

# Now, Open University Courses Also on YouTube



Not everyone who views Open University courses on the University's Ofek channel are OU students. In fact, the University's recent lectures on genes and diseases received 1,000 hits in two months. And, the Greek philosophy course had 300 hits.

So, who is watching? Hundreds of Israeli subscribers – from business entrepreneurs to retirees – anyone who is interested in continuing to learn.

The University's Open Ofek channel chalks up more than 17,000 weekly viewing hours, which makes the University a leader in this field in Israel and according to Prof. Yair, Dean of Development and Learning Technologies at the Open University, #24 among universities around the

world which enjoy subscriptions to their course material.

Prof. Yair explains why the Open University has leapfrogged to a leadership position in online viewing. "Our entire perspective is to keep everything as professional as possible, so we have state-of-the-art equipment which enables us to deliver high quality videos on any subject." The Open University also uploads talks given at conferences and workshops of interest to the general public.

### Online on YouTube

In line with the University's philosophy of keeping everything open and free, is the newest agreement the University has secured with YouTube.

Open University's new YouTube channel is called openofek [www.youtube.com/user/openofek](http://www.youtube.com/user/openofek).

As of this writing (after being launched in March 2009), the site registers 84,000 uploaded views, 65,000 channel views and already 325 subscribers. A wide range of courses – covering dozens of fields – are available.

Prof. Yair explains the reasoning behind launching the openofek site on YouTube, "If people are looking for academic subjects on video, then YouTube is the address. Ultimately, it is also our hope that after the viewing public sees the Open University's academic courses on YouTube we may be able to enhance awareness of the University and attract new students."