# Making money out of

# MOOCS

# Funding (as of 2013)

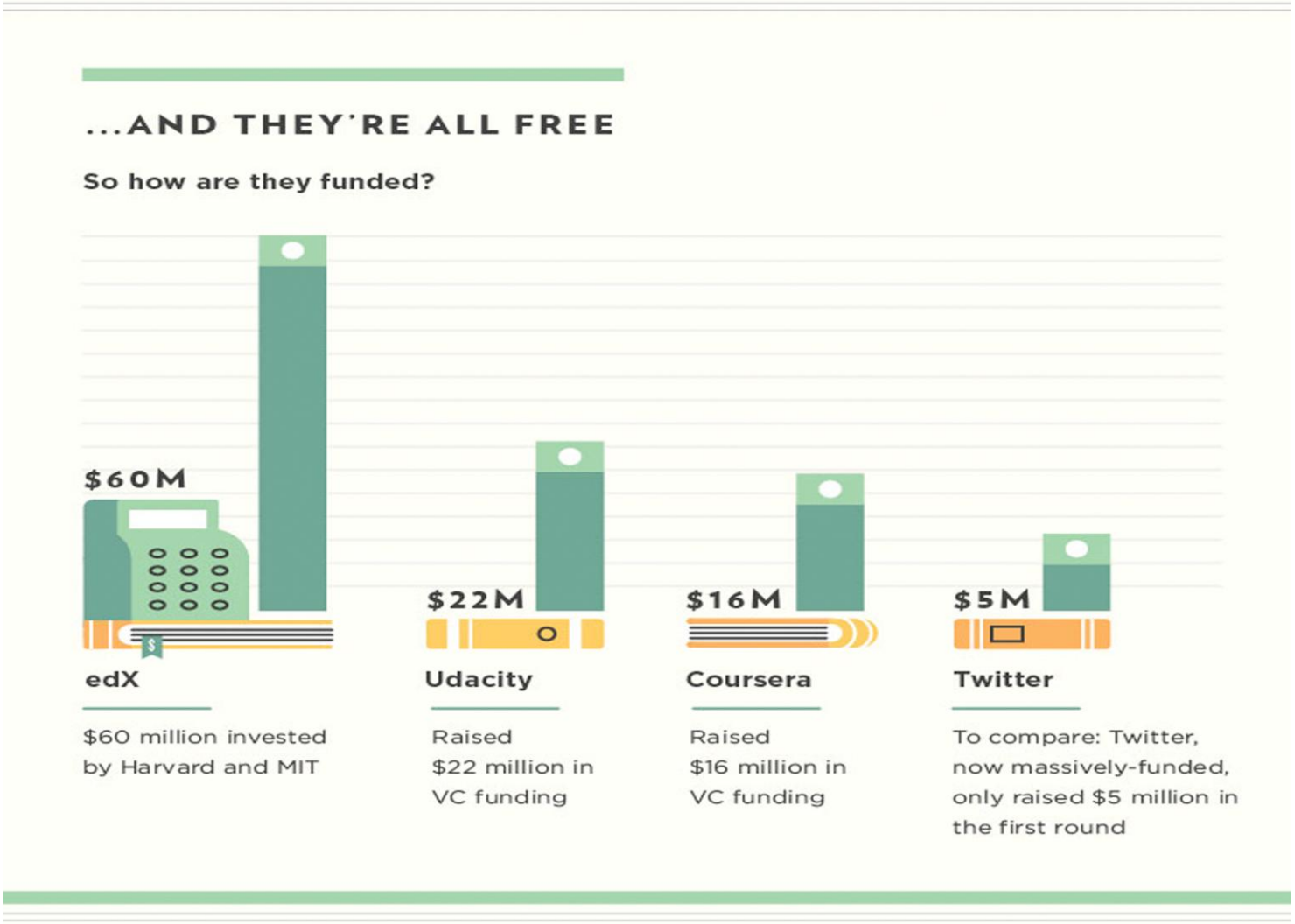


Image source: Onlineschools.org

# Potential revenue

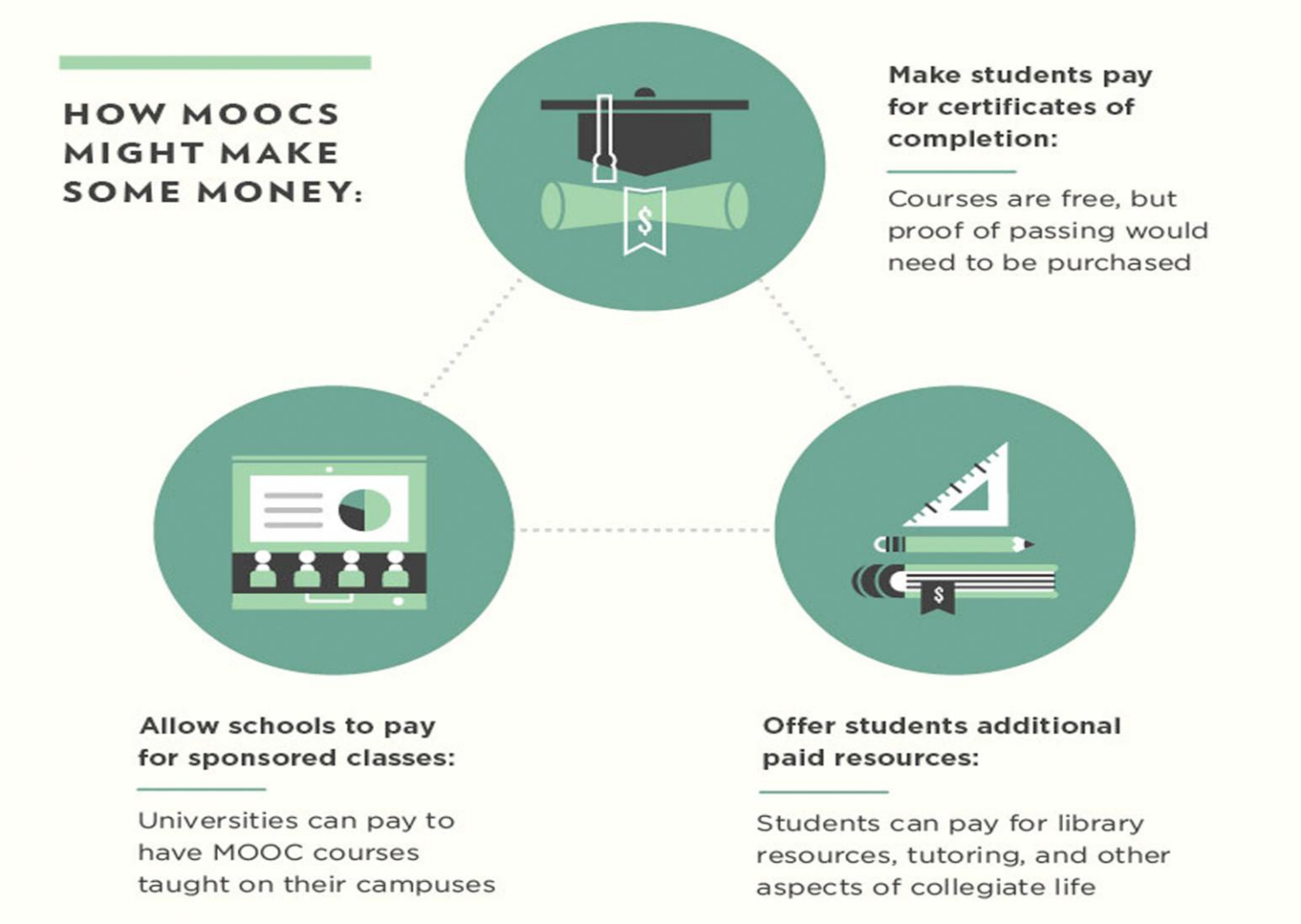


Image source: Onlineschools.org

# Other value of MOOCS

Brand association

User data

Ready-to-use content

University marketing

# Predictions

- MOOCS will be offered by fewer and fewer providers over time
- Monetary value of MOOCS (at least in sort turn) will continue to be limited.
- Smaller/less well known Universities will not develop MOOCS. They will become MOOC subscribers.
- Institutional use of MOOCS can be a future for long-term sustainability.
- We will see continued experimentation with the model
  - Revenue sharing
  - Corporate branding
  - Student resources and support