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**Facts and Figures**

**About Futurelearn**

Futurelearn Limited will bring together a range of free, open, online courses from leading UK universities, in the same place and under the same brand. The courses will be clear, simple to use and accessible. Futurelearn will not replicate class-based learning online but reimagine it, realising the potential offered by digital technologies. The Company will be able to draw on The Open University’s unparalleled expertise in delivering distance learning and in pioneering open education resources. These will enable Futurelearn to present a single, coherent entry point for students to the best of the UK’s online education content. Futurelearn will increase the accessibility of higher education, opening up a wide range of new online courses and learning materials to students across the UK and in the rest of the world.

**About Simon Nelson**

Simon Nelson was an early pioneer in taking media brands and content online. Launching one of the world’s first mainstream on-demand services, the BBC Radio Player in 2002, the teams he led in BBC Radio and BBC Television then went on to win every major digital content award including several Webbys, Emmys, Banff Rockies and Baftas, the Prix Italia, Prix Europa and the Rose D’or.

Joining the BBC in 1997, he became Head of Strategy for BBC Radio in 1998. He went on to set up and manage all digital activities for BBC Radio & Music. He then moved to head up all digital activities for the BBC’s television divisions where he helped launch the iPlayer and built an award winning portfolio of online and cross platform services.

Since leaving the BBC, he has led a number of projects for companies in the TV, radio and publishing sectors including Random House, UKTV, Specific Media and New York Public Radio. He currently also oversees digital activities for Phaidon Press and Lime Pictures, roles he will retain whilst joining Futurelearn Ltd as Launch CEO.

<http://linkd.in/TLdOsN>

**About the OU**

* The Open University (OU) is the largest academic institution in the UK and a world leader in flexible distance learning and currently has more than 250k students.
* In the UK’s latest Research Assessment Exercise (RAE 2008) The Open University was ranked in the top third of UK higher education institutions. More than 50% of OU research was assessed in the RAE as internationally excellent, with 14% as world leading.
* 71% of OU undergrads have no previous higher education (HE) qualifications on entry to the University.
* 67,300 of all current OU students (including postgraduates) receive financial help –36% of our UK student base.
* In 2011/12 16,125 students studied directly with the University overseas and more than 37,100 students studied on validated programmes.
* 49% of students had one A level or lower qualification at entry.
* The median age of our new undergraduate students is 30.
* 17,108 OU students have disabilities.
* 13,991 OU students are studying at postgraduate level.
* The OU has a 41 year partnership with the BBC which has moved from late-night lectures in the 1970s to prime-time programmes such as Frozen Planet, Bang Goes the Theory, James May’s Big Ideas and The Money Programme.
* The OU came top for student satisfaction in the National Student Survey this year, and has been in the top three universities every year since the survey began in 2005. In 2011/12 it had a 93 per cent satisfaction rating. Over 70% of students are in full-time or part-time employment, and four out of five FTSE 100 companies have sponsored staff to take OU courses.

**The OU online**

**YouTube** <http://www.youtube.com/ouT>

* The OU has a dedicated channel on YouTube. OU View contains bite-sized learning from a wide range of subjects and an insight into studying with the OU through the eyes of our staff and students.
* The OU is YouTube’s most popular European university with almost 14 million views by more than 7million visitors.
* 86% of video views are from outside the UK.

**OpenLearn** [www.open.ac.uk/openlearn](http://www.open.ac.uk/openlearn)

* OpenLearn, a free learning resources website from the OU, has had more than 25 million visits since its launch in 2006.
* The site averages 400,000 unique visitors a month.
* OpenLearn has around 11,000 hours of learning materials including 8,000 hours taken from our undergraduate and postgraduate modules.
* The site has 643 active study units, plus educational interactives, topical videos, academic blogs, direct access to OU podcasts and opportunities to order free printed materials.
* OpenLearn won an Innovation Award from the University Design Consortium at Arizona State University, recognising its promotion of equal education opportunity and development of web-based communities.

**iTunes U** [www.itunes.com](http://www.itunes.com/)

* In April the OU became the first university in Europe to reach more than one million subscriptions since its launch in January 2012through its 52 courses on the new iTunes U App.
* The OU’s extensive material on iTunes U has had more than 59 million downloads from 8.2 million visitors.
* 85% of visitors are from outside the U.K
* 96% of respondents to an OU iTunes U audience survey said they use the materials for learning <http://projects.kmi.open.ac.uk/itunesu/>

**OUAnywhere**

* OUAnywhere is an app launching in February 2013 for iOS, Android, Kindle Fire, and Microsoft Surface.
* It will change how OU undergraduates study by providing full access to main course texts and audio/visual materials anywhere they are through smartphone and tablet devices. The first “university in your pocket”.
* OUAnywhere embodies the OU’s dedication to innovation in HE with £1m backing from the University.

**Media Enquiries**

Tim Weber, Director, Edelman, Tel: +44 (0)20 3047 2487, Mob: +44(0)7875 945 636, Email: [Tim.Weber@edelman.com](mailto:Tim.Weber@edelman.com)

or

Liezel Tipper, Interim Head of Media Relations, The Open University, Tel: +44 (0)1908 654573, Mob: +44(0)7990795055, Email: [Liezel.tipper@open.ac.uk](mailto:Liezel.tipper@open.ac.uk)