



www.multimediatrainingvideos.com

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The background

- Created website called www.teachertrainingvideos.com
- 15,000 unique users a month
- 2,000 signed up to newsletter
- Winner of two national awards from the British Council and Times Higher
- 3200 followers on Twitter.

Why is it so successful?

- A real need for the training.
- Good domain name
- It is free.
- It is very easy to use and navigate.
- It doesn't try to do too much.
- It is supported by a substantial social network.
- It is regularly updated.



www.multimediatrainnigvideos.com

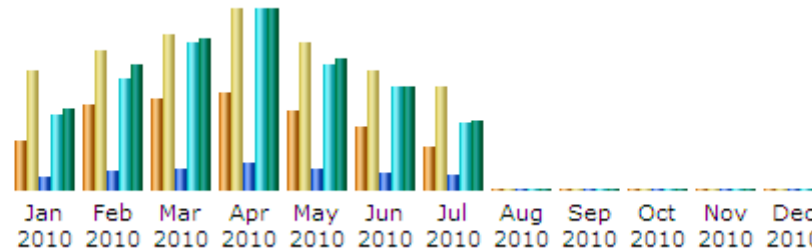
- Started in January 2008.
- Offer training videos to students on the MSc in Multimedia.
- Use it to help market the “MSc in Multimedia” course.
- Used my own network to build up the site very quickly.
- Saw an instant impact on applications.

HEA/JISC Funding

- Build up the site more (Content).
- Release onto multiple platforms (Jorum, Vimeo, YouTube).
- Build up number of users (Twitter/Newsletter/Facebook).
- Hopefully some will click through from the site to find out about the MSc that the course is related to.

Hits on the MMTV.com site

Monthly history



Month	Unique visitors	Number of visits	Pages	Hits	Bandwidth
Jan 2010	1360	3285	9050	50717	19.34 GB
Feb 2010	2381	3851	12528	75312	29.62 GB
Mar 2010	2520	4295	14970	99989	35.98 GB
Apr 2010	2689	5003	18891	123003	42.68 GB
May 2010	2176	4106	13745	85944	30.98 GB
Jun 2010	1739	3332	11594	70058	24.43 GB
Jul 2010	1201	2872	9662	45587	16.42 GB
Aug 2010	0	0	0	0	0
Sep 2010	0	0	0	0	0
Oct 2010	0	0	0	0	0
Nov 2010	0	0	0	0	0
Dec 2010	0	0	0	0	0



A few pointers

- Exams and courseworks were all handed in around 24th April.
- Numbers dropped off but still over a 1500 hits in any month (even in July).
- We had estimated that about a 1000 users were coming from the University.

Other locations-YouTube

Subscribers (63)



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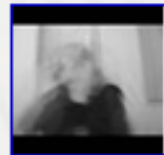
stripes01



pluox



joaoa



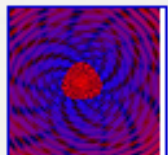
Carnarium



blueceleste



Kobra299



1musicSTARR



delaneytr...



KavalierII



cdsonshine



INTERboss



missilvya



bobmnet...

[see all](#)

YouTube Views

Profile


Channel Views: 3,495

Total Upload Views: 12,698

Joined: 20 August 2009

Website: <http://www.multimediatrainingvideos.com/>

Multimedia Training Videos - Free online training videos for everyone.

Country:  United Kingdom

University/College/School: <http://www.wmin.ac.uk/ecs/page-954>






Vimeo

Weekly overview

















Date	Plays	Loads	Likes	Comments
Thu Jul 22, 2010	6	35	0	0
Wed Jul 21, 2010	9	141	0	0
Tue Jul 20, 2010	4	81	0	0
Mon Jul 19, 2010	9	65	0	0
Sun Jul 18, 2010	23	105	1	0
Sat Jul 17, 2010	26	76	0	0
Fri Jul 16, 2010	10	59	0	0
Thu Jul 15, 2010	13	51	0	0
Totals	100	612	1	0

MMTV.com Funded by HEA
Individual Strand

Embedding on Vimeo

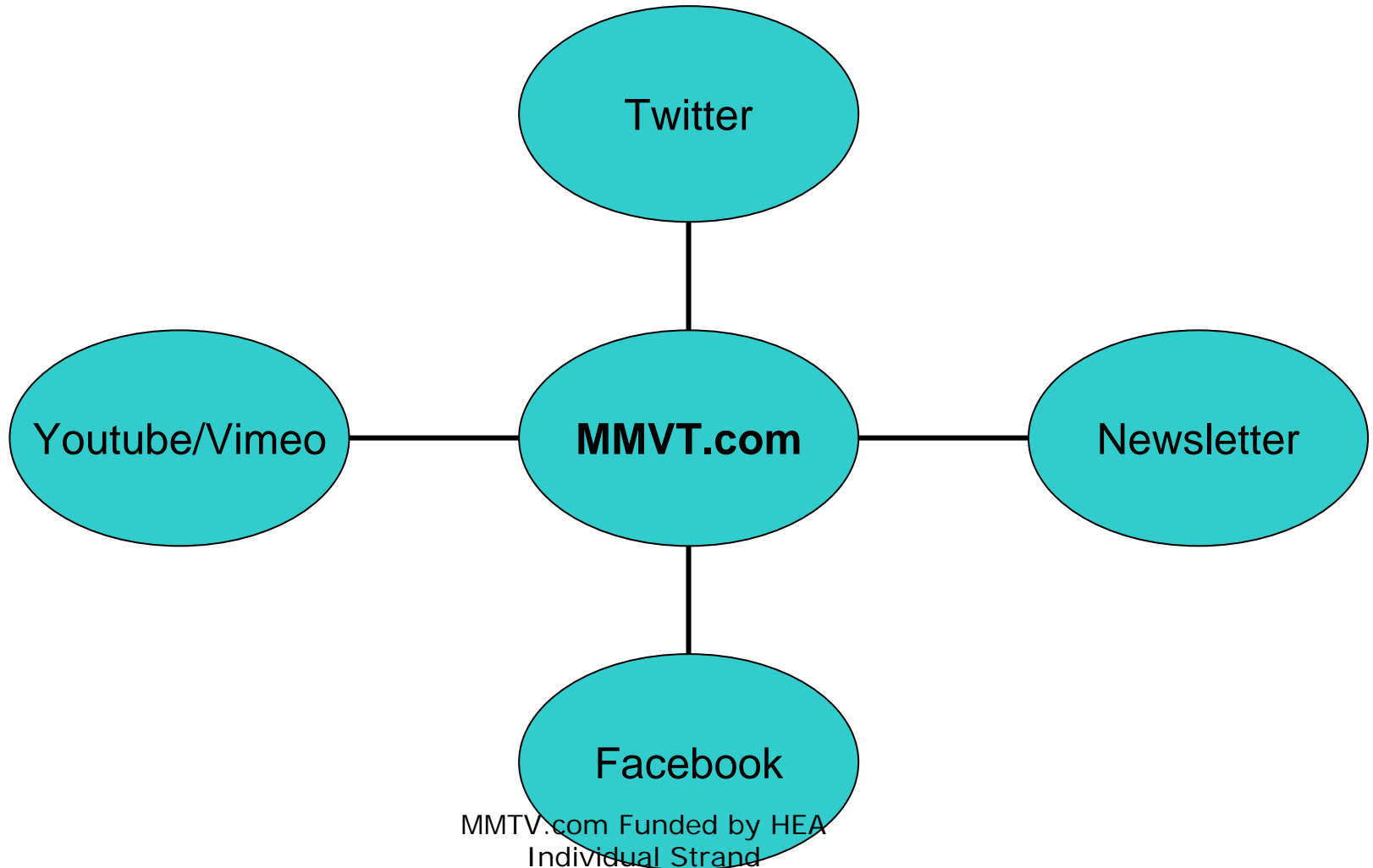
→ Embeds		+ More
#1	 imoodle.imgsoftware.com	76 +
#2	 tutorialtopia.com	12 +
#3	 rcu.blackboard.com	11 +
#4	 brizzly.com	4 +
#5	 twitter.com	4 +

Views in last month by country

1	 United States	68	2,870
2	 Great Britain (UK)	28	635
3	 India	43	97
4	 Greece	40	91
5	 Unknown	17	89
6	 Brazil	24	62
7	 Turkey	19	39
8	 Germany	9	44
9	 Tunisia	15	32
10	 France	18	25
11	 Canada	18	22
12	 Unknown	12	26
13	 Portugal	3	26
14	 Netherlands	3	25
15	 Pakistan	8	20
16	 Malaysia	7	16

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How do we achieve the hits





Social Networking

- Piggy back
- Need to engage with users (blog roll /links)
- Need to regularly tweet out content from all the different repositories
- Need to tweet other people's content too (personal network)

MMTV.com

- Started out as a repository of training videos
- Developed into a portal for multimedia training videos from a whole variety of sources
- Portal includes....

Training videos (our own/other)

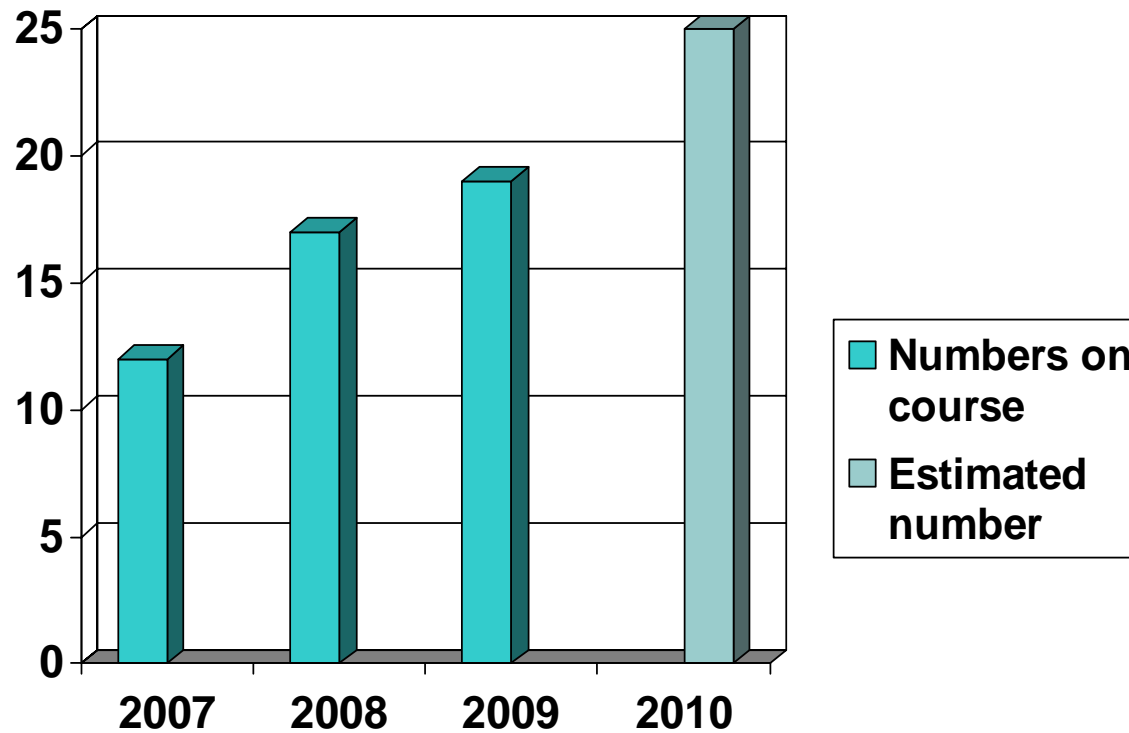
Links

List of blogs

Inquiries

- Last year now=44
- This year=56
(about 27% increase)
- emails (students contacting me from MMTV.com)

Numbers since introduction of MMTV.com



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Other benefits of OER

- Our name of the University of Westminster is in the public domain.
- The popularity of the site means sites we link to get a higher search ranking (link to the MSc course site).
- Students inquiring about course can be directed to the content for additional information about the MSc Course.

Is it worth it?

- In previous 2 years 40% of students said that MMTV had been a “factor” in their decision to come to the course.
- Numbers have grown from 12 to 19 (and hopefully around 25 this term).
- Perception of the course seems much better (questionnaires/interviews/feedback)
- Google rankings much higher
- Much better marketing of the course (email, website etc)
- Each student is worth £10,000. (spent around £40,000)



Time for networking

- Work on Twitter everyday for about 15 minutes a day.
- Work on youTube and Vimeo (once/twice a week)
- Drip feed content
- Training team to do the work
- Don't use staff to do this work. Employed external team.

Conclusions

- I think 50% of what OER is about is the social networking and promoting of the content for a project like mine.
- This could be a model for sustainability.
- Both direct and indirect benefits.
- Multiple repositories means multiple tweets.
- Understanding what social networking is.
- Good networking broadens your content.

References

- Article on Twitter

<http://www.timeshighereducation.co.uk/story.asp?sectioncode=26&storycode=411353>

- Article on OER

<http://www.timeshighereducation.co.uk/story.asp?sectioncode=26&storycode=411353>

- Article on Social Networking

<http://www.timeshighereducation.co.uk/story.asp?sectioncode=26&storycode=408793&c=1>

Help Videos

Twitter

- <http://www.multimediatrainingvideos.com/twitter/>
- Tweet Deck
- <http://www.multimediatrainingvideos.com/tweetDeck/>
- <http://www.multimediatrainingvideos.com/tweetdeck02/>
- Multiple Registers
- http://www.multimediatrainingvideos.com/site_submission/
- XML maps
- http://www.multimediatrainingvideos.com/google_sitemap/