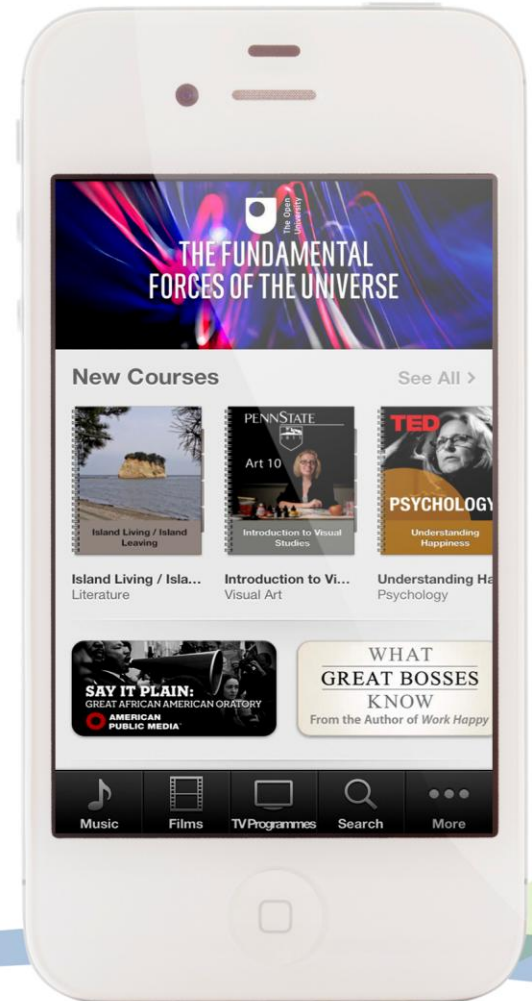


iTunes U



Key Facts:

- Over 60 million downloads
- Over 8 million visitors downloaded files
- Currently averaging around 170,000 downloads a week
- We now have 77 iTunes U courses



Top-class partners from across the UK

F / L

FUTURELEARN



University of Bath



University of Exeter



University of Nottingham



University of Birmingham



King's College London



The Open University



University of Southampton



University of Bristol



Lancaster University



Queen's University Belfast



University of Warwick



Cardiff University



University of Leicester



University of Reading



University of East Anglia



University of Leeds



University of St Andrews



The British Library