

# MEDIA RELEASE



Monday 24 March 2013

## **Online students switch on to over 3.6 million minutes worth of video Open2Study - Australia's first MOOC platform reports first year performance**

Last Friday 21 March marked one year of operation for Australia's first Massive Open Online Course (MOOC) platform, Open2Study.

Today Open2Study releases some key performance insights including data that its students have watched over 3.6 million minutes worth of videos as part of their study since it launched.

"Engaging, compelling and short video content was integral to Open2Study's approach to designing and delivering free courses suited to the online learner, so this figure is not surprising," says Mr Jose Herrera Perea, Director Free Online Learning at Open2Study.

Mr Herrera Perea also attributes this result to a big boost in Open2Study's courses and student enrolments, "Since launch, we've also gone from 10 free courses with 11,000 students to today offering 49 courses to almost 150,000 students."

Other insights collated by Open2Study about its first year performance include:

- World leading average student satisfaction rate above 96%
- Average completion rate above 25% (in comparison to the industry average of 7% or below)
- Over 25,000 certificates of completion awarded
- Students from 212 countries
- More than 30,000 forum posts and replies
- Over 250,000 gamification badges earned
- More than 910,000 videos watched
- 49 courses taught by 27 Australian and International providers

"From the outset, our goal has always been to provide the best possible online student experience, so we're extremely proud of these results. We're looking forward to what the next 12 months will bring and hope to open up a world of online study possibilities for many more people," says Mr Herrera Perea.

"Whether people are simply curious about online study or want to explore their interests, Open2Study is one of the best places worldwide to get started."

**Ends**

### **About Open2Study – Never stop learning**

Open2Study delivers free high quality online education. It offers everyone the chance to experience online tertiary and professional learning through a range of subjects, designed for everyday people. Backed by [Open Universities Australia](#), Open2Study is based on the core principle that learning is life-long and should be accessible by all. And did we mention it was free? Access our Media Centre at [www.open2study.com/media-centre](http://www.open2study.com/media-centre)

### **For further information, please contact:**

Jessica Singh  
Manager, Corporate Communications, PR & Sponsorships  
Open2Study  
Ph: 03 8628 2412

Mobile: 0419 662 553

E: [jessica.singh@open.edu.au](mailto:jessica.singh@open.edu.au)