

Table 1. Site Publication Statistics

Publication Metric	2012 August
Total Tenure Track Faculty Participating	696 (78%*)
Courses Published	2,151
Updated Courses Published	716
Archived to D-Space	722
Full Video Courses	63
Mirror Sites	323
Translated Courses	1,018

* Based on 895 tenure track teaching faculty reported in Sept. '09

Table 2. Site Publication Traffic Overview

Site Traffic Measure	Total	2012 August
Total Visits including affiliates¹	150,732,134	2,108,065
Last year/% change	1,846,565	14%
Total Visits	110,160,288	1,772,654
Last year/% change	1,484,538	19%
Total Unique Visitors	68,319,791	1,066,453
Last year/% change	871,521	22%
MIT.EDU Visits	1,733,895	13,781
Last year/% change	14,253	-3%
Highlights for High School Visits	2,693,216	54,618
Last year/% change	45,039	21%
Page Views	735,672,532	9,506,043
Last year/% change	8,042,201	18%
.ZIP Downloads	15,844,294	187,522
Donation Page Visits	544,419	7,195
iTunesU Downloads²	36,967,485	805,992
YouTube Views	34,957,669	912,401
OCW newsletter subscribers	157,906	2,003

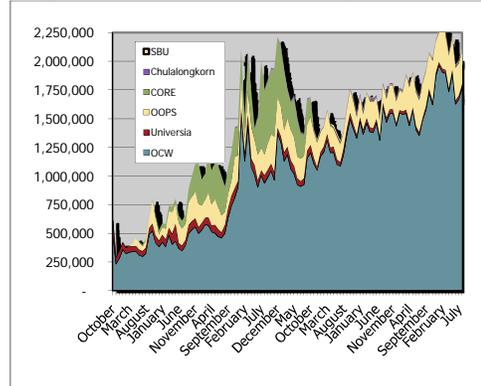
¹ Some data estimated. ² Data provided in weekly increments

Source: Akamai, SiteWise, and MyEmma

Table 3. User Feedback

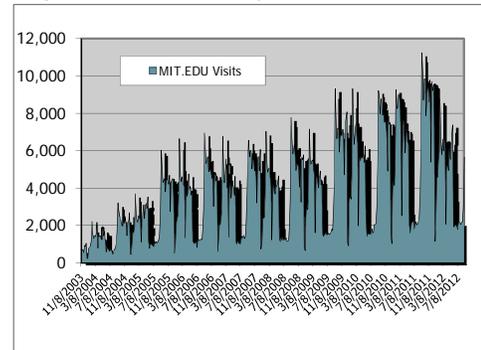
User Feedback
Top tier lectures taught by top tier professors from a top tier university--for free, available to anyone with access to internet. All of it sounds too good to be true. I began watching these lectures an year ago as a supplement to high school studies, but it turns out that OCW's been so much more than a mere supplement. It's been an experience--a surreal one. It almost sounds ridiculous, but here I am, miles away, academically and emotionally bonded to these professors, and awe-struck, laughing, inspired alongside students on the other side of the screen. MIT OCW, Thank you. - Student - High School. USA
Hi I am a student in Afghanistan. I have a bachelor degree in law. I want to study more. I love learning I am crazy for buying books and read them. sometimes it is hard to study some majors in Afghanistan such as philosophy there is no school who teaches philosophy and it is so hard to find philosophy materials to read. I have always looked to find a place that can guide me what to read and where to start and do academical reading. I am so so happy I found OCW. this is something I have been waiting for. You are doing such a great help for the world. want to thank you. - Independent Learner, Afghanistan
I'd like to thank you for putting as much as you do online for review, I have learned so much already, the courses seem to be on the cutting edge of their subjects and are explained in good detail, so the knowledge passes on easily to others. (Well, at least to me.) - Independent Learner, ??
Why I donate: My 13 year old son is interested in engineering and I was explaining some concepts around single variable calculus. I searched for videos and came across OpenCourseWare - specifically, David Jerison's lectures. I am extremely impressed that MIT is providing this material to the general public. The Jerison lectures are simply top-notch. There are many people that don't have the time to attend college full-time, and there are many people who simply couldn't afford MIT even if they had the time. But this material gives everyone the chance to learn on a flexible schedule regardless of financial means. Society benefits immensely from an educated citizenry, and OpenCourseWare strikes me as a very good public policy.
Why I donate: Knowledge is for sharing. Shared knowledge has larger impact in the world that knowledge lying in books or hidden behind walls. Any interested learners anywhere in the world is benefitting from OCW. I am one of them. Thanks OCW for this. - Independent Learner, USA

Figure 1. OCW and Affiliate Monthly Visits



Source: WebTrends

Figure 2. MIT.EDU Weekly Visits



Source: WebTrends

Media Mentions

- 8/1 - MIT News
- 8/2 - PR.com (press release)
- 8/9 - Business2community.com
- 8/15 - MIT News
- 8/16 - PR.com
- 8/21 - The New York Times
- 8/24 - India Retail News
- 8/25 - BostInno
- 8/26 - PR.com
- 8/27 - Activepost.com
- 8/30 - Uconn Advance
- 8/30 - TechnoLlama

Source: Google Alerts, Lexis Nexus

