

**ABSTRACT
PARALLEL WORKING SESSION**

TEACHING & LEARNING

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**New Channel Thinking: YouTube, iTunes and the live
and online world**

New channels for reaching our current (and prospective) students are appearing constantly in the online world. This session will demonstrate some of the ways that the UK's Open University is starting to exploit these new channels and to make them an effective medium of communication and learning. The UKOU distributes course materials to learners worldwide via its OpenLearn programme, on iTunes U., in YouTube, and via a variety of other 'podcast' channels.

Apple's iTunes University concept is an interesting case study in this new, rich channel world. iTunes™ itself was originally an online music platform allowing users to listen to and then purchase tracks of music, which could then be downloaded to portable music devices, MP-3 players and iPods. Not only has Apple extended this channel to video, and other forms, such as eBooks, and even games, but they have also opened a University service, 'iTunes U'. Originally only available to North American Universities, Apple have begun to extend this to others in the world. On June 3rd 2008, they extended the iTunes U. channel territories to (UK, Ireland, Australia and New Zealand). Within four months of this launch date, Oxford and Cambridge Universities also entered the channel and started to connect their own students (and the world) into a more mobile learning vision. In the same week that these two conventional, and highly traditional Universities joined the channel, the Open University on iTunes U. had already shipped over a million audio and video downloads from its courses 'free' to the world (87% outside the UK).

What each University is doing in each of these channels (both free or for registered students only); and what real change this work represents is a very interesting question for us to muse upon in this interactive show-and-tell session.