

Australian online learning platform hits record quarter of a billion students

Leading online learning platform Tuts+ has reached a milestone - 20,000 free tutorials on topics from craft to coding have been released, consumed by over 300 million students worldwide.

Since launching in 2007, the Australian based Tuts+ (part of the Envato network), has helped more than a quarter of a billion people from over 200 countries learn new skills and improve their lives.

Rather than just teaching high-level theory, Tuts+ provides practical projects and outcomes that help people learn by doing. Instructors create their courses hand-in-hand with a professional production team.

"We're very proud to have helped so many people from all over the world expand their knowledge across a huge range of topics - all for free," said Tuts+ General Manager Jason Ellis.

"Envato is at the forefront of digital learning and Tuts+ plays an important role in our creative ecosystem, helping people refine their talents, produce great content and connect with more clients."

David Appleyard, Tuts+ Editorial Manager, said online tutorials aren't designed to remove the human element, but to help motivated individuals enhance their abilities and beef up on new skills in an a la carte manner.

"We've seen demand grow for students wanting to learn cutting-edge techniques, or perfect their skills in brand new applications, languages, and frameworks," he said.

"Online is the perfect way for education to move quickly, and keep pace with fast moving industries such as development and design.

"We've seen a major shift towards high-quality screencast and video-based content, with a growing number of students using the internet as their sole source of learning. As more people choose to learn online rather than through a traditional university or college setting, we'll see employers placing more value on the skills learned through online lessons and courses."

In recent years there has been an increased move toward digital learning, with institutions like the University of Adelaide looking at scrapping their in-person lectures in place of online tutorials and personal mentoring.

A June 2015 Open Universities Australia (OUA) report revealed that 67% of online students are the first in their family to study.

8 years, 20,000 free tutorials & 300 million students later*:

- Over 2,600 different instructors have written for Tuts+, spread over 20,000 tutorials
- Over 300 million people from 242 different countries have visited the Tuts+ network since the initial launch of the site in 2007
- 40 tutorials have over a million views each
- 41,702,992 minutes of tutorial videos have been watched on YouTube (from September 2012)

**Google Analytics*
